IB495 Business Study Abroad
MBA691 Directed Study

BUSINESS IN EMERGING MARKETS
Summer Semester 2020 (with travel over Summer Break)
Ms. Elizabeth Turnbull
Collat School of Business, UAB

EMERGING MARKETS

COURSE DESCRIPTION
The starting context for study is Vietnam. The course provides an overview of the culture, history and economy of Vietnam. Students gain awareness and understanding of the people and business climate of Vietnam and the reasons why Vietnam has become an emerging market. Students then compare Vietnam to other countries and analyze specific industry sectors.

Our goal in this course is not to become experts on particular countries or regions. Today’s fast growing markets may not be tomorrow’s. Instead, our goal is to use frameworks and principles that can be applied across many countries, markets and sectors. This a uniquely interdisciplinary course about how to evaluate the environment for growth in start-ups, corporations, and non-profits. In today’s global world, it is important for managers to understand the economic, political, technological and cultural environment of various countries. In this way, managers can assess the favorability of the environment for potential business growth as well as for societal well-being.

3 credit hours, no prerequisites; Open to undergraduate and graduate students

LEARNING OBJECTIVES
Upon the completion of this course, students will be able to:

- Identify the key elements of a country’s science, technology and innovation policies and how these influence a country’s standing in the global economy and what makes it attractive to investors
- Analyze the characteristics of a country relevant to investment (geography, people, government, economy, communications and transportation) and perform a comparative analysis
- Analyze opportunities within industry sectors for potential economic growth
- Recognize the differences in cultural values and behaviors between Americans and Vietnamese and adapt personal behavior to interact effectively with the Vietnamese people and other foreigners

COURSE FORMAT
This is a 3-credit UAB course that includes two main components:

1) Class Sessions and Course Assignments (before and after the study tour)

2) Study Tour of Vietnam (10-day cultural and business study tour)

The combination of class sessions and time spent on the study tour fulfills the UAB contact hours requirement for a 3-credit hour course. And while there will be much enjoyment and many deeply personal experiences on the study tour, this is a for-credit learning experience. It is therefore very important for students to recognize that the course is more than a trip and tour.

Students will read assigned material, complete online assignments, take an exam, conduct research on specific topics, make presentations to the class, post to the travel blog and complete either a reflection workbook (undergraduate students) or a research project and presentation to the class (graduate students). The study tour itinerary includes travel to Ho Chi Minh, Vietnam.

REQUIRED TEXTS AND MATERIALS

Assorted readings that will be provided by the Instructor

ASSESSMENT AND GRADING

Assignments vary depending on student status (undergraduate or graduate).

<table>
<thead>
<tr>
<th>Assessment of Undergraduate Students</th>
<th>Points</th>
<th>Assessment of Graduate Students</th>
<th>Points</th>
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<tbody>
<tr>
<td>Assignments</td>
<td>200</td>
<td>Assignments</td>
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<tr>
<td>Exam</td>
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<td>Presentation about a destination or site</td>
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<td>Professionalism and Participation</td>
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<td>Travel Blog</td>
<td>200</td>
<td>Travel Blog</td>
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<tr>
<td>Reflection Workbook</td>
<td>200</td>
<td>Research Project and Presentation</td>
<td>300</td>
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<tr>
<td>Total Possible Points</td>
<td>1000</td>
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The following scale is used to determine the final grades in the course.

- A = 900 to 1000 points
- B = 800 to 899 points
- C = 700 to 799 points
- D = 600 to 699 points
- F = 0 to 599 points

Assignments

Assignments will involve reading and exercises to build a “traveler’s” level of Vietnamese language skills, understand the history and culture of Vietnam and to complete various pre-work for class sessions on specific topics related to innovation and economic development.

Exam

The exam centers on selected assigned readings. The exam consists of a combination of multiple choice and essay questions. The exam for graduate students will include more extensive essay and application questions.
Presentation on destination or site visit
Each student will be assigned a city or site visit for which to conduct research and provide an informative presentation to the class. You will be the “expert” on your site and you will also provide additional information during the study tour. Presentations will be made in class at the last session after the study tour.

Professionalism and Participation
Students on the study tour are representing UAB and the Collat School of Business. To provide a favorable impression and to get the most benefit from the study tour, students will be assessed daily during the study tour on professionalism and participation. A detailed rubric will be provided. The criteria include time management (attendance, promptness), respect (social behaviors and etiquette based on both US and Vietnamese norms), preparedness (motivation, contribution) and appearance (well-rested, dressed appropriately in business casual as required). Students are expected to be back at the hotel by 12 midnight on each study tour day. Additional guidelines will be provided.

Travel Blog
Students will be required to post to the class travel blog while on the study tour. You will be assigned two days on which you must post original content and two other days when you must comment on other students’ posts. Guidelines and practice posts will be made prior to travel. Students will be responsible for the technology tools (device and internet access) needed to post on the assigned days. Grading will be based on a rubric that includes criteria such as timeliness, content, reflection, voice, text layout, use of graphics/multimedia and quality of writing. Training materials on how to blog and additional guidelines will be provided.

Reflection Workbook
Undergraduate students are required to answer questions and complete a set of reflection exercises based on the study tour. Questions focus on specific activities on the study tour and more general questions about the impact of the study tour on the student’s perceptions and beliefs. Detail questions as well as a rubric will be provided. The workbook is due at the last class session after the study tour.

Research Project and Presentation
Graduate students are required to complete a significant research project and to present the results to the class. There are two parts. One is a focus is on an industry sector and the global outlook for the industry. The second is a comparative analysis of Vietnam with another country using the concepts from selected readings and gathering data from a wide range of sources. The industry sector and comparison country must be approved by the instructor. Students will be provided with a detailed outline and a grading rubric. The project and presentations are due at the last class session after the study tour.

COURSE SCHEDULE
The course schedule includes 2 sessions (2 before and 2 after travel dates) and a 10-day study tour in May. Note that assignments may be due during weeks when there is no class session. All class sessions are on [day and time TBD] in [room TBD] on the dates noted. The course ends on the last day of the 14 week summer semester. Remote students in the QX course section have the option of attending the class session via GoToMeeting or later viewing a recording (Contact Ms. Turnbull for arrangements).

PRE-TRAVEL CLASS SESSIONS

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<th>Session Date</th>
<th>Topics and Activities</th>
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1. TBD
   • Course Overview
   • Terminology and Definitions
   • The Role of Infrastructure in Emerging Markets
   • Vietnamese Language and Culture

2. TBD
   • Vietnam – Demographics, Culture, Business Environment and Pressing Issues
   • Environment Concerns for Corporations, Non-profits and Start Ups
   • Exam
   • Work on research and presentations
   • Pre-Travel information and preparations

**Travel Itinerary**
Refer to the UAB Education Abroad website for information about the program fees and requirements.

**Day 1: Saturday, May 16, 2020 - Welcome to Vietnam!**
**Day:** Arrive in Ho Chi Minh City, and meet with your CISabroad Onsite Program Coordinator at the airport. Then, transfer to accommodations for check in.

**Day 2: Sunday, May 17, 2020**
**Morning:** City tour, to include a group lunch at the famous Pho Cong restaurant. Then, continue on to visit sites such as the War Remnants Museum, the Notre-Dame Cathedral of Saigon, the Post Office, and the Burning Monk Monument.
**Afternoon:** Onsite program orientation to go over the program itinerary, safety and survival tips, and a basic Vietnamese language lesson.
**Evening:** Group welcome dinner of authentic Vietnamese food

**Day 3: Monday, May 18, 2020**
**Day:** Guest lecture at a local Vietnamese university to learn about how culture affects the way people do business in Vietnam
**Afternoon:** Visit to China Town - check out this huge market and see the way business is conducted with Chinese influence.

**Day 4: Tuesday, May 19, 2020**
**Morning:** Visit to the U.S Consulate and/or American Chamber in Vietnam to learn about trade activities between the two countries
**Afternoon:** Visit to a U.S-based company in Vietnam
*Possible company visits include: Nike, Intel, Coca Cola, KMS, PwC, Momo, Lazada/Tiki, Standard Chartered, Coats

**Day 5: Wednesday, May 20, 2020**
**Day:** Day trip to visit the Cu Chi Tunnels, one of the world’s biggest man-made networks of connecting tunnels, remnant from the war.

**Day 6: Thursday, May 21, 2020**
**Day:** Visits to startup companies to learn about the young but fast-growing startup ecosystem in Vietnam stretching over various industries, including but not limited to: tech, e-commerce, financial services and banking.

**Day 7: Friday, May 22, 2020**
**Day:** Visit to a law and/or consulting firm to learn about foreign investment in Vietnam

**Day 8: Saturday, May 23, 2020**
**Day:** All-day excursion to the Mekong Delta, to see the biggest “rice bowl” of Vietnam, and experience the lifestyle of boats, houses and markets floating upon innumerable rivers,
canals and streams. The Mekong Delta is also home to many of Vietnam’s most delicious dishes.

**Day 9: Sunday, May 24, 2020**

**Day:** Visit to a not-for-profit restaurant called 10-cent Vietnamese restaurant, and spend the morning volunteering, helping the staff prepare the ingredients, and serving the customers lunch at the restaurant.

**Afternoon:** HCMC Street food tour - discover the delicious and colorful street food scene of Ho Chi Minh City through a food tour with a local guide, then have the remainder of the afternoon to relax and pack for tomorrow’s departure.

**Evening:** Group farewell dinner

**Day 10: Monday, May 25, 2020**

**Day:** Check out of accommodations and transfer to the airport for flights home

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**POST-TRAVEL CLASS SESSIONS**

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<th>Session Date</th>
<th>Topics and Activities</th>
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| 3. TBD       | - Lessons Learned on Study Tour  
               - Presentations on Site Visits  
               - Exam |
| 4. TBD       | - Presentations of Research Projects by graduate students  
               - Comparative Analysis of industry sections, Vietnam and other Countries  
               - Undergraduate Reflection Workbook due  
               - Course wrap up |

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**COURSE POLICIES**

Students must apply, be accepted and pay program fees for the Education Abroad Faculty-Led Program AND register and pay tuition for the course (either IB495 or MBA691). No other students or student companions are permitted on the study tour unless he or she is a student at UAB and has met both of these requirements.

The same policies that are in effect for “regular” courses are apply to this course. This includes the following:

**Collat School of Business Codes of Conduct**

Because this course will be partially online and some online-only students will be enrolled in the course, the codes of conduct for both the online and classroom types of courses are relevant. View the [Collat School of Business Code of Professional Classroom Conduct](#) to learn about policies regarding conduct online and in the classroom.

**UAB Policies**

While on campus for class sessions or while traveling, students are under the ethical and professional standards and policies of the The University of Alabama at Birmingham.

For details and more information, read the [Policies](#) section of the [Student Handbook](#).
The UAB Education Abroad office provides additional policies for the conduct of students while traveling abroad. These are provided when students apply for and register for the course.