International Field Studies

Information Session

Thailand/Vietnam – April 29 - May 7, 2019
Morocco/Portugal – May 3 - 11, 2019
Israel – May 17-25, 2019
Agenda

- Academic Components
- Thailand/Vietnam
- Morocco/Portugal
- Israel
- Process and Logistics
- Questions and Answers
Academic Components for International Field Studies (for all three courses)

- Meet 4 times during Spring Semester
- Required readings and business cases related to countries
- Written case analysis and topical presentation pre-trip (individual)
- Team presentation related to country visit (group)
- Reflection/Analytical paper to be submitted upon return
Thailand and Vietnam: Emerging Market Challenges and Opportunities

Bangkok & Ho Chi Minh City – April 29-May 7, 2019

Professor Chris Robertson
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Thailand Overview

- Population: 68 million
- Bangkok: 9 million
- Known for: Vibrant culture, Diverse Flavorful Food, Buddhist Traditions, Exotic Markets
- GDP Growth:
  2016 3.2%
  2017 3.0%
- Top Export Destinations:
  US 19%, China 10%, Japan 10%
Vietnam Overview

- Population: 94 million
- Ho Chi Minh City: 8.5 Million
- Known for: Ancient Temples, French Colonialism, Pristine Beaches, Delicious Cuisine

- GDP Growth
  - 2016 6.2%
  - 2017 6.5%

- Top Export Destinations:
  - US 11%, China 11%, Japan 9%
Possible Company & Organization Visits in Thailand

- R& D in Tourism Sector
- U.S. Commercial Service in Thailand
- Textile Manufacturing Strategies and Challenges
- WHA Group: Land Development and Utilities
- Pathomsak Holdings: Hotels Real Estate, Jewelry
Possible Company & Organization Visits - Vietnam

- Shipping Port
- Chocolate Company
- RMIT University Vietnam
- Consumer marketing
- Thai Son Sewing Factory
- Pharmaceutical Firm
Examples of Tentative Cultural Visits

Thailand
- Temple of the Emerald Buddha
- Grand Palace
- Temple of dawn
- Floating Market
- Food market

Vietnam
- Ben Thanh Market
- Notre Dame Cathedral of Saigon
- War Remnants Museum
- Cao Dai temple
- Reunification Palace
- Water Puppet Show
QUESTIONS
Morocco and Portugal: From Emerging To Developed Markets

Casablanca & Lisbon – May 3-11, 2019

Professor Ravi Sarathy
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Morocco Overview

- Casablanca: 3.4 million
- Key facts: A constitutional monarchy; Ruling Party: A moderate Coalition, led by Islamist Parti de la justice et du développement.
- Languages: Arabic, Berber, French.
- EU: Morocco’s main trade and investment partner. Morocco is the main point for migrants seeking to reach Europe.
- Exchange rate; 9.45 Moroccan Dirham per USD (as of Nov. 19, 2018). Managed exchange rate linked to US$ and Euro.
- 2017 GDP: $110 billion; 2017 GDP per capita (PPP basis) $8,400. Unemployment rate ~ 10%.
- Ramadan (Muslims fast from sunrise to sunset) begins Sunday May 5th 2019 evening, till Tuesday, June 4th.
Portugal Overview

- Population: 10.3 million (2017)
- Lisbon: 0.5 million
- Key facts:
  - Member of the European Union.
  - Center-left Socialist Party (PS) minority government (term ends Oct. 2019). Government moving away from austerity (initiated due to a sovereign debt crisis) while maintaining EU commitments. (Public debt peaked at 130.6% of GDP in 2014, has been declining). The Govt. has been recapitalizing a fragile banking sector.
- Languages: Portuguese.
- Exchange rate; US$ 1.14 / Euro.
  (as of 11/19/2018).
- 2017 GDP: $220 billion;
- 2017 GDP per capita (PPP basis) $31,900.
- Unemployment rate 8.9%.

(as of 11/19/2018).
Possible Company, Organization & Cultural Visits- Morocco & Portugal

- **Casablanca, Morocco**
  - Clean Energy & IT firms
  - Tourism Industry Firms, Local Universities
  - Old Medina, Hassan II Mosque
  - Quartier Habous, Ain Diab Corniche

- **Lisbon, Portugal**
  - Manufacturing in Portugal
  - Sustainability & Urbanization Challenges
  - Local Universities
  - Castelo São Jorge, Alfama;
  - Cascais & Estoril
Israel: The Land of Technology and Innovation

Jerusalem & Tel Aviv – May 17-25, 2019

Professor Felicia Lassk
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Israel Overview

- The State of Israel proclaimed in 1948
- Population: 8.5 M
  - Tel Aviv: 417,000, metro: 3.46 million
  - Jerusalem: 890,000, metro: 1 million
- GDP Growth:
  - 2017 3.3%
- Known for Start-Up Nation/Silicon Wadi, world leader in technology and innovation, highly skilled workforce, Biblical/historical sites
- Industries:
  - High tech products (aviation, communication, transportation, medical electronics, fiber optics), cut diamonds, wood and paper products, food, beverages, and pharmaceuticals.
Tel Aviv

- The business and financial capital of Israel
- Cosmopolitan city located on the Mediterranean Sea
- Known for performing arts, lively nightlife and beaches
- #5 city in the world to start a business (Compass 2018)
- White City, UNESCO World Cultural Heritage
  Site of 1930s Bauhaus architecture

Jerusalem

- Ancient holy city
- Vibrant tech environment and Biblical/historical sites
- *Entrepreneur* rates Jerusalem #1 emerging technology hub in the world
Examples of Possible Company Visits

- **R&D Centers:**
  - IBM, Intel, HP

- **Tel Aviv Stock Exchange (TASE)**

- **Start-Ups:**
  - Mobileye, Arbe Robotics, StoreDot – automotive tech
  - Deep Instinct – cyber security
  - Zebra – medical AI

- **Accelerators:**
  - Microsoft Venture Accelerator
  - 8200 EISP – IDF Entrepreneurship & Innovation Support Program

- **Venture Capital:**
  - Jerusalem Venture Partners, Pitango Venture Capital, OurCrowd
Examples of Tentative Cultural Visits

**Tel Aviv**
- Caesarea – Roman Ruins
- Haifa – Bahai Gardens, Mt. Carmel
- Daylat El Carmel – Druze culture
- Akko – Crusader Halls

**Jerusalem**
- Old City Tour – Mt. Zion, Wailing Wall, Church of the Holy Sepulchre
- Yad Vashem
Questions?
Process and Logistics
INTB 6230 - International Field Study

- 3-credit Summer 1 course
  - Class meetings and prep work during Spring semester

- Online MBA students can apply course to Intl. Mgmt. Concentration

- Meets the Globalization Requirement for the MSIB program
Finances

- **Tuition** – 3 credits
  - Charged in Summer 1

- **Activity Fee** - $1,000.00
  - Covers management fees, double occupancy accommodations, some meals; intra-course transportation, company visits and university and cultural programs. Single occupancy accommodations additional (where available)
  - Students who have accepted their trip who then drop the class before March 1, 2019 will be charged at $200 fee. Full activity fee is assessed and non-refundable for any cancellations after March 1, 2019

- **Airfare**
  - Students are responsible for getting to starting point and returning from the ending point of the trip

- **Additional Costs**
  - Visa or Reciprocity Fee
  - Personal Expenses
Passport and Visa

- **Passport** – Must be valid for 6 months from the conclusion of your trip.

- **Visa** –
  - For US Citizens:
    - Vietnam requires a visa.
    - Thailand, Morocco, Portugal, and Israel do not require a visa.
  - For other citizens:
    - Most require a visa, but need to check individually

*Additional details available in January*
Course/Trip Expectations

- All IFS Courses are Pass/Fail
  - Students will be registered when Summer 1 registration opens
- Class Meetings
  - 2-4 class meetings with deliverables during Spring Semester prior to the trip
- Trips
  - 7-8 intensive days
  - Company visits, university visit, cultural visits
  - Students are expected to attend all visits and be on time for all sessions
  - Spouses/Partners (Not permitted during the trip)
Application Process

Application Form
Opens Friday, December 14th, 2018 at 9:00AM

Application Deadline
Tuesday, December 18th, 2018
By 9:00 AM

Assignments based on date of receipt of complete application and deposit

Send applications to h.stramel@northeastern.edu. No applications will be accepted prior to 9AM on Dec. 14th.
Questions

Additional Information

http://www.damore-mckim.northeastern.edu/academic-programs/graduate-programs/current-students/study-abroad-ifs/