



VNU UNIVERSITY OF
ECONOMICS & BUSINESS

UEB VIRTUAL COURSE 2023

From Tradition to Transformation: Vietnam's Economic Resilience in the Contemporary Context is an immersive course that takes students, particularly international students, on a journey through modern Vietnam, exploring a wide spectrum of politico-economic, finance and banking, business cultural, issues of international integration and globalization when examining Vietnam in its regional and global settings. This course delves into Vietnam's rich historical and cultural heritage as one of Southeast Asia's oldest cultures and its remarkable transition from a centrally planned economy to a thriving market-driven one, making it a dynamic player in East Asia.

Within this blended learning experience, students gain profound insights into Vietnam's business culture, etiquette, and finance and banking, all vital for effective communication in today's globalized world. As students' progress, they are encouraged to deepen their understanding of Vietnam's multifaceted business landscape while enhancing their social-political awareness. Engaging discussions among peers from diverse backgrounds are fostered throughout the course, providing students with a comprehensive understanding of the resilience of Vietnam's economy in the contemporary context. This holistic approach equips students with the knowledge needed to navigate Vietnam's dynamic economic terrain.

AGENDA

PART I: ONLINE LECTURES

DAY ONE: Vietnam's Economic Reforms & Economic Integration

Instructors: Dr. Le Minh Quang and Dr. Nguyen Duc Bao

Time: 14:00 - 16:00, 2nd November 2023

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| 14:00 | Welcome from VNU-UEB's Representative and Introductions |
| 14:10 | Future Program Opportunities
<i>Introduction to upcoming academic and cultural exchange programs.
Discuss the application process, eligibility criteria, and potential benefits.</i> |
| 14:40 | Lecture: Economic Reforms & Integration process
<i>Group discussions and Reflective comparison</i> |
| 16:00 | Conclusion |

DAY TWO: Enterprises and Business Culture in Viet Nam

Instructors: Dr. Vu Thi Van Anh, MSc Hoang Dam Luong Thuy

Time: 14:00 - 16:00, 3rd November 2023

- 14:00** **Organization culture overview**
Definition, structure (Edgar Schein's model) and roles
- A strong organization culture**
Characteristics and how to build it
- Enterprise culture in Vietnam and specific examples**
- Summarize key things**
- 16:00** **Conclusion**

PART II: PRE-RECORDED LECTURES FOR SELF-PACED LEARNING Time: 4th – 8th
November 2023

II. 1 PRE-RECORDED LECTURE:

Instructors: Dr. Le Hong Thai, MSc. Pham The Thanh, MSc Luu Hanh Nguyen

- 4th Nov** **Pre-recorded Lecture: Fintech Dynamics in Asia: Navigating Opportunities and Challenges**
(40'-45')

II. 2 TOPIC ASSIGNMENT & INSTRUCTION

- 5th – 7th** **Group Work on specific topics with lecturer's support**
Group Presentation and evaluation

Students will be divided into groups (3 students/ group) and groups will be assigned a topic (they can choose from three options), and the instructor will provide guidance on how to proceed with the assignment, answer any questions related to it, and instruct students to submit their assignments later on Google Classroom. The submission will serve as evidence of course participation, and the organizing committee will issue certificates based on these submissions. The instructor will review and provide feedback on students' submissions via Google Classroom.

() Google classroom and Zoom link will be sent to participants by emails at the beginning of the course.*