

The free online  
course for  
international  
students

**Main topics included:**

#1: Vietnam's Economic  
Reforms & Economic  
Integration

#2: Enterprises & Business  
Culture in Viet Nam

#3: Discussions &  
Reflections

VNU UNIVERSITY OF  
ECONOMICS AND BUSINESS

144 Xuân Thủy Str., Cau Giay Dist., Hanoi,  
Vietnam

# UEB VIRTUAL COURSE 2021

**From Viet Nam with Love: The  
First Impression**





## Course Description

This course invites students, especially international students, into a wide array of issues and perspectives encountered in modern Vietnam, ranging from politico-economic, business culture aspects to issues of international integration and globalization when examining Vietnam in its regional and global settings.

Vietnam has one of the oldest cultures in Southeast Asia and a distinctive national identity, society and culture given Vietnam's history. Vietnam's shift from a centrally planned to a market economy has transformed the country from one of the poorest in the world into a lower middle-income country. Vietnam now is one of the most dynamic emerging countries in East Asia region.

Throughout the three-day-course, students will be introduced to economic and business portrait of Vietnam with various economic and institutional reforms over the course of Vietnam's integration into the global economy.

Student will be offered a basic understanding of Vietnam's business culture and etiquette, which can pave the way for better communication in a fast-changing world. The course helps to raise students' social-political awareness and business identity of Vietnam and urges them to share their first impression of Vietnam with instructors and other students from different cultural backgrounds.

- This course will be conducted online from 8<sup>th</sup> to 10<sup>th</sup> September 2021 and the zoom link will be sent to participants by emails at the beginning of the course*



## What to Include?

### #1: Vietnam's Economic Reforms & Economic Integration

**Instructors:** MA. Tran Phuong Chi

& Dr. Nguyen Duc Bao

Time: 14:00 - 16:00, 8<sup>th</sup> September 2021

### #2: Enterprises & Business Culture in Viet Nam

**Instructors:** MA. Pham Nhat Linh

& MA. Nguyen Thu Thao

Time: 14:00 - 16:00, 9<sup>th</sup> September 2021

### #3: Discussions& Reflections

**Instructors:** Dr. Nguyen Thuy Anh, Dr. Nguyen

Duc Bao, MA. Tran Phuong Chi, Dr. Vu Duy,

MA. Pham Nhat Linh, Dr. Nguyen Dinh Tien

Time: 14:00 - 16:00, 10<sup>th</sup> September 2021

## Contact Us

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