



Milan, Italy

From October 5th to
December 21st, 2024

VBM

Vietnam Business Management



The International Center of Research on International Management (ICRIM) is a UCSC research center with a holistic approach to International Economics and Management, which seamlessly integrates economic, managerial, and legal perspectives. ICRIM aspires to be a valuable resource for companies exploring emerging economies, catering to diverse interests in commercial, entrepreneurial, and managerial domains.

ICRIM's Objectives:

- Conduct, coordinate, and promote cutting-edge research on international management topics.
- Foster collaborations with esteemed researchers and partners worldwide.
- Drive scientific research through meticulously crafted projects, seminars, conferences, and international meetings.
- Propel teaching activities, offering invaluable insights into the nuances of international management.
- Actively encourage and facilitate the publication of groundbreaking research findings.

Countries Focus Initiative: ICRIM's Countries Focus explores emerging markets, generating dynamic data to enrich teaching activities. This initiative addresses the trend of Western companies to expand into these markets, equipping professionals with the essential skills to succeed in the task. Seminars feature faculty members, seasoned managers, and experts, and offer a holistic view of market entry strategies and offshoring intricacies.

ICRIM Labs and Training Programs: ICRIM proudly houses four research labs focused on international areas:

1. "New Entry Modes of European SMEs in Fast Growing Markets": Investigates entry strategies of European SMEs in rapidly growing markets, particularly the BRIC nations.
2. "University Spin-off Creation: Determinants and Consequences": Explores dynamics leading to university spin-off creation, drawing comparisons between experiences in Italy and other countries.
3. "Luxury Goods in Fast Growing Countries": Monitors consumption patterns of luxury goods in fast-growing markets, analyzing trends and uncovering business opportunities.
4. "Sports & Stadia Management": Includes sub-monitors on Brand Value in International Sport Management, Stadia Design and Management, and Football Business Management, investigating best practices and innovations in each area.

Beyond its research endeavors, ICRIM is committed to education, offering meticulously crafted Master programs, Executive Education, and dynamic Summer/Winter Schools. These programs impart cutting-edge knowledge and skills, equipping participants for success in the evolving landscape of international management.



Alessandro Baroncelli,
Head of ICRIM and
Master in International
Business at Università
Cattolica del Sacro
Cuore.

The Italian Chamber of Commerce in Vietnam (ICHAM) is a non-profit, trade-promoting organization established by a group of Italian businessmen in Vietnam. Today, ICHAM has two offices in Ho Chi Minh city, Hanoi and four ICHAM Desks across Italy.

ICHAM Vietnam is officially recognized by the Italian Government as a member of Assocamerestero - a system of 85 Chambers operating in 61 countries around the world.

ICHAM constantly supports both Italian and Vietnamese organization and businesses in finding potential partners by conducting market research, organizing B2B meetings, networking events, workshops and technical seminars which focus on specific fields in Vietnam and Italy.

Since the beginning, ICHAM has set out its mission in promoting economic cooperation between Italy and Vietnam through a variety of trade missions, business services and events.

- Trade missions: ICHAM organizes incoming visit to Vietnam of Italian institutional/business delegations, and at the same time, visit to trade fairs in Italy of Vietnamese buyers.
- Business services: ICHAM offers support to both Italian and Vietnamese companies in finding potential partners including: market study, match-making research, arrangement of B2B meetings.
- Events: besides networking events to connect members and Italian companies in particular, and European community in general, ICHAM built its name through successful workshops and technical seminars (eg. 2018's Workshop "Introducing a new paradigm in Non Invasive Ventilation: The Helmet" , 2017's Seminar "Vietnam - Italy Trade Promotion" - just to name a few).

Thanks to a special agreement, all ICHAM members automatically become member of Eurocham and can consequently enjoy numerous benefits:

- Network with nearly 900 EUROCHAM corporate members
- Access to EUROCHAM's events, seminars, business luncheon.
- Discounts at leading hotels, resorts, restaurants, shops throughout Vietnam.
- Company profile published in EUROCHAM directory (print and online).



Federico Vasoli,
Vice Chairman of
ICHAM and Managing
Partner at dMTV.



Rationale & Background

Vietnam is one of the most dynamic Asian countries. Since 2000, Vietnam's GDP has grown faster than that of any other Asian country except China, averaging 6.2 percent per year.

A country rich in history, culture, and economic potential, has emerged as an exciting destination that captures the imagination of individuals and businesses alike. Located in Southeast Asia, Vietnam offers a unique blend of tradition and modernity, making it an exciting and dynamic place to explore and engage in various sectors. With a population of over 97 million people, Vietnam boasts a young and vibrant workforce, creating a favorable environment for entrepreneurship and innovation. The country has made remarkable strides in economic development, consistently achieving impressive growth rates and attracting foreign direct investment. Its strategic location, robust infrastructure, and growing middle class contribute to its position as a key player in the global market.

In today's globalized and interconnected world, understanding international markets and expanding business horizons is essential for success. With its rapidly growing economy, dynamic business environment, and emerging opportunities, Vietnam has emerged as an attractive destination for international investors and entrepreneurs. To meet the demand for comprehensive knowledge and skills in navigating the Vietnamese market, the Vietnam Business Management (VBM) program has been developed.

Alessandro Baroncelli

ICRIM Director

Università Cattolica del Sacro Cuore

Content

Approximately 25 hours of content consisting of Online/in-person lectures and in-depth discussions on various topics related to the possibilities of development and management of business relationships in Vietnam. The program includes testimonies from various experts in the Vietnamese market who, with their experience, will be able to provide participants with the necessary skills related to the proposed topics. The program will be delivered in various formats (In-person/Streaming, On Demand) to provide the opportunity for different individuals, even with different personal situations (e.g., work conditions, study paths, countries of origin, available time slots), to benefit from the program's content.

The course provides a detailed overview of Vietnam, covering its business environment, legal regulations, and key economic sectors. Participants will explore business opportunities, investment prospects, and gain insights into starting and operating a business in Vietnam. The program also addresses accounting, tax, and customs aspects, ensuring a comprehensive understanding of relevant procedures for conducting business in the country.

Program Structure

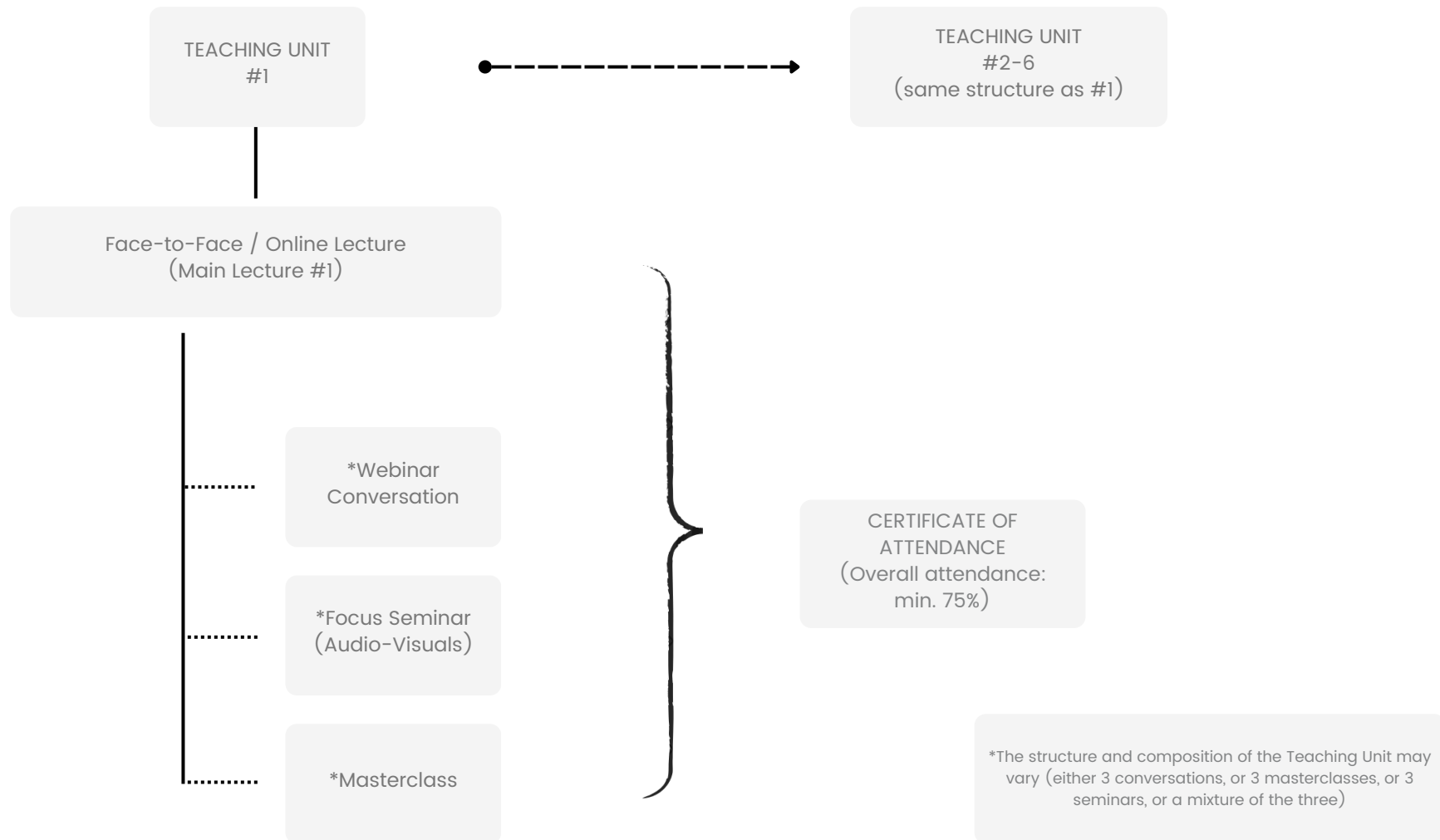
The VBM program comprises 6 Teaching Units:

- TU1- Vietnam Society, Management Style, and Economic Outlook
- TU2- Legal Framework
- TU3- Doing Business In Vietnam – Infrastructures
- TU4 – Doing Business in Vietnam – Industry Evolution
- TU5 – Fiscal Framework, and the Accounting & Administrative System
- TU6- Business Practice Innovation



Teaching Unit Breakdown

Vietnam Business Management
(VBM)
Program



Schedule



Start: Saturday, October 5th, 2024 / End: Saturday, December 21st, 2024
Award Ceremony: December 21st, 2024

*all times follow CET
timezone

October

November

December

TEACHING UNIT #0
Introduction

Saturday, Oct. 5th - 9:00 - 12:00

TEACHING UNIT #1
Vietnam Society,
Management Style, and
economic outlook

Saturday, Oct. 12th - 9:00 - 12:30 / Saturday, Oct. 19th - 9:00 - 10:00

TEACHING UNIT #2
Legal Framework

Saturday, Oct. 19th - 10:30 - 12:30 / Saturday, Oct. 26th - 9:00 - 11:30

TEACHING UNIT #3
Doing Business in Vietnam -
Infrastructures

Saturday, Nov. 9th - 9:00 - 12:30 / Saturday, Nov. 16th - 9:00 - 10:00

TEACHING UNIT #4
Doing Business in Vietnam -
Industry Evolution

Saturday, Nov. 16th - 10:30 - 12:30 / Saturday, Nov. 23rd - 9:00 - 12:30

TEACHING UNIT #5
Fiscal Framework, and the
Accounting & Administrative
System

Saturday, Nov 30th. - 9:00 - 12:30 / Saturday, Dec. 7th - 9:00 - 10:00

TEACHING UNIT #6
Business Practice Innovation

Saturday, Dec. 7th - 10:30 - 12:30 / Saturday, Dec. 14th - 9:00 - 12:30 / Saturday, Dec. 21st - 9:00 - 11:30

Course Objectives

The purpose of the program is to provide participants with a comprehensive understanding of the Vietnamese business landscape and equip them with the necessary knowledge and skills to succeed in this dynamic market. The module aims to achieve the following objectives:

- **Develop in-depth knowledge:** The module aims to deepen participants' knowledge of Vietnam's economy, culture, legal framework, investment climate, financial markets, banking sector, and innovation ecosystem.
- **Enhance practical skills:** The module focuses on developing practical skills that are essential for conducting business in Vietnam.
- **Foster cross-cultural understanding:** Vietnam has a unique cultural and social context that greatly influences business practices. The module aims to foster cross-cultural understanding by exploring Vietnamese society, language, food, religion, values, customs, and celebrations.
- **Explore business opportunities:** Vietnam offers a wide range of business opportunities across various sectors. The module aims to highlight these opportunities by analyzing key industries such as Hospitality and Infrastructure.
- **Provide networking opportunities:** The module facilitates networking opportunities among participants, industry professionals, and experts.
- **Promote a global mindset:** The module encourages participants to develop a global mindset and expand their cross-cultural perspectives.

By accomplishing these goals and objectives, the Vietnam Business Management program aims to empower participants with the knowledge, skills, and mindset required to navigate the Vietnamese business landscape successfully.



Target

WHO'S A TYPICAL VBM PROGRAM PARTICIPANT?

- Business professionals: Managers, executives, and entrepreneurs who wish to expand their businesses in the Vietnamese market.
- Students and researchers: Those who are interested in studying and understanding Vietnam's economy and business culture. The course will guarantee a comprehensive overview of the country, enabling you to deepen your knowledge of the Vietnamese context for future study or academic research.
- Financial Professionals: Those working in the financial sector, including investors, financial analysts, and consultants, who wish to gain specific expertise on investment opportunities and financial market dynamics in Vietnam.
- Business Consultants: Professionals who provide consulting services to companies operating or wishing to operate in Vietnam.

In general, the Vietnam Business Management program is suitable for anyone interested in developing an in-depth knowledge of the economy, corporate culture, and business opportunities in Vietnam. Whether you are a professional looking to expand your businesses, a student seeking specialized training, or a consultant providing business consulting services, the course will provide you with a solid foundation for operating successfully in the Vietnamese market.

Who you'll learn from*

Experience world-class teaching and thought leadership from leading academics, policymakers, and renowned business practitioners. Working with the latest business insights, and imparting best practices, our faculty will prepare you to be part of the executives and entrepreneurs that confidently succeed in addressing future business challenges in Vietnam.

The program content experts from UCSC and ICHAM guide the course design and appear in presence (and/or online) and in a number of course videos, along with a variety of industry professionals.

- Claudio Dordi - USAID Vietnam Digital Trade Director
- Erick Contreras - BASF Vietnam
- Floris Panico - Montecarlo Wines
- Kenneth Loh - University of California
- Luk Loretta - The Hong Kong University of Science and Technology
- Nguyen Ann Duong - CIEM-MPI
- Rémy Nguyen - SCC France
- Tomaso Andreatta - Green Growth SC
- Michele Bianchetti - Copan
- Michele Wee - Standard Chartered
- Kenneth Atkinson - Grant Thornton
- Luke Treloar - KPMG
- Gaetana Rota - AIEC
- Stefano Pellegrino - Aspire JSC
- Alberto Vettoretti - Dezan Shira
- Matthew McGarvey - PRIM
- Florian Beranek - UNIDO
- Giandomenico Zappia - Enel Green Power

*Faculty composition may be subject to change.

6 reasons why you should enroll

1. Gain in-depth knowledge

The program offers a comprehensive understanding of the Vietnamese business landscape, including its economy, legal framework, cultural nuances, and emerging opportunities. You will acquire valuable insights and expertise to navigate the complexities of doing business in Vietnam.

2. Networking Opportunities

Enrolling in the program provides you with an excellent platform to expand your professional network. You will have the chance to connect with fellow students from around the world who share a passion for the same industry, as well as with industry experts.

3. Enhance career prospects

Acquiring specialized knowledge and skills related to the Vietnamese market can significantly enhance career prospects. You will gain a competitive edge in pursuing job opportunities, entrepreneurship ventures, or business expansions in Vietnam.

4. Stay updated with market trends

The program provides an overview of the current market trends and emerging sectors in Vietnam. You will be equipped with up-to-date information, enabling you to identify potential business opportunities and stay ahead in a rapidly evolving market.

5. Cultural immersion

Understanding the cultural nuances and business etiquette is crucial for building successful relationships in Vietnam. The program offers insights into Vietnamese culture, customs, and values, helping you navigate social interactions and foster meaningful connections with local partners.

6. Certificate of Attendance

Upon completion (with an attendance of at least 75% of classes), you will receive a certificate of attendance.



Delivery Mode

In Presence / Streaming

In Presence / Streaming

€1,350.00 (VAT is included)

Classroom attendance
Introductory lecture + 6 lectures
(15 hours total)



Live Streaming
Introductory lecture + 6 lectures
(15 hours total)



Classroom attendance
Masterclass
(6 hours total)



Live Streaming
Masterclass
(6 hours total)



Online Conversation
(6 hours total)



Tutoring
(2 hours - 1h at the beginning,
1h before final exam)



Certificate of Attendance
(with at least 75% of attendance)



On Demand Materials**



With VBM's **In Presence / Streaming** modality, you will have the opportunity to make the most out of the program by having full access to face-to-face lectures, conversations, online materials, and on-campus access and resources.

In addition to the interaction and networking with Faculty and peers, you will have access to all the tools and resources offered by the Università Cattolica del Sacro Cuore campus: classes, libraries, and well-designed common spaces, where you can study, read, and relax. These areas are specifically designed to enhance your overall student feel and experience in Milan!

Even the live-streamed sessions are designed to facilitate interaction with both your peers and our faculty. This is a place for you to collaborate, discuss, and connect with a growing network of professionals - fostering a sense of community and shared learning.

We understand that attending classes in person may not always be possible for everyone. That's why we offer the flexibility of streaming classes if you are unable to be physically present. Furthermore, all classes are recorded and made available asynchronously, allowing you to access them at your own convenience, even after the course has ended.

- Audio-visual content will be released on the online platform in conjunction with reference classes.
- A tutoring service is also included with this option to help you get the best out of this program.
- By attending at least 75% of classes, you will receive a certificate of attendance.



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

ICRIM
international CENTER OF RESEARCH IN INTERNATIONAL MANAGEMENT

Individuals who completed the course will receive a statement of completion certificate from Università Cattolica del Sacro Cuore.

FOR MORE INQUIRIES AND THE ENROLLMENT PROCEDURE

<https://formazionecontinua.unicatt.it/formazione-vietnam-business-management---vbm-ei24mi01001-01>

FOR INQUIRIES YOU CAN CONTACT

Inquiries regarding the program:

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Inquiries regarding the enrollment procedures:
Università Cattolica del Sacro Cuore
Formazione Postlaurea e Research Partnership

Ufficio Formazione Permanente
Via Carducci, 30 – 20123 Milano
Tel. +30.02 72345701

E-mail: formazione.permanente-mi@unicatt.it

Website <https://formazionecontinua.unicatt.it/formazione-vietnam-business-management---vbm-ei24mi01001-01>

PATRONAGE



AMBASCIATA DELLA REPUBBLICA SOCIALISTA
DEL VIETNAM IN ITALIA

PARTNER



Italian Chamber of Commerce in Vietnam