



# 2025

# International Summer Program

Date: 17 - 30 August 2025

Venue: Foreign Trade University, Vietnam

Application Deadline: 15 June 2025



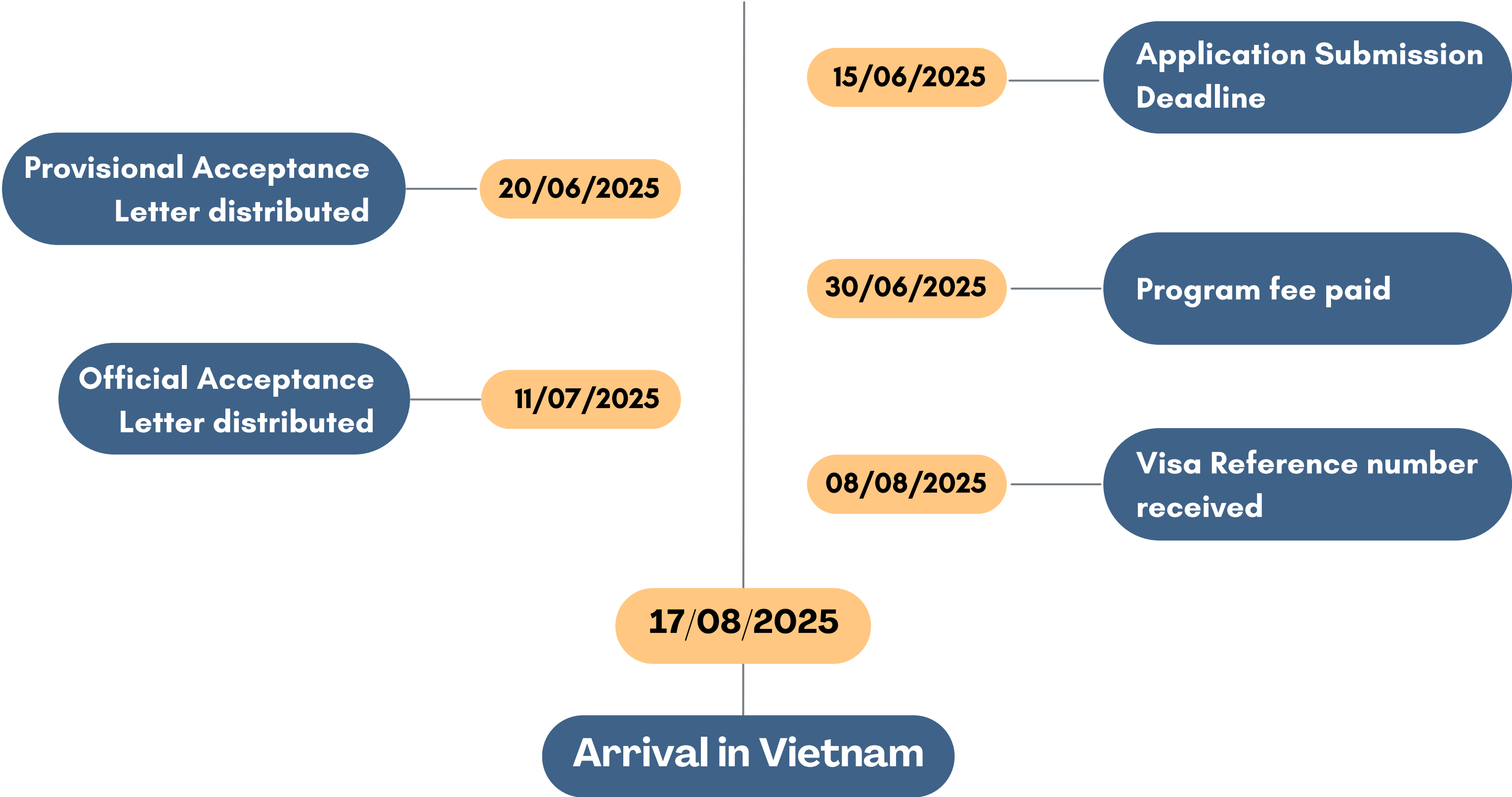
# Foreword

Foreign Trade University (FTU) is thrilled to introduce the 2025 International Summer Program (ISP 2025) under the theme “Doing business in Vietnam”. FTU’s ISP 2025 is designed to provide students with a comprehensive understanding of Vietnam landscape, culture, business etiquette, regulatory environment and legal framework. As Vietnam is becoming a dynamic business landscape, students can gain valuable insights into the challenges and opportunities of doing business in a rapidly changing country through ISP 2025.

FTU believes that ISP 2025 will provide participants with an enriching and transformative experience to understand more about Vietnam. We welcome all students with a passion for learning and a desire to engage with the world to join us for this exciting journey. Let us explore the business potential and cultural richness of Vietnam together, and build lasting connections across borders and cultures.

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# Dates & Deadlines





# Benefits for students

- Experience a new culture
- Gain international perspectives on your degree
- Build your network abroad and explore global opportunities
- Develop global competencies valued by employers

Receive **3 ECTS credit points** for attending the lectures, company visits as well as final presentation of the 2025 ISP at FTU



# Agenda

## Week 1

|                  | Monday   | Tuesday   | Wednesday   | Thursday  | Friday  | Saturday          | Sunday                                   |
|------------------|--|---|---|---|---|-------------------|--|
|                  |  |   |   |   |   |                   | <b>17/08/25</b>                          |
| <i>Morning</i>   |  |   |   |   |   |                   | Pick-up from airport & Transfer to hotel |
| <i>Afternoon</i> |  |   |   |   |   |                   |  |
| <b>Week 1</b>    | <b>18/08/2025</b>  | <b>19/08/2025</b>                                     | <b>20/08/2025</b>   | <b>21/08/2025</b>                                       | <b>22/08/2025</b>                                     | <b>23/08/2025</b> | <b>24/08/2025</b>                        |
| <i>Morning</i>   | <b>Orientation +<br/>Lecture 1<br/>“Vietnam at a glance”</b> | <b>Lecture 2<br/>“Overview of Vietnamese economy”</b> | Workshop:<br>Vietnamese Tastes<br>(making and enjoying Vietnamese food) | <b>Lecture 3<br/>“Doing market research in Vietnam”</b> | Ha Long Bay Tour<br>(2 lunches and 1 dinner included) |                   | Free time to discover Hanoi              |
| <i>Lunch</i>     | Welcome Lunch  | Lunch   | Lunch   | Lunch   |   |                   |  |
| <i>Afternoon</i> | Student Exchange Session + Vietnamese Class 01               | Hanoi City Tour                                       | Vietnamese Class 2  | Group photo with Vietnamese traditional costume         |   |                   |  |

# Agenda

## Week 2

|                  | Monday  | Tuesday  | Wednesday      | Thursday  | Friday                                | Saturday                             |
|------------------|---|--|----------------|---|---------------------------------------|--------------------------------------|
|                  | 25/08/2025  | 26/08/2024   | 27/08/2025     | 28/08/2025  | 29/08/2025                            | 30/08/2025                           |
| <i>Morning</i>   | Vietnamese Class 3                                      | <b>Lecture 5 “Doing Business in the intercultural environment”</b> | Ninh Binh Tour | <b>Lecture 6 “Presentation Skill”</b>                     | Group Presentation & Closing Ceremony | Checkout and Transfer to the airport |
| <i>Lunch</i>     | Lunch   | Lunch  |                | Lunch   | Farewell Party                        |                                      |
| <i>Afternoon</i> | <b>Lecture 4 “Business Model Innovation in Vietnam”</b> | Company Visit  |                | Lesson Review + Group Work (Preparation for Presentation) | Free                                  |                                      |

# Fee Policy

Participation fee : **\$1,400**

## Program fee includes

- Tuition fee
- Study materials
- Certificate of program completion
- Airport pick-up
- Local transportation
- Meals on some activity days (including welcome lunch, farewell party and tour trips)
- Ha Long bay trip and Ninh Binh trip
- Accommodation

## Program fee excludes

- Visa fee
- Air fares
- International travel insurance
- Meals
- Additional expenses for leisure activities

# Discover Foreign Trade University

#Ha Noi Headquarters

#Quang Ninh Campus

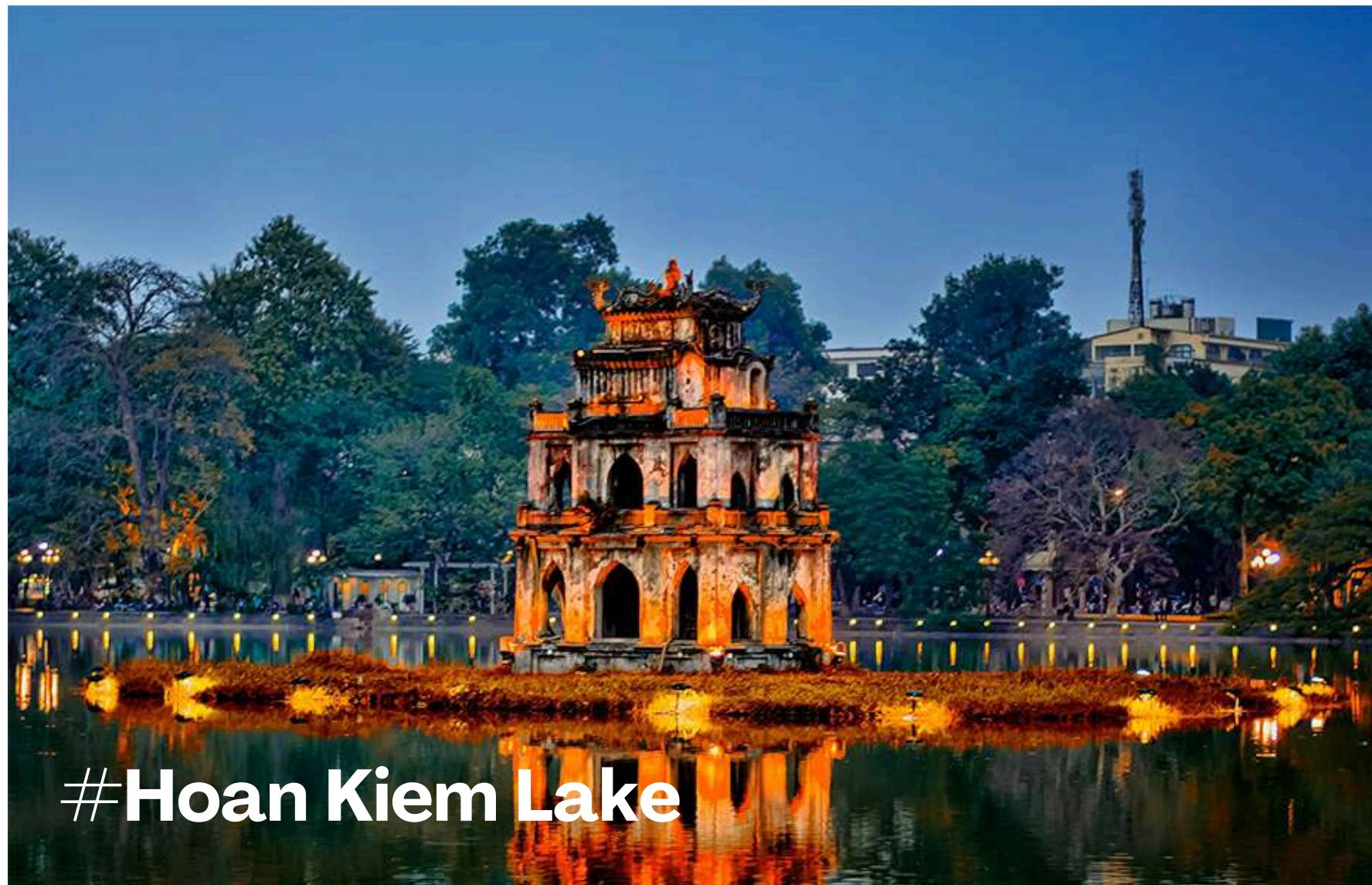
#Ho Chi Minh City Campus





# Hanoi - The Capital

Hanoi, Vietnam's capital lies in the North of the country and is one of the country's top tourist hot spots. It offers French-colonial architecture, a rich food culture and a long history.



# Ha Long Bay

- A beautiful natural wonder in Northern Vietnam near the Chinese border.
- Declared a **UNESCO World Heritage** Site in 1994.
- Located in Quang Ninh Province, about 180km from Hanoi.



# Trang An - Ninh Binh



- Ninh Binh, a mesmerizing area known locally as “***Ha Long Bay on Land***”.
- Get a sense of this UNESCO-protected site is by taking a paddleboat tour along its shimmering rivers and climbing to the top of its fabled peaks.

# How to Apply

Application form: <https://forms.gle/C96CkWJsK364KN2H6>

before **15 June 2025**

# Contact information

Please contact FTU's Office of International Affairs for any inquiries you have.

Email: [qhqt@ftu.edu.vn](mailto:qhqt@ftu.edu.vn)

**THANK YOU!**