

AsStudy Away Curricular Proposal
MKT 796/MKT 596/ MKT 474/ MKT 394/IDS 397/IDS 297

Name(s) of Instructor(s):

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Name and title of course: Business and Cultural Introduction to Vietnam and Myanmar

Purpose of course: Integrates and addresses the significant impact of cultural, economic, political, infrastructure and population variables in global marketing management. Students will explore marketing issues and marketing implications in a cross-cultural perspective. Influential business perspectives are recognizing the important trend of emerging/surging Asian countries such as Vietnam and Myanmar; and recognizing the new trend of migrating production from China to Vietnam and Myanmar due to rising labor costs.

My strong emphasis is on application...what works in the comfort and convenience of a classroom...or on a spreadsheet...many times will not work in the real world.

Pre-requisite course: none

Credit hours offered: Three hours of graduate or undergraduate credit will be offered for this course.

Brief Outline of Course: During the Spring semester, 2015, the instructor will hold six (6) 1 hour classes (prior to departure) and one 1.5 hour meeting after return. Additional classes (4 hrs) will be provided during the trip by the instructor and/or in-country professionals. Dates and times will be determined in advance and will be made available to students upon registration.

Students must fulfill the following academic requirements (A-D are pass/fail; E-G are graded):

- A. Attend scheduled meetings before, during, and after the trip.
- B. Attend all lectures, presentations, and relevant educational excursions provided during the trip.
- C. Participate fully in assigned activities.
- D. Participate in a post-trip focus group to share observations/feelings about the trip, discuss strengths/weaknesses, improvements for future trips, etc.
- E. Organize, write and present a 5 to 8 page report based on personal and professional observations and development.
- F. Maintain a daily reflection journal/blog during the trip.
- G. Individually (or in small groups as required by course enrollment) prepare and lead one small group educational exercise to complement lecture-based material (for pre-trip meetings).

Required Text: There is not a required text for this course; however, there are two optional books that are worth reading for a deeper understanding of global marketing.

Globality: Competing with Everyone and Everywhere for Everything by Sirkin, et al, Business Press, 2008.

World out of Balance by Paul Laudicina, McGraw-Hill, 2004.

Evaluation: Expected tasks are listed above in the Brief Outline of Course section. Several tasks are “pass/fail” (i.e. failure to complete these tasks well will result in a failing grade for the course). Assuming successful completion of the “pass/fail” components, the course grade will be determined as a combination of performance, a final paper and presentation, and a reflection journal.

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|--|-----|
| a. Country Snapshot (team based) | 20% |
| b. Cultural Insights (team based) | 20% |
| c. Presentation/Participation (team based) | 20% |
| d. Written report (individual) | 20% |
| e. Journal (individual) | 20% |

Proposed Itineraries:

Costs: The cost for international and foreign transportation and lodging totals \$3535 per student. Please note that this price is subject to change due to currency exchange rates and economic conditions. I choose to keep the rates low by paying for most of my own meals throughout the trip. Students should bring extra money for the purchase of additional meals not indicated on the itinerary, personal ground transportation, and for personal expenses.

Not included in the price above:

- Tuition for the course itself
- Transportation to/from SGF airport
- Passport fees
- Visa fees for Vietnam and Myanmar (I will assist to speed up the application process)
- Meals not provided per itinerary
- Ground transportation for personal trips
- Souvenirs and other personal purchases (e.g. coffee, clothing, etc.)
- Immunization

Name and address of travel agent:

Nguyen Truong
 US Tours, Inc
 9550 Bolsa Ave. Ste 126
 Westminster, CA 92683
 Tel: (1) 714- 531- 8100
 Fax: (1) 714- 531- 1972
 Email: us7145318100@gmail.com

Minimum number of participants required: A minimum of 7 participants (students/eligible participants – not including the instructor) is assumed in the calculations. If a minimum of 7 participants have not enrolled by 13 February 2015, the trip may be canceled.

Maximum number of participants required: The maximum number of participants is 8 (not including the instructor). If more than 8 participants apply, their names will be placed on a wait list in the event that one or more of the previously registered students is unable to participate.

Rationale as to the necessity of the travel component: This course recognizes that we live in a flat, connected, shrinking, interdependent world in which time horizons are compressed, communications are

24/7, information is prolific, customers are also competitors and global work teams are located throughout the world. The main perspective is putting the focus point on a student as a marketing officer of a company who is interested in entering new international markets and/or expanding its business in new countries.

Formal class meetings: A table providing approximate dates of formal pre- and post-trip class meetings, as well as in-country meetings, is provided below. This course includes more than 15 hours of academic contact (at MSU and in-country).

Date	Topic	Details
SP13 Pre1	Study Away Preparedness	The instructor will meet with interested students to assure that they understand their responsibilities as a guest in a foreign nation, and that they are prepared for international travel (e.g. passport and visa acquisitions and necessary vaccination procedures have been initiated).
Pre2	Orientation & Overview	Explain educational programming and student responsibilities. Begin with demographics segmentation in Vietnam and Myanmar.
Pre3	Country Snapshots	15 min. presentation: identify and address global issues that have short or long-term effect on specific industries. Small group exercise.
Pre4	Global Distribution/ Branding	Small group exercise informing students how Vietnam could be the next tier of emerging markets.
Pre5	International Travel Preparedness	Customs, currency, regulated articles, how to avoid being an “ugly American”. All students will be traveling as citizen diplomats and are representing the United States as well as Missouri State University. Review packing list and expectations for travel and housing.
Pre 6	International Travel Preparedness	Customs, language & currency. Knowing what to expect.
5/16 (Sat)	Depart Springfield	Meet at airport 2 hours prior to scheduled departure.
Vietnam 5/18 L	Arrival	Morning Arrival to Tan Son Nhat Airport in Ho Chi Minh City. Transfer to hotel. Rest Day. Get acquainted with the vicinity.
Vietnam 5/19 B	Saigon Tech University	Morning: Professor Quoc Ngo will share his experiences as an expat teaching in Vietnam after many years of working for Oracle and Sun Microsystems. Spend the afternoon shadowing a local Vietnamese student. Afternoon: Pair up with local student to visit Notre Dame Cathedral, Old Saigon Post Office , and local malls
Vietnam 5/20 B	Visit to U.S. Consulate in Ho Chi Minh City	Politics and Foreign aid. Activities of domestic and foreign aid organizations (governmental and non-governmental) – successes and failures. (US Department of State)
Vietnam 5/21 B, D	Saigon – Can Tho	Can Tho City, the capital of Mekong Delta. On the way, stop visiting the Vietnamese religion called Caodaism in Cai Lay Ton . Dinner with a traditional musical show called Mekong Amateur Music (Don Ca Tai Tu), the world cultural heritage.

Vietnam 5/22 B, D	Business Visit	Early Morning: Boat ride to floating Market Business Visit to an international company based in the Netherlands
Vietnam 5/23 (Sat) B	Can Tho - Saigon	Drive back to Saigon. Free afternoon
Vietnam 5/24 (Sun) B, D	Saigon, Vietnam – Yangon, Myanmar	Depart for airport, flight to Yangon, Myanmar. Visit the magnificent Shwedagon Pagoda , the landmark of Myanmar and one of the greatest wonders of the world . Dinner with the traditional dancing performance.
Myanmar 5/25 B, L, D	Yangon - Bagan	Transfer to airport for short flight to Bagan. Visit Ananda Temple and Shwezigone Pagoda - built in 1087 by King Anawratha who is the founder of the first Myanmar Empire.
Myanmar 5/26 B, L, D	Bagan – Salay – Popa - Bagan	Drive down to Salay and a short stop on the way will be made to study Toddy farmer's life like collecting toddy wine, making molasses, and making handmade oil. On arrival, visit Yoke-son Monastery decorated with wood-carvings depicting scenes for moral lessons.
Myanmar 5/27 B, L, D	Bagan – Heho – Inle Lake	Take a short flight to Heho. Then proceed to Inle Lake. Enjoy a boat ride on Inle Lake. Visit Phaungdawoo Pagoda , the main attraction that houses five small Buddha images; followed by Nga Phe Chaung Monastery , an attractive wooden monastery built on stilts over the lake at the end of the 1850s Also, a visit to local traditional iron work and Shan paper - making industry.
Myanmar 5/28 B, L, D	Inle Lake - Yangon	Short flight back to Yangon. Visit Sule Pagoda and Chauk Htat Gyi Pagoda. A visit Bogyoke market formerly "Scott market" at night. Depart for airport to catch flight at 1:45 a.m. on May 29
Myanmar 5/29		Departure for the US very early in the morning. (technically the evening of 5/28.)
Post1	Focus Group	Evaluation and recommendations. The evaluation results will assist the instructor in the further development of this course.

Application procedures: Students will complete an on-line application through the Study Away on-line application system. All applicants must be approved by the Program Director through the on-line application system. Once a student is accepted by Study Away, a non-refundable deposit of \$530 will be billed to the student's university account by **February 13, 2015**. Students will be billed by the Study Away office for the balance of the program fee.

Cancellation procedures: Students will be notified of the cancellation procedure verbally and in writing on the brochures and the application form. If the trip is canceled due to lack of participants, all application fees and monies paid will be refunded to the students. If a student wishes to cancel participation, a statement of withdrawal must be made in writing to the faculty sponsor and the office of International Programs and Affairs. All withdrawals are subject to monetary penalties in place at the time of withdrawals. Any money spent on behalf of the student wishing to withdraw will not be refunded.

Deadlines for deposits and withdrawals and the statement “Non-payment of fees does not guarantee automatic withdrawal” will be included on all brochures and information provided to students. Any plans by a participant not to travel and return with the group must also be submitted in writing to either the program director or the office of International Programs and Affairs.

Teaching credit requested: Three hours of teaching credit during Spring 2015 Second Block are requested.

Publicity: This Study Away course will be advertised by in-class announcements in the College of Business and by word-of-mouth. Campus flyers (with AA-EOC statement) will also be posted. Social media will also be used i.e. Facebook and department websites.

Part 2. Study Away Short Term Budget

Name of program: Business and Cultural Introduction to Vietnam and Myanmar

Estimate faculty costs:

Item	Cost (US\$)
Airfare – economy class	1700
Land transportation in the USA	0
Land/air transportation in host country	450
Room	850
Board	Instructor’s supplement
HTH Insurance	25
Total faculty cost	3025

Total faculty cost divided by the number of student participants = \$ $3025/7 = \$433$

Estimate of student/participant costs:

Item	Cost (US\$)
Airfare – economy class	1700
Land transportation in the USA	0
Land/air transportation in host country	450
Room (double occupancy)	850
Board (meals)	Included as indicated on the itinerary
Instruction	Included
Field trips (entrance fees)	Included
STUDY AWAY FEE	75
Faculty supplement (from † above)	433
HTH Travel Insurance	25
Total student/participant cost	3535

Part. 3 EMERGENCY PLAN (Vietnam)

Site assessment: Eden Saigon Hotel
38 Bui Thi Xuan; Ben Thanh Ward, District 1
Ho Chi Minh City
Phone: (84-8) 6291 3371
Email: info@edensaigonhotel.com
Website: www.edensaigonhotel.com

EDEN SAIGON HOTEL is a 4-star standard hotel, located right in the center of business, shopping, commercial and entertainment of Ho Chi Minh City.

Transit to site: Tan Son Nhat International Airport is about 3.5 miles away from Eden Hotel. The trip usually takes about 20 minutes with traffic congestion. We will board a shuttle to transfer from airport to hotel.

Local medical capacity:

The two closest outpatient facilities to Eden Hotel are:

Centre Medical International
24-Hour Emergency Number: (08) 3827-2366
1 Han Thuyen Street, District 1
Website: www.cmi-vietnam.com
All physicians are French or Vietnamese who speak English.

Columbia Asia – International Healthcare
24-Hour Emergency Number: (08) 3803-0678
08 Alexandre de Rhodes, District 1
Website: www.columbiaasia.com
There will always be foreign English-speaking doctors on staff.

Most likely health risks:

1. Food or water borne diseases- bacterial diarrhea, hepatitis A, and typhoid fever
2. Physical injuries due to trips and falls.
3. Vector borne diseases: dengue fever and malaria
4. Upper respiratory infections.
5. Heat injuries, mainly dehydration and heat exhaustion. Possibly heat stroke.

Note: *highly pathogenic H5N1 avian influenza has been identified in this country; it poses a negligible risk with extremely rare cases possible among US citizens who have close contacts with birds (2009).*

Preparation prior to departure:

- a. Program director should be familiar with this emergency plan
- b. Program director should be aware that individual risk is different than group risk. The probability would increase in individual risk as group gets larger.
- c. Each participant should consult with a physician about travel medicine prior to trip. During consultation, the participant should ask about malaria prophylaxis and antidiarrheal preparations.

- d. Participants should bring light-weight clothing and close toed shoes.
- e. Buy bottled water, and to ensure good hydration.

Emergency plan:

- a. Immediately upon arrival, program director should advise students to look for emergency evacuation procedures posted in every room of the hotel.
- b. Program director should give a walking tour of the vicinity to get students familiarize with their surroundings ie. Where are the US Consulate/hospitals, and how to get there in an emergency situation
- c. If someone is injured or becomes ill enough to require a trip to the hospital, the faculty member should accompany that person to the designated hospital.
- d. Mobile phones and wifi access are prevalent throughout Ho Chi Minh City. The faculty member should notify Study Away office as soon as possible of the situation so that plans can be made to evacuate the victim to the United States if necessary. In addition, notify the US Consulate as soon as possible.

U.S. Consulate contact information:

US Consulate General
American Citizen Services
4 Le Duan Blvd., Dist. 1, Ho Chi Minh City
Contact: Alex Titolo
Direct line: (84-8) 3520-4612
Email: TitoloA@state.gov

Eden Hotel is about 1000 yards away from the US Consulate. Students have been advised to go the Consulate if a situation arises that warrant an intervention of the US Government.

Note: *the consulate is closed on American and Vietnamese holidays. In an emergency situation, I'd contact Alex to get the name of the officer on duty for help. This officer usually has all of the information such as legal counseling, medical facilities/practices, and emergency evacuation options.*

Address of local law enforcement:

Cong An Quan 1 (Police Department in District 1)
73, Yersin
Ward CẦU ÔNG LÃNH, District 1
Ho Chi Minh City
(08)38297643

EMERGENCY PLAN (Myanmar)

Site Assessment: Asia Plaza Hotel
No. 277 Bogyok Aung San Road,
Kyauktada Township,
11221 Yangon
Burma
Phone: (95)-(1)-391071, 391070 (Ext. 1800)
Website: www.asiaplazahotel.com

ASIA PLAZA HOTEL is a 3-star hotel, located 10 minute walk from the Yangon Railway Station and Scott Market.

Transit to Site: This hotel is about 30 minute drive to Yangon International Airport. We will board a shuttle to transfer from airport to hotel.

Local Medical Facility: Asia Royal Hospital
No. 14, Baho Street
Sanchaung Township
Yangon, Myanmar
Phone: (95)-(1) 537296
Email: asiaroyal@asiaroyal.com.mm

Most likely health risks:

1. Food or water borne diseases- bacterial diarrhea, hepatitis A, and typhoid fever
2. Physical injuries due to trips and falls.
3. Vector borne diseases: dengue fever and malaria
4. Upper respiratory infections.
5. Heat injuries, mainly dehydration and heat exhaustion. Possibly heat stroke.

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- e. Buy bottled water, and to ensure good hydration.

Emergency plan:

- a. Immediately upon arrival, program director should advise students to look for emergency evacuation procedures posted in every room of the hotel.
- b. Program director should give a walking tour of the vicinity to get students familiarize with their surroundings ie. Where are the US Embassy/hospitals, and how to get there in an emergency situation
- c. If someone is injured or becomes ill enough to require a trip to the hospital, the faculty member should accompany that person to the designated hospital.

- d. Mobile phones and wifi access are prevalent throughout Yangon. The faculty member should notify Study Away office as soon as possible of the situation so that plans can be made to evacuate the victim to the United States if necessary. In addition, notify the US Embassy – Consular Section as soon as possible.

U.S. Embassy contact information:

Consular Service
110 University Ave
Kamayut Township,
Rangoon, Burma.

Office hours : 8:00 AM to 4:30 PM (MON-FRI) except for **Embassy Holidays***
Telephone : (95)-(1)-536-509 and then hit 1 to get to the Consular section
Fax : (95)-(1)-650-480
E-mail : consularrangoon@state.gov

Students have been advised to go the Embassy if a situation arises that warrant an intervention of the US Government.

**Note: the Embassy is closed on American and Myanmar holidays. In an emergency situation, I'd contact Consular Section to get the name of the officer on duty for help. This officer usually has all of the information such as legal counseling, medical facilities/practices, and emergency evacuation options.*

Address of local law enforcement:

Yangon, Myanmar Central Kyauktada Police Station
Kyauktada Township
Yangon
(95)-(1)-549309, 549963 (Ext. 355)

15 July 2014

Approval:

Ronald Coulter, PhD, Department Chair, Marketing Department

Date

Stephanie Bryant, PhD, Dean, College of Business Administration

Date

15 July 2014

Approval:

Rachelle Darabi, PhD, Associate Provost, Student Dev. and Public Affairs

Date