

PROGRAM INFORMATION -Face to Face-

as of 2026/10/6

※本プログラムに参加するためには、12月16日（水）19:00～20:30（オンライン予定）のオリエンテーションへの出席が必須です。出席できない場合は、プログラムに参加することはできません。本学の授業と時間が重なる場合に限り、代替措置を講じます。Attendance at the orientation session scheduled for Wednesday, December 16, from 19:00 to 20:30 (online) is mandatory for participation in this program. Students who are unable to attend will not be able to join the program. Alternative arrangements will be made only if the orientation time conflicts with UTokyo classes.

*Program details may be subject to alteration

University name		VinUniversity (VinUni)
Program date and time *Please send the timetable at your earliest convenience.	From	Monday, 1 March 2027
	To	Friday, 12 March 2027
	Recommended arrival date	Saturday, 27 February 2027
	Recommended departure date	Saturday, 13 March 2027
Program contents/outline	Theme: Innovation and Transformation in Vietnam: Business, Society, and Sustainable Futures. This short-term immersion program provides students from the University of Tokyo with an interdisciplinary exploration of Vietnam’s rapid economic, social, and technological transformation. Through a combination of academic sessions at VinUniversity, industry visits, interactions with Vietnamese students and entrepreneurs, and community-based learning, students will examine how Vietnam has evolved into one of Southeast Asia’s dynamic emerging economies and explore the opportunities and challenges accompanying this transformation. The program places particular emphasis on the interconnected themes of economic development, innovation, entrepreneurship, digital transformation, sustainability, urbanization, and globalization. Students will also examine the roles played by universities, businesses, and public-private partnerships in shaping Vietnam’s future. As the host institution, VinUniversity will provide students with direct exposure to Vietnam's higher education and innovation ecosystem, while engagement with VinUni founder - Vingroup ecosystem and other Vietnamese companies and organizations will allow students to connect theoretical concepts with real-world business and societal challenges. 本学学生が集団で参加するプログラムです。	
Eligibility and Requirements	English proficiency (e.g. TOEIC, TOEFL, IELTS scores, etc.)	Not required. Participants should have an intermediate level of English proficiency (B2 to C1 level on the Common European Framework of Reference for Languages, CEFR).
	Undergraduate/Postgraduate	Undergraduate & Postgraduate
	Nationality	Open for all nationalities
	Pre and post Assignment (if any)	Not required
	Necessary documents (e.g. a copy of passport/student ID card, etc.)	A copy of passport
	Others (majors, background, etc.)	Any

Program fees per student	1,300 - 2,198 USD per student (Accommodation, facilities fee, Airport transportation, transportation for field trips in program schedule, welcome and farewell meal, field trips/company visits fee, bonding meal, faculty fee, Administrative costs & Operation cost). The program fee per student is subject to change depending on the number of participants. 10 students: \$2198 USD, 11 students: \$2020 USD, 12 students:\$1871 USD,13 students: \$1746 USD, 14 students: \$1638 USD, 15–17 students: USD 1,700/student, 18–30 students: USD 1,500/student 31–35 students: USD 1,300/student *There will be an additional fee of approx. USD 11 for the optional activity on 28 February (Sunday) and approx. USD 25 for the optional tour on 6 March (Saturday). Note: For students whose nationality requires additional procedures or specialized assistance for visa application, additional service fees may apply for services provided by external visa vendors.
Number of Students who will be accepted	Minimum: 10
	Maximum: 35
Accommodation in detail	VinUni dormitory (Apartments with 8 beds with 3 rooms, 1 common area, refrigerator, air conditioner, 2 bathrooms). More information in dormitory can be found at: https://vinuni.edu.vn/student_life/dormitory-room/
Application procedures	University of Tokyo sends the list of registered student to VinUni Global Engagement Office.
Payment procedure in detail	Option 1: University of Tokyo students pay to VinUni through bank transfer by 45 days to VinUni bank account. Option 2: University of Tokyo students make the payment through the online payment portal. The payment link will be provided separately at a later date. Evidence of remittance will need to be sent to the program coordinator. (Foreign bank charges are for the account of applicant/sender, VinUniversity must receive full fee) *If a participant incurs additional expenses due to personal circumstances, such as illness, requiring separate accommodation, the participant should be responsible for covering them
Deadline for prospective participants to complete the application	The list of nominated students will be sent to VinUniversity by the International Education and Promotion Group, UTokyo.
Payment due	45 days before the program date.
Cancel policy	Once students paid 100%, it is non-refundable. A refund will be issued if a student is unable to attend because their required student visa has been refused. For any services to support students proceed the visa paid to vendor (if any) will not be refund. Cancellation is permitted only if it does not reduce the number of enrolled students below 15.
Invitation letter	will be issued if required
Progress report or transcript	will not be issued
Certificate	will be issued
Credits	N/A
Other participants from different universities	No (UTokyo students only)
Airport transfer services	Airport: Noi Bai International airport arranged by VinUniversity Pick-up time: 27 Feb 2027, Time: TBD Drop-off time: 13 Mar 2027, TBD ※募集要項「7. 航空券について」要確認

THE UNIVERSITY OF TOYKYO INBOUND STUDENT PROGRAM
DRAFTED MASTER AGENDA

Program Date: Saturday, 27 February – Saturday, 13 March 2027

Host University: VinUniversity, Vinhomes Ocean Park, Gia Lam, Hanoi, Vietnam

Course: Doing Business in Vietnam

Faculty led: Assistant Prof. Ho Hong Hai & Mr. Marc Kramer

DAY	SESSION	ACTIVITIES	HOUR	PARTICIPANTS	LOCATION	NOTES
Day 1 Saturday, 27 Feb 2027		- Airport Pickups - Move-in & Rest	0		VinUni Dormitory	VinUni to arrange a shuttle bus for a group at Noi Bai International Airport
Day 2 Sunday, 28 Feb 2027	11:00 AM – 5:30 PM	11:00 AM: Campus tour and Vinhomes Ocean Park 1 Tour 12:00 – 5:30 PM: Lunch with VinUni students and Bat Trang Pottery Museum	6	UTokyo students, VinUni students VinUni staff	VinUni	at your preference and own cost
Week 1						
Day 3 Monday, 1 Mar 2027	9:00 AM – 10:30 AM	+ Opening ceremony: - Getting to know about Vietnam, Vingroup and VinUni - Introduce about academic project and students to define the problem statement	1.5	VinUni leaders, faculty UTokyo students VinUni students VinUni staff	VinUni campus	
	10:30 AM – 12:30 PM	Doing Business in Vietnam: economy, society and culture by Assistant Prof. Ho Hong Hai	2	VinUni faculty UTokyo students VinUni students	VinUni campus	

DAY	SESSION	ACTIVITIES	HOUR	PARTICIPANTS	LOCATION	NOTES
	12:30 – 1:30 PM	Lunch at VinUni canteen	1	UTokyo students	VinUni campus	
	2:00 – 4:00 PM	Competitive Analysis, Client Retention and Operations by Assistant Prof. Jenny Le	2	Assistant Prof. Jenny Le, UTokyo students VinUni students	VinUni campus	
	5:30 – 8:30 PM	Welcome dinner	3	VinUni faculty UTokyo students VinUni students VinUni staff	Restaurant near VinUni	
Day 4 Tuesday 2 Mar, 2027	10:00 AM – 12:00 PM	Prospect of financial investment in Vietnam by Assistant Prof. Alex/Industry speaker	2	Prof. Alex Industry speaker UTokyo students	VinUni campus	
	2:00 – 4:00 PM	The Entrepreneurial Mindset and Identifying Revenue Opportunities by Prof. Marc	2	Prof. Marc Kramer UTokyo students	VinUni campus	
Day 5, Wednesday, 3 Mar, 2027	10:00 AM – 12:00 PM	Guest Speaker Session: entrepreneurs and industry leaders sharing	2	Guest Speaker Prof. Marc Kramer UTokyo students	VinUni campus	TBC based on availability of guest speakers
	1:00 – 5:00 PM	Company Visit 1 - FPT Digital (TBC) digital transformation consulting Focus: technology-enabled business transformation in Vietnam	4	UTokyo students VinUni Faculty VinUni staff, students		TBC based on availability of company
Day 6, Thursday, 4 Mar 2027	9:00 – 11:30 AM	Leading Across Cultures: The Japan–Vietnam Leadership Challenge UTokyo and Vietnamese students work together on a management problem and examine how differences in communication, hierarchy, decision-making, teamwork, and cultural expectations influence leadership effectiveness.	2.5	UTokyo students Prof. Marc Kramer /Invited guest VinUni students	VinUni campus	

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		This directly supports the program's stated objective of developing intercultural awareness through engagement with Vietnamese students, professionals, and communities. The experience would allow students to practice cross-cultural leadership rather than simply hear a lecture about it, an increasingly important skill for graduates working in global organizations.				
	12:00 – 6:00 PM	Company visit 2 - VinFast Factory Hai Phong Visit (TBC) About VinFast VinFast – a member of Vingroup – envisioned to drive the movement of global smart electric vehicle revolution. Established in 2017, VinFast owns a state-of-the-art automotive manufacturing complex with globally leading scalability that boasts up to 90% automation in Hai Phong, Vietnam. VinFast is the first and largest domestic comprehensive automobile manufacturer and electric producer in Vietnam. Strongly committed to the mission for a sustainable future for everyone, VinFast constantly innovates to bring high-quality products, advanced smart services, seamless customer experiences, and pricing strategy for all to inspire global customers to jointly create a future of smart mobility and a sustainable planet.	6	UTokyo students, VinUni Faculty VinUni staff		TBC based on availability of company

DAY	SESSION	ACTIVITIES	HOURL	PARTICIPANTS	LOCATION	NOTES
Day 7 Friday, 5 Mar 2027	09:00 – 11:00 AM	Marketing/Consumer Behaviors and Distribution Channels/Marketing Strategy/Tactic by Assistant Prof. Jenny Le	2	Assistant Prof. Jenny Le UTokyo students, VinUni students	VinUni campus	
	3:30 – 5:30 PM	Bonding activities with VinUni students	2	UTokyo students VinUni students	VinUni campus	
Day 8 Saturday, 6 Mar 2027	9:00 AM – 4:00 PM	HANOI CITY TOUR (Optional) <i>Museum of Ethology:</i> https://www.vme.org.vn/en - Lunch at Hanoi old quarter - Cyclo (Xich lo) tour around Hanoi Old Quarter - Hoa Lo Prison	7	UTokyo students, VinUni students VinUni staff	Hanoi	at your preference and own cost
	Afternoon	Free time/Bonding time with VinUni students				
Day 9 Sunday, 7 Mar 2027	All day	Free time				
WEEK 02						
Day 10 Monday, 8 Mar 2027	9:00 AM – 11:00 PM	Financial analysis (Vietnamese & global context) by Associate Prof. Huong Lien	3	Associate Prof. Huong Lien, UTokyo students VinUni students	VinUni campus	TBC based on availability of company
	2:00 – 4:00 PM	Vietnamese Culture in Motion: How Relationships, Rituals, and the Arts Shape Everyday Life by Ms. Lien Trinh	2	Vietnamese lecturer UTokyo students	VinUni campus	
Day 11 Tuesday, 9 Mar 2027	9:00 AM - 12:00 PM	Company visit 3 - Vinmec Times City Hospital visit (TBC) - Sharing about Vinmec hospital system, operations model and innovative applications in the healthcare. - Hospital tour	3	VinUni faculty UTokyo students VinUni students		

DAY	SESSION	ACTIVITIES	HOURL	PARTICIPANTS	LOCATION	NOTES
	2:00 – 4:00 PM	A panel of private equity/VC and corporate investors	2	Guest speaker VinUni faculty UTokyo students VinUni students	VinUni campus	TBC based on availability of guest speaker
Day 12 Wednesday, 10 Mar 2027	10:00 AM – 12:00 PM	Innovation for Sustainable Cities: A Green Transformation Case Study from Vietnam by Prof. Dinh Anh Tuan	2	Prof. Dinh Anh Tuan UTokyo students	VinUni campus	
	2:00 – 4:00 PM	Leading in the Age of AI: What Humans Must Do Better Than Machines Students explore how AI is changing leadership and management and identify the human capabilities, judgment, empathy, ethics, creativity, communication, and trust, that become more important as AI capabilities increase. Google, Temasek and Bain reported that Southeast Asia's digital economy reached an estimated \$305 billion in GMV in 2025, with AI helping drive the next phase of growth. This would give Japanese and Vietnamese students an opportunity to work together on how their generation should lead organizations in an AI-driven global economy.	2	Prof. Marc Kramer UTokyo students, VinUni students, TA	VinUni campus	
Day 13 Thursday, 11 Mar 2027	9:00 – 11:00 AM	Leading Through Climate Change: The Vietnam Challenge Students work in multinational teams to examine how leaders in business, government, and communities should respond to climate change while	2	Prof. Marc Kramer /Industry speaker UTokyo students	VinUni campus	

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		continuing to promote economic growth. The World Bank estimates that climate impacts cost Vietnam approximately \$10 billion, or 3.2% of GDP, in 2020, and climate-related economic costs could reach \$523 billion by 2050. Vietnam provides students with a powerful real-world laboratory for understanding one of the central leadership challenges their generation will face				
	13:00 – 17:00	Designing Market Entry with Local Fit: From Insight to Execution– Teams conduct real customer interviews in Hanoi and integrate findings into business plans at Aeon Mall Long Bien by Prof. Jenny Le.	4	Prof. Marc Kramer UTokyo students VinUni students	Aeon Mall Long Bien	
Day 14 Friday, 12 Mar 2027	9:00 AM – 12:00 PM	Business Plan Competition Invited judges and VinUni Faculty: Mr. Marc Kramer	3	VinUni Faculty, UTokyo students, TA	VinUni campus	
	12:30 – 1:30 PM	Closing ceremony	2	VinUni leaders, faculty	VinUni campus	
	1:30 – 2:30 PM	Farewell Lunch		UTokyo students VinUni students, staff		
Day 15 Saturday, 13 Mar 2027	Departure day	Departure time		Check-out		VinUni to arrange a shuttle bus for a group to Noi Bai International Airport

Faculty Profile

- Assistant Prof. [Ho Hong Hai](#), Vice Dean, College of Business and Management (CBM)

Dr. Hai specializes in teaching and training in Finance and Economics. He developed his expertise through his education in the UK, where he earned a PhD from the University of Nottingham and a master's degree from the University of Leeds. Dr. Hai has held a variety of managerial roles in different organizations, including Vice

Dean of Faculty and Head of Accounting and Finance at Phenikaa University, Head of Laws and Social Sciences at the University of Science and Technology (USTH), Director of Research at SafeInvest, Member of the Supervisory Board at Vietcredit, and Deputy CEO at BNS Vina.

With 17 years of teaching experience at well-known universities in the US, UK, France, Australia, and Vietnam, his lectures are both theoretically sound and vibrant with industry insights. Dr. Hai strives for teaching excellence, and this is reflected in his students' inspiration and high-standard learning outcomes.

- Mr. [Marc Kramer](#), Senior Lecturer – Faculty of Entrepreneurship, CBM

Mr. Marc is a serial entrepreneur with over 30 startups in fields such as ecommerce, fintech, insurance, cyber security, consulting, metaverse and other ventures. Marc founded the world's first formally organized investor angel network, the Pennsylvania Private Investors Group, now the Private Investor's Forum, and the US's first cyber bank insurance product to insure small business bank accounts, Commercial Deposit Insurance. He has raised over \$3.2 billion dollars. Prior to joining VinUniversity, Marc taught executive MBA's at the Wharton School of Business at the University of Pennsylvania.

- Assistant Prof. [Nguyen Thi Mai Lan](#) (Alex), Program Director, CBM

Dr. Alex Nguyen obtained her PhD in Finance from the University of Adelaide, Australia. Before joining VinUniversity, she has had 9 years of teaching experience in both Vietnam and Australia. Prior to her teaching career, Dr. Alex had diverse industry experience at KPMG, VietinBank, and CMC corporation. She is currently the co-founder of a Facebook page named "Ca phe Fin," that provides financial management consulting services for Vietnamese SMEs.

- Associate Prof. [Nguyen Thi Huong Lien](#), Senior Lecturer, CBM

Dr. Nguyen Thi Huong Lien received her Ph.D. Degree in International Development Studies from Yokohama National University, Japan in 2010. She is a Fellow of the Association of Chartered Certified Accountants, UK. She has had 12 years of teaching experience for international joint Bachelor and Master's Programs of Southern New Hampshire University, USA; University of East London, UK; Jean Moulin Lyon 3, France; and Vietnam Japan University. She also had over 10 years of working experience as an external audit assistant, commercial bank's internal audit officer, and directly provided short-term training courses on internal control and financial management for many companies in Vietnam.

- Assistant Prof. [Le Thi Phuong Dung](#) (Jenny Le), Senior Lecturer

Dr (Jenny) Dung Le is an Assistant Professor in the College of Business and Management. Before joining VinUniversity, she has 10 years of research and teaching experiences in Vietnam, Australia (Griffith University – number 1 university in tourism and hospitality management) and the USA (as a visiting scholar at Cornell University, Nolan School of Hotel Administration – number 1 school in hotel management in the USA). Dr Le completed her doctoral program at Griffith University, Australia, in 2020 and has published many papers in the top-ranking tourism and hospitality journals, including International Journal of Hospitality Management, Journal of Sustainable Tourism, Current Issues in Tourism, Tourism Review. Her teaching and research interests include eye-tracking technology, digital marketing, emotions, experience design, crisis management and sustainability. Also, she participated in several consulting projects for industry partners (e.g., Mantra hotel group, Intrepid Travel group, Vietnam Electricity group) and provided practical implications based on customer research.

- Assistant Prof. [Dinh Anh Tuan](#), Faculty, CBM

Dr. Dinh Anh Tuan is the Project Director at the Agile Innovation Center cum. Academic Fellow at the College of Business and Management (CBM), VinUniversity. He holds a PhD in social innovation from the University of Northampton, and a Master of Management from the Graduate School of Management, The University of Auckland.

His teaching and research interests have a strong focus on innovation, especially social innovation or innovation with impacts and sustainability. Dr. Dinh Anh Tuan has maintained a good working relationship with different groups of stakeholders including industry, academia, civil society and government agencies, especially within the social impact businesses and the universities, successfully mobilized resources for different programs and projects aiming at youth and impact businesses empowerment.

- **Ms. [Lien Trinh](#)**, Lecturer, College of Arts and Sciences

Lien Trinh is a Lecturer at the College of Arts and Sciences at VinUniversity, where she teaches Art Appreciation and Application, Artistic Performance and Application, Healthy Lifestyle, and Media and Society. With a diverse academic background, she holds a BA in Education, an MA in Communication, an MBA, and a Master in Public Health.

Before joining academia, Lien held leadership and professional roles across multiple sectors, including Chief Operating Officer at Vinmec International Hospital, researcher, director of a multi-ethnic committee, UNFPA project coordinator, marketing and communication manager, external affairs manager, radio host, mental health counselor, and music teacher. Her multidisciplinary expertise allows her to blend arts, health, and communication in her teaching, fostering creativity, critical thinking, and holistic well-being among students.

Lien Trinh has been recognized for her contributions and academic excellence with prestigious awards, including the U.S. Fulbright Scholarship, the New Zealand Outstanding Alumni Award, the VinUniversity Faculty Award, and the VinUniversity Teaching Excellence Award. She also serves as a Faculty Champion for the VinUniX Program.

- **Other invited speakers (TBC)**