

# FOREIGN TRADE UNIVERSITY INTERNATIONAL

(ONLINE)

## *Summer Program* 2021

2 - WEEK PROGRAM  
6/9 - 17/9/2021








### CONTACT

FTU International Office  
Foreign Trade University  
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## ABOUT THE PROGRAM

-  Experience the educational quality from one of the leading universities of Vietnam in economics and business.
-  Establish network with many friends from different countries with various educational professional backgrounds.
-  Explore the future academic and career opportunity in the dynamics of the emerging Vietnamese economic, business and production prospects in different working sectors and industries through business projects.
-  Gain and express valuable knowledge on Vietnam and its socio-economic developments under comparative and multi-dimensional approach.
-  Access the gateway to one of the most aspiring and potential entrepreneurship environment in the South East Asian region.







## ABOUT THE PROGRAM

As the COVID-19 pandemic has left serious impacts on the international business environment, Vietnam has demonstrated the outstanding capability in terms of public health protection and promoting economic recovery. Being one of the first countries to securely reinforce the business activities through all of the sectors and industries, the nation has gained more attention from potential international investors during the ongoing shift of the global supply chain. Entrepreneurship has gained enormous consideration and support from the government and society, especially ones in technology and sustainable industries. .

As one of the leading higher education institutions of Vietnam in promoting international integration in economic and educational aspects, Foreign Trade University (FTU) has held various events and programs for international students to experience the emerging business opportunities of Vietnam, as well as the graceful charm of Vietnamese culture. Believing that the passion for knowledge and international exchange of students worldwide continues to thrive despite the unique context of travel restrictions, FTU has reintroduced the International Summer Program of 2021 under a new and creative format: through online platforms. The content of the program will provide students with new insights on doing business under COVID-19 pandemic, and how businesses can maintain sustainable operations and create potentials out of the uncertainty situation. International students of different professions can team up to work on practical projects on doing business in various industries, which enhances the learning activities through problem solving and distant teamworking. ISP 2021 is expected to equip students with the knowledge, skills and the flexible mindset necessary for adapting to a constantly changing world.

FTU welcomes students from all over the world to become a part of ISP 2021 and together share the spirit of international and entrepreneur spirit.



### ELIGIBILITY

Undergraduate and graduate students with strong interest in business and good communicative English.



### APPLICATION PROCEDURES

#### Step 1

- Application should be sent to [qhqt@ftu.edu.vn](mailto:qhqt@ftu.edu.vn) before **23<sup>rd</sup> August 2021**
- Provisional acceptance will be sent by **31<sup>st</sup> August 2021**

#### Step 2

- Program fee of USD 300 should be paid by **31<sup>st</sup> August 2021**

# INTERNATIONAL SUMMER ONLINE PROGRAM 2021

## Entrepreneurship and small business

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Week 1	06/09/2021	07/09/2021	08/09/2021	09/09/2021	10/09/2021	11/09/2021	12/09/2021
07:30 – 11:30	Orientation & Lecture “Vietnam at a glance”	Lecture “Overview of Vietnam Economy”	Lecture “Introduction to Entrepreneurship and Innovation”	Lecture “Business Strategy for Small Business”	Case study		
13:30 – 15:00	Student exchange session		Vietnamese Class	Talk by Government Official	Virtual Company visit		
Week 2	13/09/2021	14/09/2021	15/09/2021	16/09/2021	17/09/2021		
07:30 – 11:30	Lecture “Business Model”	Lecture “Marketing Plan”	Lecture “Financial Management”	Lecture “Human Resource and operation management”	Presentation		
13:30 – 15:00	Vietnamese Class	Talk with start-up company	Vietnamese Class		Closing Ceremony		



*The program is subject to change.*

*After the program, student will be conferred 3 credits for “Entrepreneurship and small business” course.*

*Syllabus and grading system will be provided to all participants for credit transfer.*