

# FOREIGN TRADE UNIVERSITY INTERNATIONAL

(ONLINE)

*Summer Program*  
**2020**

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**2 - WEEK PROGRAM**  
**7/9 - 22/9/2020**








## CONTACT

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**FTU International Office**  
**Foreign Trade University**  
Floor 9<sup>th</sup>, Building A  
91 Chua Lang, Dong Da, Ha Noi, Vietnam  
Email: [qhqt@ftu.edu.vn](mailto:qhqt@ftu.edu.vn)



## 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 2020 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 2020 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 2020 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 2020**
- Provisional acceptance will be sent by **31<sup>st</sup> August 2020**

### Step 2

- Program fee of USD 300 should be paid by **31<sup>st</sup> August 2020**

# INTERNATIONAL SUMMER ONLINE PROGRAM 2020

## Entrepreneurship and small business

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Week 1							
	Orientation & Lecture "Vietnam at a glance" <i>Sharing session:</i> Country introduction	Lecture "Overview of Vietnam Economy" <i>Sharing session:</i> Getting to know the Economy	Lecture "Introduction to Entrepreneurship and Innovation" <i>Groupwork on project</i>	Lecture "Business Strategy for Small Business" <i>Groupwork on project</i>	Case study		
Week 2							
	Lecture "Business Model" <i>Groupwork on project</i>	Lecture "Marketing Plan" <i>Groupwork on project</i>	Lecture "Human Resource management" <i>Groupwork on project</i>	Lecture "Financial Management" <i>Groupwork on project</i>	Business plan presentation		



*The program is subject to change.*

*Total 09 lecture x 5 hours = 45 hours, equivalent to 3 credit (1 hour = 50min)*

*After the program, student will be conferred 3 ECTS for "Entrepreneurship and small business"*

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