

Tentative Course Syllabus (3/27/18)
JUNIORS AND SENIORS
Global Community Development: Vietnam
Sam M. Walton College of Business
January, 2019

Course credit for: WCOB 330V

Course Objectives: For study abroad, the classroom is the real-world experience of living in and working in another culture. This course is designed to inspire intellectual curiosity about the world as it is and foster a deeper understanding of the global condition. The course will assist students to cultivate intercultural understanding, to apply what they learn, and to begin to grasp the role of “business” – locally and globally – in the community. Very specifically, you will:

- Gain knowledge about the norms and cultures of the country and how those affect business
- Develop critical thinking skills, tolerance for ambiguity, and confidence
- Extend your awareness of your own values and culture

Class Parameters

The course consists of three parts:

- A pre-departure component during the Fall semester that will include an introduction to the historical, cultural, social, and economic environments of Vietnam. This will include some individual assignments (write a pre-trip report based on your perspectives and expectations of your experience in-country) and some small-group assignments (finding information to help the group prepare for the trip).
- A two-week-plus field study component in Vietnam. The field study will include community development projects, working in conjunction with faculty and students at Can Tho University, through the Peacework organization. Specific requirements for “in-country” are outlined below.
- A final paper to be submitted after we return

Course Readings

Two of the four pre-trip meetings will include discussion of required readings. The list of these are provided in the Appendix. The assigned chapters, articles, and other materials will be made available online at:

Vietnamrazorbacks.com, through Blackboard, and through direct e-mail

Assessment

Grades will be assigned based on participation in and completion of projects.

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APPENDIX: U.S. ITINERARY AND ASSIGNMENTS FOR JUNIORS AND SENIORS

Assignments *If you have completed WCOB core requirements (Junior, Senior, Graduate)*

Pre-departure assignments will include reading, research and brief reports about the country and community as well as information to help the group prepare for international travel.

1. Pre-trip report will include “my plan for how study abroad in Vietnam fits into my plan for professional career.” Identify and elaborate on five goals. Many times potential employers/interviewers note mention of this Vietnam program on a student’s resume – how do you respond?
2. Post-trip report will include “how I fulfilled/did not fulfill the goals I set for this trip.” Elaboration and discussion.

Reflection paper assignments are designed specifically to assess academic, ability and awareness outcomes. Team projects in which the you work with members of the community (Hoa An village, Can Tho University, others) will also be assessed. Oral presentations and discussion will be interspersed throughout. We will all spend dedicated time to documenting our day-to-day activities and to use this material in reflection reports and other assignments. Four sessions/class periods will be held prior to departure.

Pre-trip class sessions

Pre-trip session 1: introductions, background, and team assignments; first self-assessment paper assigned

Pre-trip session 2: history and current issues in Vietnam. Assigned Readings:

Vietnam Today: A Guide to a Nation at a Crossroads (2005) by Mark A. Ashwill
Chapters 3 (A Brief History) & 4 (Vietnam at Peace)

Vietnam: A Natural History (2006) by Eleanor Jane Sterling, Chapters 8 & 9

Pre-trip session 3: business practices in Vietnam. Assigned readings:

Vietnam Today: A Guide to a Nation at a Crossroads (2005) by Mark A. Ashwill
Chapters 5 & 6

Doing Business: Economy Profile Vietnam 2014 (2013) World Bank.

“Vietnam’s Second Revolution” (2014) by Elizabeth Pond, *World Policy Journal*

“World Factbook: Vietnam” (2015) cia.gov website

Reading Resources for Peacework Participants: Vietnam

ECONOMY

Books:

Vietnam: A Transition Tiger? - By Brian Van Arkadie and Raymond Mallon

http://press.anu.edu.au/titles/vietnam_citation/

Download at: http://press.anu.edu.au/titles/vietnam_citation/pdf-download/

This book provides an overview and close analysis of Vietnam's economy, with emphasis on its economic reform process initiated in the late 1980s. It focuses on impacts of the reform process on enterprise development, income growth and poverty alleviation.

Economic Growth, Poverty, and Household Welfare in Vietnam - Edited by Paul Glewwe, Nisha Agrawal, and David Dollar

<http://books.google.com/books?id=jRSulH1tVqEC&printsec=frontcover&dq=vietnam+economy&hl=en&sa=X&ei=3vX0Utjb8MXI0wHo4IG4CQ&ved=0CE4Q6AEwBQ#v=onepage&q=vietnam%20economy&f=false>

This in-depth book looks at the economic growth within Vietnam from the 1900's and how that has impacted poverty and household welfare. Based on various surveys this book has a very extensive look at the changes Vietnam has undergone during its rapid economic transformation.

Protecting the Poor in Vietnam's Emerging Market Economy- By de van Dominique Walle

<http://elibrary.worldbank.org/doi/book/10.1596/1813-9450-1969>

This book discusses the challenges Vietnam faces in developing and maintaining a new social safety net for the country's most impoverished within the change to the emerging market economy.

Videos:

Paz Y Desarrollo Vietnam: a struggle for human development and gender equality- By Javier Fernandez and the NGO Paz y Desarrollo

<http://vimeo.com/19721831>

Vietnam is carrying out an unprecedented economic development. In the last 10 years has risen from 60% of the population below the poverty line to 16%. Paz y Desarrollo invites the viewer to reflect on whether this economic development is accompanied by social development and to what extent these radical changes are affecting the situation of women and men, analyzing this dynamic economy from a gender perspective.

Articles/Reports:

Six Markets to Watch: The Mekong Region- By [Thitinan Pongsudhirak](#)

<http://www.foreignaffairs.com/articles/140341/thitinan-pongsudhirak/six-markets-to-watch-the-mekong-region>

In the January/February 2014 Foreign Affairs journal, the Southeast Asian region that surrounds the Mekong River was named one of six notable emerging market regions across the globe. This article is an up-to-date look at Vietnam's market potential in the context of its neighboring countries and its most important natural resource - the Mekong River.

BUSINESS/ENTREPRENEURSHIP

Books:

Bikes of Burden- By Hans Kemp

http://www.goodreads.com/book/show/725447.Bikes_of_Burden

This book is a wonderful (and different) cultural insight into how Vietnamese live. In Vietnam the motorbike is the main mode of transport, not only for people but also for every imaginable and unimaginable product and produce. Without the motorbike the economy would come to a halt. Bikes of Burden shows in 148 stunning, full color photographs how the motorbikes, the drivers and their loads ride around the cities and countryside in acts that defy your wildest imagination.

Vietnam Business Guide: Getting started in Tomorrow's Market Today - by Kimberly Vierra (Chapter 4: Navigating Business Landscape)

<http://as.wiley.com/WileyCDA/WileyTitle/productCd-0470824522.html>

While aimed at foreigners looking to open businesses in Vietnam, the book is full of practical information about unique aspects of Vietnam's business culture.

Reports/Articles:

Women's Entrepreneurship Development in Vietnam- By the Vietnam Women Entrepreneur Council

http://www.ilo.org/wcmsp5/groups/public/---asia/---ro-bangkok/documents/publication/wcms_100456.pdf

This report looks at current entrepreneurship opportunities and culture for women in Vietnam.

Americans doing business in Vietnam: Communication differences – by Katerine Kohl

http://www.baruch.cuny.edu/wsas/student_work/documents/Kohl.pdf

This short article provides an interesting comparison between American business culture and Vietnamese business culture, particularly focusing on how communication is utilized in Vietnamese context.

AGRICULTURE

Books:

"Farming in the City"- By Nguyen Thi Tinh, Maarten Warnaars, Ta Thi Bich Duyen, and Tran Thi Bich Ngoe

http://books.google.com/books?id=A6WBNKVEZtMC&pg=PA1&dq=vietnam+agriculture&hl=en&sa=X&ei=BFv0UvXiB_KpsATe2lCgBQ&ved=0CDQQ6AEwAjgU#v=onepage&q=vietnam%20agriculture&f=false

This report looks at the intersection of agriculture and farming in Vietnam's growing cities.

The Power of Everyday Politics: How Vietnamese Peasants Transformed National Policy- By Benedict J. Kerkvliet

<http://www.goodreads.com/book/show/7072663-the-power-of-everyday-politics>

This book is telling the story of collectivized agriculture in Vietnam, and Benedict J. Kerkvliet uncovers a history of local resistance to national policy and gives a voice to the villagers who effected change. Not through open opposition but through their everyday political behavior, villagers individually and in small, unorganized groups undermined collective farming and frustrated authorities' efforts to correct the problems.

Articles/Reports:

"Rice Farming in Vietnam: Against the Grain"

<http://www.economist.com/news/asia/21594338-vietnams-farmers-are-growing-crop-no-longer-pays-its-way-against-grain>

This Economist article looks at the rice market in Vietnam and how rapid economic change will affect the trajectory of rice growers in different areas of Vietnam.

"Mekong Delta, rice boom has steep environmental cost" – by Ives Mike

http://e360.yale.edu/feature/in_mekong_delta_rice_boom_has_steep_environmental_cost/2670/

This report examines the ecological consequences on the Mekong Delta region caused by infrastructure projects to support Vietnam's rise as one of the world's leading rice producers.

GREEN TECHNOLOGY

Articles:

"Vietnam's National Green Growth Strategy" - By CDKN Asia

<http://cdkn.org/2013/04/feature-vietnams-national-green-growth-strategy/>

This is a shorter article outlining the goals of the Green Growth Strategy. To see the actual report from the Vietnam Government you can check out this link: <http://www.greengrowth-elearning.org/pdf/VietNam-GreenGrowth-Strategy.pdf>

"Efficiency Needs to Play a Bigger Role in Vietnam's Fast Growing Cities" - By Patricia Hong-Phuc Le

<http://www.greentechmedia.com/articles/read/efficiency-needs-a-bigger-role-in-vietnams-fast-growing-cities>

This article outlines some of the major challenges currently facing Vietnam's energy use and transition to green technology.

Small-scale anaerobic digesters in Vietnam- development and challenges – by Nguyen, V.C.

Biogas plants were introduced to small-scale farmers Vietnam over the last 20 years as an optimal livestock waste treatment as well as biogas supply for cooking and lighting demands. This article provides a comprehensive overview of biogas plant development in Vietnam and the challenges in further biogas development.

<http://www.qucosa.de/fileadmin/data/qucosa/documents/8852/J.Viet.Env.1.1.12-18.pdf>

POLITICS

Vietnam: Rising Dragon- By Bill Hayton

Hayton's book addresses a broad variety of issues in today's Vietnam, including shifts in international relations, the growth of civil society, economic developments and challenges, and the nation's nascent democracy movement as well as its notorious internal security. He analyses Vietnam's 'police state', and its mechanisms of social control, coercion, and surveillance alongside his views of urban and street life, cultural legacies, religion, the media, and the arts. Hayton examines how these issues have emerged and where they will lead Vietnam in the next stage of its development.

Constitution and Political System- <http://vietnamembassy-usa.org/vietnam/politics>

This is Vietnam's Embassy website with a brief description of Vietnam's constitution and political system.

"Reconsidering Vietnam's Political System"- By Benedict J. Tria Kerkvliet

<http://www.eastasiaforum.org/2012/11/26/reconsidering-vietnams-political-system/>

This article discusses how Vietnam's government has faced pressure from citizens to change certain policies. Sometimes citizen are successful in their protests, many times they are not and this is increasingly becoming a major challenge for the government.

HISTORY

Books:

A History of Vietnam – by Stanley Karnow

<http://www.amazon.com/Vietnam-A-History-Stanley-Karnow/dp/0140265473>

This book is a classic read on the United States' involvement in Vietnam. It provides a balanced analysis of the political and military policies employed by all sides involved in the war.

Kill Anything that Moves– by Nick Turse

<http://www.nickturse.com/books.html>

This book draws than more than a decade of research in secret Pentagon files and extensive interviews with American veterans and Vietnamese survivors. It reveals for the first time how official policies resulted in millions of civilians killed and wounded.

Vietnam: Past and Present – by SardeSai

<http://www.amazon.com/Vietnam-Past-Present-D-R-SarDesai/dp/0813343089>

This books provides insights on the decision-making process in Vietnam and the United States during the war. It also examines post-war reconstruction and organization in Vietnam as well as the new strategic relationship between Vietnam and the United States following normalization between the two countries in 1995.

The Sorrow of War – by Bao Ninh

<http://www.amazon.com/The-Sorrow-War-Novel-Vietnam/dp/1573225436>

This book provides an account of a North Vietnamese soldier during the war. It provides an honest look at how a war affects an individual and his life. It was originally banned by the Vietnamese government because of its non-heroic and no-ideological tone.

Last Night I Dreamed of Peace – by Dang Thuy Tram

This book is a diary of a Vietnamese female doctor who worked in the war zone and was killed by the U.S army. The diary was kept by a U.S soldier and was returned to her family after 35 years. It provides a vivid and poignant account of her experience in the war.

EDUCATION

Books:

Education in Vietnam- Edited by Jonathan D. London

<http://books.google.com/books?id=F04vl1t3xQUC&printsec=frontcover&dq=vietnam+education&hl=en&sa=X&ei=dhP1UpfAYKq0QHCi4HYBw&ved=0CCKQ6AEwAA#v=onepage&q=vietnam%20education&f=false>

This book describes how integral education is to Vietnam's success economically, socially, and politically. Some worry there is not enough skilled workers in Vietnam to handle the growing economy, adding challenges to the education system.

Articles/Reports:

"Education in Vietnam: Very Good on Paper"

<http://www.economist.com/blogs/banyan/2013/12/education-vietnam>

This article discusses Vietnam's success and challenges in the education system.

Overview on Vietnam's Education System- By the IRED

<http://www.ired.edu.vn/en/EducationInVietNam/Read/overview-on-vietnam-s-education-system/>

This site provides a comprehensive look at Vietnam's current education system.

Higher Education in Vietnam – by Nick Clark

<http://wenr.wes.org/2014/05/higher-education-in-vietnam/>

This recent article provides an overview of Vietnam's higher education system as well as examines the challenges that it faces and identifies areas for improvements.

URBAN DEVELOPMENT

Books:

Saigon's Edge: On the Margins of Ho Chi Minh City by Erik Harms (Introduction: "Saigon, Inside Out"; Chapter 1, "Bittersweet Transitions: Urbanization on the Fringe of the City"; Chapter 6, "The Problem of Civilization on Saigon's Edge.")

<https://www.upress.umn.edu/book-division/books/saigon-as-edge>

This book provides a revealing perspective on how urbanization impacts lives of people, particularly those who find themselves in the intersection of a rural and urban worlds.

Articles:

The Development of Saigon South New Urban Area: A sign of an increasing of internalization and polarization in Vietnamese Society - By Michael Waibel

<https://www.uni-goettingen.de/de/document/download/67a97f2625574b9586e5e5349e59d1f4.pdf/pn22-waibel.pdf>.

This article focuses on District 7, an area of intense urban development in Ho Chi Minh city. It examines the increasing intra-urban disparities that exist as Vietnam embraces neo-liberal market forces and aspires to be part of a globalizing international community.

Vietnam Study Abroad – January 2018

Final Assignment: One thing that will definitely stand out forever on your resume is the study abroad that you have just completed.

The purpose of writing and turning in this final paper is to help you gather your thoughts a bit – we all know this was a pretty intense experience, in a lot of ways, and it will help us all (I am going to do the same exercise) to keep details recorded somehow.

So here is the scenario: three weeks from now, you are sitting in an interview for a job. The interviewer notices on your resume that you have had the community development study-abroad class in Vietnam. The interviewer asks about the projects that you worked on and follows up with some other questions. I will give you a “job interview” hint: what any interviewer is looking for are skills and other personal characteristics that will be **of value** to the company. So your task in this assignment is to link the activities to things that you learned about the country and culture of Vietnam, about your fellow students, and about yourself.

I. We were involved in one project for Peacework, and you also had individual research/presentation assignments.

a. Provide a *detailed* project description for each of the projects and the presentation.

The interviewer says, “Wow! It sounds like you were busy!” (No kidding, and, really, as we know, the formal projects accounted for a very small portion of the time and effort we spent there...).

- b. The interviewer asks “what did you learn from this?” Discuss challenges that were unexpected and how you overcame them. These would include personal, cultural, and academic challenges.
- c. We all experienced some successes and failures while we were there. Let’s present the interviewer with some of the successes – provide a list of at least three things that you considered either a personal or professional (academic) success. Also, clearly there were some things that did not work out the way we had anticipated – identify one of these, and provide some way that this could be improved or rectified now that we have more experience.
- d. We all went into this with some expectations – on one hand, we were all asked to “keep an open mind,” and this was not easy. On the other hand, when things did not unfold as we may have expected, we had to “adapt.” One of the stated purposes of this program was to help you to “make decisions under conditions of uncertainty,” so the interviewer asks you about this.

Describe in detail some things that happened that you expected to happen. Further describe some things that happened that you did not expect. These can be personal, professional/academic, country – just about any aspect of your experience, what you/we did, who you met/worked with.

- e. Several studies rank Vietnam as among the least favorable countries in which to do business. Based on your observations, readings, and experience, what is your own assessment?
- f. Even in this very short time, this trip and program has affected you (I've seen changes in all of you!). You will probably notice and realize some things much later. Describe how this program has affected you 1) personally and 2) professionally/academically.

II. Recommendations for next year's program

During the time we were in Vietnam, several of you said, "Next time, you should..." So tell me about this. Next time we should do what?

- a. You learn that another student that you know has signed up to go to Vietnam with this program (me). What do you suggest to them?
- b. What information can you hand off to next year's team? That is, for the Vietnam Razorbacks, what do we do next? You made some suggestions during your presentations, but please elaborate a little.

Due January 28, 2018, 5 p.m. Central Standard Time. Please get back with me with any questions about this assignment. If you want a page requirement, my response is "be thorough." I believe that if you spend some time now thinking and expressing your thoughts, it will help you a great deal later on. You can write as much as you'd like, but because this assignment is asking for you to think about and describe a lot, I won't place a maximum page count.