

The free online course for international students

Main topics included:

#1: Vietnam's Economic Reforms & Economic Integration

#2: Customer experience management in Viet Nam

#3: Discussions, Q&A

VNU UNIVERSITY OF
ECONOMICS AND BUSINESS

144 Xuan Thuy Str., Cau Giay Dist., Hanoi,
Vietnam

UEB VIRTUAL COURSE 2022

VISIT VIETNAM AFTER THE PANDEMIC





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 customer experience in Vietnam.

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 the customer behavior in Vietnam, 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 14th to 16th November 2022 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: Dr. Nguyen Duc Bao

Time: 14:00 - 16:00, 14th November 2022

#2: Customer experience management in Viet Nam

Instructors: Dr. Dao Cam Thuy

Time: 14:00 - 16:00, 15th November 2022

#3: Discussions, Q&A

Instructors: Dr. Nguyen Duc Bao, Dr.

Dao Cam Thuy

Time: 14:00 - 16:00, 16th November 2022

Contact Us

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