

Study Trip to Southeast Asia: Doing Business in Southeast Asia

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Three (3) Credits

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Index #:

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Contact Dr. ogilvie if you need a special permission number

Course Description

This unique course features a study trip to Southeast Asia January 3-13, 2008. The objective of the course is to learn about Southeast Asia's dynamic economy and business environment through hands-on learning. This course is open to all students (MBA, Masters, and undergraduate) as well as alumni. Students please consult with your department chair to see if this course will count for your concentrations. For anyone interested in doing business in Southeast Asia, or knowing more about one of the most important developing economies today, this course is a must.

Destination: Hong Kong, Malaysia, and Singapore

Hong Kong's influence in the Asian economies is as strong as ever. Once a British colony and now one of the most famous islands in the world, Hong Kong is known not only for its intriguing history, but also for its beauty and thriving economy. In 1898, England leased the island of Hong Kong for 99 years. On July 1, 1997 Hong Kong was returned to China. The mainland Chinese and the Hong Kong governments reached an agreement which would allow "one government, two systems" to regulate the economic policies. The service industry, primarily financial services have long played a vital role in the vigorous growth of Hong Kong's economy. Over 3600 regional headquarters and offices are based in Hong Kong, a territory which for the past 12 years has been ranked number one in the world for the freedom of its economy.



Malaysia

This exotic Asian country draws quite a number of foreign investors especially in the IT sector, where big names such as Flextronics, Intel and HP have all established operations within the country. In particular, the country has gained substantial credence through the



popular “China +1” strategy, a hedging method that has emerged especially among Japanese companies. This strategy suggests that companies set up operations in China in addition to another Asian country such as Malaysia to offset the impact of any future trade disputes. Traditionally, Malaysia has relied on the rubber, oil & gas industries for economic growth, though future projections point to various trade agreements and FDI in manufacturing as well as growth in the tourism sector to keep Malaysia moving forward. With a diversity of ethnic groups and a strong vision for the future, the country is certainly one to watch closely.

Singapore

In early 1900 the British East India Company colonized the area of Singapore, taking advantage of its strategic position. Singapore remained under British rule until 1963 (with the only exception of Japanese occupation during WWII) when it formed Malaysia. Only 2 years later it left the federation and became fully independent. Since then the economy of the country has



been booming. Strategic location, large inflows of FDI and massive industrialization allow Singaporean economy flourish as the 18th wealthiest in the world and one of the Four Asian Tigers. Manufacturing of electronics, petroleum refining, chemicals, mechanical engineering and biomedical sciences plays a key role in the economy. In addition, Singapore is one of the busiest ports and the world’s fourth largest foreign exchange trading center. Tourism contributes massively to the success of the economy. Being continuously rated as the most business-friendly economy, the city has attracted thousands of foreigners to work at hundreds of multinational corporations. With the forecasted 4-6% growth annually over the next decade, Singapore will certainly play an important role in the region as well as in the global economy.

Course Plan

The course will meet on two Saturdays during the Fall Semester before leaving for Southeast. Students will be responsible for completing a set of required readings for each of these sessions. The dates and times of these classes will be announced mid-semester. The course is designed around four main activities: First, through our in class sessions, we will develop an understanding of what is going on in Southeast Asia, what issues its rapid growth has caused, and the nature of doing business there. Second, on the travel portion of the course, we will conduct onsite visits to Asian businesses, with plans to include a pharmaceutical firm, and have “in-class” learning sessions in which local business people will talk to us about the investment climate and FDI in Southeast Asia, the legal environment and IPR issues, and the labor market and HR issues. We will also schedule visits with students and alums of the Rutgers International Executive MBA Program in Singapore. Third, we will get exposure to the culture of Southeast Asia, with guided tours of each country. You will also have some free time to do your own exploring. Fourth, upon our return, we will have a class meeting in which students will present their group projects and we will debrief our experience in Southeast Asia. Students’ final paper is due on April 20.

A course requirement is that you will keep a trip journal about your observations, experiences, and learnings from the course, and your reflections upon the learning that you experience during both the course and trip. You should integrate your theoretical knowledge with your experience and meetings on the ground. Your journal should demonstrate learning related to culture, history, and business in Southeast Asia. The objective is for you to become familiar with the Asian business environment, make contacts with Southeast Asia’s business community, and to think about the economic implications of Southeast Asia’s

developing economy, and address how this experience has contributed to your personal and professional development.

Costs

The cost of the trip is tuition, plus a travel fee of \$2,200.00, **plus the cost of international airfare** (approximately \$1500 when we travel as a group). We will have a firm number once we begin the process of purchasing tickets. (You are free to book your own tickets, but then you will be responsible for inter-city transfers, which will raise your travel fee to \$2,500.) Spouses and partners who are not Rutgers students or alums, and who will not be taking the course (i.e., will only be sharing accommodations and only attending cultural events), are welcome to accompany you, but must pay an additional **\$250.00** administrative fee. The partner fee in that case is \$1,020. Partners who wish to participate in the course pay the full fee.

This travel fee covers all expenses that you will have in Southeast Asia, except from some meals or optional recreational activities. The travel fee includes all hotels at double occupancy, breakfast, ground transportation, internal flights in Southeast Asia, basic medical insurance, tours within Southeast Asia, and other related fees. If you wish to have a single room, the supplement will be an additional \$590. You will be responsible for other small, miscellaneous expenses in Southeast Asia including some meals, bottled water, tips, etc.

Please note: until final booking, there may be some slight cost adjustments based on variations in hotel rates/domestic airfare and other uncontrollable factors, but the final price will not vary far from this number. If we have a full class, the cost may be reduced.

Partner Organization

We are working with a partner organization, International Study Program, to help organize this trip. ISP aims to play a part in promoting success in every student's international business experience. It seeks to provide students and faculty with unparalleled insight to a variety of business environments and practices. It provides unique opportunities to witness first-hand the challenges and rewards of conducting business internationally. With an emphasis on encouraging cross-cultural and contextual understanding, together with providing strong academic content, ISP has helped offer successful trips for over 200 business programs, engaging more than 3000 students. It excels in bringing students together with key business thinkers, industry leaders, faculty, journalists, and entrepreneurs to ensure a greater appreciation for, and understanding of, international business concepts and best practices.

Payment Details

- October 5, 2007, \$500 deposit due.
- November 5, 2007, balance of \$3,200.00 is due.

Cancellation Policy

If you cancel prior to 20 days before departure, you will receive a \$1,700.00 refund (your ticket cannot be refunded, but you have a year to use it).

Medical Coverage

Each student must complete the provided medical forms. All students will be automatically enrolled in the Rutgers travel insurance program as part of their program fee. We highly recommended that students obtain their own travel insurance to cover foreign travel.

Alumni are welcome to participate!

Space is limited, so enroll today to ensure your place!!

For more information, contact Prof. ogilvie at dt@dragon.rutgers.edu

We are setting up a meeting with our group and students and alums of our Southeast Asia MBA program in Singapore so you can begin forging relationships with your

RU counterparts in Southeast Asia. These students represent major US and international companies doing business in Southeast Asia as well as major Asian companies and organizations.

** See attached itinerary.