



TRƯỜNG ĐẠI HỌC NGOẠI THƯƠNG
Foreign Trade University

2024 International Summer Program

Date: 18 August – 01 September 2024

Venue: Foreign Trade University, Vietnam

Application Deadline: 14 June 2024



Foreword

Foreign Trade University (FTU) is thrilled to introduce the 2024 International Summer Program (ISP 2024) under the theme “Doing business in Vietnam”. FTU’s ISP 2024 is designed to provide students with a comprehensive understanding of Vietnam landscape, culture, business etiquette, regulatory environment and legal framework. As Vietnam is becoming a dynamic business landscape, students can gain valuable insights into the challenges and opportunities of doing business in a rapidly changing country through ISP 2024.

FTU believes that ISP 2024 will provide participants with an enriching and transformative experience to understand more about Vietnam. We welcome all students with a passion for learning and a desire to engage with the world to join us for this exciting journey. Let us explore the business potential and cultural richness of Vietnam together, and build lasting connections across borders and cultures.

**Dates & ✨
Deadlines**

**Provisional Acceptance
Letter distributed** ——— **23/06/2024**

**Official Acceptance
Letter distributed** ——— **12/07/2024**

14/06/2024 ——— **Application Submission
Deadline**

30/06/2024 ——— **Program fee paid**

11/08/2024 ——— **Visa Reference number
received**

18/08/2024

Arrival in Vietnam



Benefits for students

- ◆ Experience a new culture
- ◆ Gain international perspectives on your degree
- ◆ Build your network abroad and explore global opportunities
- ◆ Develop global competencies valued by employers
- ◆ Receive **3 ECTS credit points** for attending the lectures, company visits as well as final presentation of the 2024 ISP at FTU



Agenda

Week 1

	MON	TUES	WED	THU	FRI	SAT	SUN
Week 1	19/08/2024	20/08/2024	21/08/2024	22/08/2024	23/08/2024	24/08/2024	25/08/2024
<i>09:00 - 11:30</i>	Orientation & Lecture 1: <i>Vietnam at a glance</i>	Lecture 2: <i>Overview about Vietnam Economy</i>	Lecture 3: <i>Foreign Direct Investment in Vietnam</i>	Group photo with Vietnamese traditional costume	Lecture 4: <i>Legal Business Environment in Vietnam</i>	Quang Ninh Campus visit	Ha Long bay tour
<i>11:30 - 13:30</i>	Welcome luncheon						
<i>14:00 - 16:30</i>	Student exchange session + Vietnamese Class 01	Hanoi city tour	Company Visit 1	Bat Trang Ceramic Village visit	Vietnamese Class 02		

The agenda is subject to change.

Agenda

Week 2

	MON	TUES	WED	THU	FRI	SAT
Week 2	26/08/2024	27/08/2024	28/08/2024	29/08/2024	30/08/2024	31/08/2024
09:00 - 11:30	Lecture 5: <i>Doing market research in Vietnam</i>	Ninh Binh 1-day tour	Lecture 6: <i>“Business Model Innovation in Vietnam”</i>	Lecture 8: <i>“Presentation Skill”</i>	Group Presentation & Closing Ceremony	Checkout and transfer to the airport
11:30 - 13:30					Farewell Lunch	
14:00 - 16:30	Talk with Start-up		Lecture 7: “Doing business in the intercultural environment/ start-up”	Lesson Review + Group work (Preparation for Presentation)	Free activities	

The agenda is subject to change.

Fee Policy

Fee paid before 30 June 2024 : **\$1,200**

Fee paid on and after 30 June 2024 : **\$1,250**

Program fee includes

- Tuition fee
- Study materials
- Certificate of program completion
- Airport pick-up
- Local transportation
- Meals on some activity days
(including welcome lunch, farewell party and tour trips)
- Ha Long bay trip and Ninh Binh trip
- Accommodation

Program fee excludes

- Visa fee
- Air fares
- International travel insurance
- Meals
- Additional expenses for leisure activities

Discover Foreign Trade University

#Hanoi Campus



#Quang Ninh Campus

Hanoi - The Capital

Hanoi, Vietnam's capital lies in the North of the country and is one of the country's top tourist hot spots. It offers French-colonial architecture, a rich food culture and a long history.



#Hoan Kiem Lake



#The old quarters

Ha Long Bay

- A beautiful natural wonder in Northern Vietnam near the Chinese border.
- Declared a **UNESCO World Heritage** Site in 1994.
- Located in Quang Ninh Province, about 180km from Hanoi.



Trang An - Ninh Binh



- Ninh Binh, a mesmerizing area known locally as "*Ha Long Bay on Land*".
- Get a sense of this UNESCO-protected site is by taking a paddleboat tour along its shimmering rivers and climbing to the top of its fabled peaks.

How to Apply

Application form: <https://shorturl.at/cpJNT>
before 14 June 2024

Contact information

Please contact FTU's Office of International Affairs for any inquiries you have
Email: qhqt@ftu.edu.vn

Thank You