

*Faculty-Led
Study
Abroad Trip
Summer 2024*



*The beginning
of an exciting
trip...*





Arrived in Ho Chi Minh City...

BUSINESS

Meeting with Executives from Samsung Vina Electronics in Ho Chi Minh City...



...and visiting Samsung Electronics Ho Chi Minh City CE Complex Co., Ltd



BUSINESS

Visiting Masan Group, one of the three largest private sector companies in Vietnam, in Ho Chi Minh City



Visiting Heineken Vietnam in Ba Ria Vung Tau Province

BUSINESS



Visiting Guardian, a member of the DFI Retail Group—a leading Asian retailer, in Ho Chi Minh City



Team discussion and presentation on a Marketing Case Study on the spot



CULTURE



*Visiting Phuoc Tan 1 Secondary School in
Bien Hoa City, Dong Nai Province...*



... and exchanging culture...



HISTORY

Visiting the Independence Palace, the site of the Fall of Saigon on April 30, 1975 that ended the Vietnam War



Visiting the War Remnants Museum which Contains Exhibits relating to the First Indochina War and the Vietnam War



Enjoying street coffee...



Excited to explore the City...



Big smiles...



Walking on the street...



Visiting the Post Office in Downtown, Ho Chi Minh City

C
U
L
T
U
R
E



Riding motorcycle...



Wearing the traditional dress "Ao Dai"...



The winner is...



Having fun at the Turtle Lake...



Watching water puppet show...

**C
U
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E**



HISTORY

Visiting Cu Chi Tunnels in Cu Chi District, Ho Chi Minh City



ACADEMIC EXCHANGE

Academic Exchange with students from the University of Economics Ho Chi Minh City (International School of Business)



University of Economics Ho Chi Minh City is one of our partners in Vietnam



Team discussion and presentation on Global Business Issues on the spot





ACADEMIC EXCHANGE

Foreign Trade University is one of our partners in Vietnam



Academic Exchange with students from Foreign Trade University in Ho Chi Minh City, Vietnam



CULTURE

Touring Mekong Delta Region...



...Immerging in local culture and lifestyle...



CULTURE

Touring Mekong Delta Region...



...Immerging in local culture and lifestyle...



It is time to say goodbye...



On our way home...



A memory that will last forever...



DEVELOP A GLOBAL MINDSET

As part of the AACSB-accredited Zeigler College of Business, the International Business (IB) major is a member of the Consortium for Undergraduate International Business Education (CUIBE) where many of its members rank among the top IB programs in the nation.

UNIQUE PROGRAM FEATURES

- Our International Business program is uniquely designed with an innovative, responsive curriculum, and our culturally diverse group of faculty.
- Combines a qualitative liberal arts foundation, a business core, an IB core including a study abroad experience, and a functional specialization.
- Accredited by the AACSB, the hallmark of business education worldwide. Many top, global corporations only recruit from AACSB-accredited schools. Those grads are offered better, more competitive salaries.
- Zeigler Institute for Professional Development (ZIPD) annually sponsors executive panels, seminars, and a business conference to help students develop professional skills and network with alumni.

SPECIALIZATIONS

Select a specialization that provides functional skills and expertise in addition to the required business core that increases your job marketability after graduation.

- Accounting
- Economics
- Finance
- Human Resource Management
- Information Technology and Analytics
- Marketing
- Policy and Globalization



For more information contact
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OPPORTUNITIES FOR INTERNATIONAL TRAVEL

Short-term, faculty-led study abroad trips are offered to help students:

- Gain first-hand experience to cultures and business practices outside the United States
- Increase awareness of cultural differences and diversity
- Develop cultural competencies and the global mindsets
- Build confidence in travelling, relocating, and quick adapting to cultural changes



ALUMNI PLACEMENT

IB graduates are projected to be in increasing demand. Our IB graduates get jobs in almost every business function such as human resources, marketing and sales, supply chain, finance, ITM, and more in local, national and international organizations. They work in a variety of industries such as manufacturing, retail, real estate, and healthcare services.

- Supply Chain Specialist, Boeing
- Associate Marketing Recruiter, Russell Tobin
- Strategic Partner Specialist, Datacap System Inc.
- Human Resource Partner, Amazon
- Project Manager, Transperfect



Global Business Association

Our Global Business Association (GBA) provides students with opportunities to explore international business issues by holding workshops and seminars on international business concepts and issues. Alumni and other respected industry professionals industry with extensive global backgrounds are brought to campus to speak and provides exclusive networking opportunities.

GBA also holds cultural dinners, focusing on a specific country and culture, which also serves as networking opportunities with alumni and industry professionals. In addition, the GBA conducts international business case competitions, and ongoing fundraising and service projects.



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DEVELOP A GLOBAL MINDSET

- Prepares students for the global workplace
- Uniquely designed with an innovative, responsive curriculum
- Combines a qualitative liberal arts foundation, business core, IB core including a faculty-led study abroad experience and a functional specialization.
- Prepares students for the global workplace
- Culturally diverse group of faculty

Contact Dr. Lam Nguyen, Professor & Department Chair
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Global Business Association

The Global Business Association (GBA), a student organization, provides students with opportunities to become more aware of cultural diversity and globalization and understand the importance of business beyond national borders.



OPPORTUNITIES FOR INTERNATIONAL TRAVEL!



FUNCTIONAL SPECIALIZATIONS:

Accounting, Economics, Finance, Human Resource Management,
Information Technology, Marketing, Policy and Globalization, Supply Chain

Thank You!
