



ANNOUNCEMENT

School of Business Study Program and Trip to Hong Kong, Thailand & Vietnam in January 2010 Course offered for Spring 2010 (NOT Winterim)



The School of Business–Camden (SBC) offers three-credit course on doing business in South East Asia. The program highlight is a **14-day study trip over Winter Break to Hong Kong, Thailand and Vietnam**, tentatively scheduled for **January 2nd – January 16th**, where we visit businesses, non-government organizations and universities to learn more about management, cultural and technological practices.

The trip will include stays in **Hong Kong, Bangkok, Pattaya, Hanoi, Hoi An and Ho Chi Minh City (Saigon)**. Highlights of the study trip include visits to:

- Hong Kong – This vibrant economic powerhouse needs no introduction;
- Bangkok - Royal Palace, monasteries and temples, cultural show and river cruise;
- Pattaya beach – a balance of consumerism and ecological preservation
- Halong Bay – a UNESCO heritage site, Hanoi – the Capital city;
- Hoi An – another UNESCO heritage site preserving the old charm;
- Saigon and Cu Chi tunnels – an important lesson on Vietnam War.



Some Basic Details

- Students:** Available to MBA and undergraduate business students.
Class Limited to 12 students only (by permission of instructor)
- Credits:** 3 credits; students earn their choice of either Management or MIS credits.
- Class Meetings:** Non-traditional meeting times - two pre-trip class meetings (**tentatively scheduled on Nov. 29, Dec. 23**) and 3 post-trip meetings (on **February 6, 27 and March 13**).
- Faculty:** Professors Snehamay Banerjee will be overseeing academic instruction and leads the trip. Cal Maradonna assists in the trip.
- Costs:** **In addition to paying for tuition as applicable, each student pays approximately \$3295 for trip-related expenses.** This fee covers airfare, hotel accommodations, travel fees, entry fees, and some meals while on the trip.

Please direct questions to:

Snehamay Banerjee
856-225-6587
snehamy@camden.rutgers.edu



Cal Maradonna
(609) 343-2090
Cal.Maradonna@rutgers.edu

For details and application form, go to: <http://crab.rutgers.edu/~snehamy/>



Students will be accepted for the trip as the applications are received and reviewed. The application process may close before the Spring 2010 enrollment opens.