

EB 150 Topics: International Trade, Finance, and Ethical Sourcing

Southeast Asia Program Proposal for the Summer of 2018

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1 Theme and Focus

Leveraging an opportunity with the Development Bank of Singapore (DBS), this program will provide students with hands-on experience in preparation for the 2020 DBS Asian Insights Program - - a regional conference that attracts 1,100 business and thought leaders from Singapore and areas throughout south east Asia. In the process, students will meld course material in international finance and global trade with their day-to-day involvement with DBS and its flagship conference. Singapore is the third largest global financial center (behind only New York and London).

While the majority of time and focus will be centered in Singapore to focus on finance, trade, and the conference, excursions to Hong Kong, Cambodia, Manila, and Vietnam will broaden students' understanding of trade and culture throughout the region. A specific focus on ethical sourcing will be discussed along with visits to factories known for their regard for, and implementation of, ethical sourcing and manufacturing.

This nine-week summer program will consist of two weeks on campus with approximately seven weeks based in Singapore. The time in Singapore would be punctuated by several excursions (3-4 days each) to Hong Kong (focusing on global trade), Ho Chi Minh City/Saigon (focusing on ethical sourcing and manufacturing), Phnom Penh (focusing on Angkor Wat and the Killing Fields), with the remaining time in Singapore in preparation for the DBS conference and related internship.

This blended focus (finance, trade, ethical sourcing) in multiple south east Asian countries will provide students with broader multi-cultural exposure as they learn and process in-class, on the job, and curricular field trips.

2 Student Participants

Because the current EB-150 course requires two Economics and Business (E&B) prerequisites (macro and micro economics), it is anticipated that a majority of students will be E&B majors with an initial cap of 16 students. Students from other majors, perhaps seeking an E&B minor, will be given consideration on a case-by-case basis, however any credits offered (via the course or internship) will have to be approved by the student's respective major advisor. It stands to reason that student from Political Science or History

may find this program of interest, and the following course list may attract students with such an interest.

- HIS 184 History of Christianity in Asia
- HIS 185 Imperialism and Independence
- HIS 186 Modern South Asia
- POL 020 International Politics
- POL 124 International Development
- RS 142 World Religions
- RS 137 Christian Encounters with Asian Religions
- SOC/AN 150 Cross-Cultural Communication
- AN 155/SOC 155 Sociology of Global Inequality and Development

3 Academic Content and Courses Offered

In conjunction with their four (4) units of credit for EB-150, students will receive four (4) units of internship credit (EB-190, APP-190, or other as permitted) through their time at DBS. Students will receive in-class course content including readings that principally focus on international finance, global supply chain management, and ethical sourcing. Additional historical and cultural readings will provide insights into the traditions, places, and people of countries visited. Although the curriculum is evolving, a draft syllabus includes content from the following:

- Case Studies:
 - Global Supply Chain: Boeing 787: Manufacturing a Dream, *Harvard Business Review*, Rory McDonald and Suresh Kotha
 - Ethical Sourcing: Nike: Sustainability and Labor Practices 2008-2013, *Stanford Graduate School of Business*, Glenn Carroll; Debra Schiffrin; David Brady
 - China's regional influence; Singapore's rise as an international financial hub; Global trade, tariffs, and international politics
 - Wall Street Journal articles (electronic subscription (student rate))
- Textbook(s)
 - Robert Carbaugh (2016): [*International Economics*](#), 16th edition, Cengage Publishing
 - John Curtis Perry (2017): [*Singapore, Unlikely Power*](#). 1st edition, Oxford University Press
 - Gayle Beebe (2011), [*The Shaping of an Effective Leader*](#), 1st edition, Intersivity Press
 - John Manners-Bell (2017): [*Supply Chain Ethics: Using CSR and Sustainability to Create Competitive Advantage*](#), 1st edition, Kogan Page Limited
- Excursion Historical and Cultural Readings
 - Singapore's history, Angkor Wat, Killing Fields, Hong Kong's Repatriation to China: Selected readings
 - The Vietnam War (2017): PBS, Ken Burns and Lynn Novick, Selected episodes and discussion materials (regional political/economic legacy of communism)
 - Pol Pot's Shadow (2002): PBS Frontline, Amanda Pike, Video and Reporter's Diary
- Proposed Academic Credit (8 credits)
 - Two weeks on campus and in-country class time: 4 credits
 - Internship (EB-190, APP-190, or other as appropriate): 4 credits

4 Faculty/Staff

The course will be jointly led by Gayle Beebe, Ph.D., and Paul Bradford, MBA. Paul Bradford will provide day-to-day instruction and program supervision while on campus and abroad. Dr. Beebe will also visit the program for a 5-8 day period where he will also provide classroom instruction along with joining students at various program excursions and cultural sights. International guest speakers will be incorporated into the lectures as available.

5 Itinerary and Related Course Hours

NOTE: This assumes a July 2020 conference date. Actual conference date is pending, and a detailed calendar will follow.

	Week 1	Week 2	Week3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9
Location	On Campus	On Campus	Singapore	Singapore, Hong Kong	Singapore	Singapore, Vietnam & Cambodia	Singapore	Singapore	Singapore
Academic Content	Int. Finance	Int. Finance	Int. Finance	Int. Finance, Global Trade	Global Trade, Ethical Sourcing	Global Trade, Ethical Sourcing	Geo-Political Impacts on Trade	Global trade	Processing
Cultural Content		Singapore history and cultural overview	Singapore's as global finance powerhouse	TBD	Singapore TBD	Killing Fields, Angkor Wat	TBD	TBD	Processing
Internship Content			Conference Overview	Conference Prep (remote)	Conference Prep (remote)	Conf. Prep	Conf. Prep	Conf. Prep	Conference
In-class instruction hours	12	12	12	6	6	6	6	6	6
Curricular learning (site visits)			10	30	10	30	8	30	20
Internship hours			24	20	30	20	30	20	20

Travel Notes:

- Singapore: Daily travel between lodging and DBS (internship site) will be via mass transit (rail/bus). Site visits via coach.
- Hong Kong: Travel between lodging and site visits will be via mass transit or coach.
- Ho Chi Minh City: Travel between lodging and factories and cultural sites will be via coach.
- Phnom Penh: Travel between lodging and Angkor Wat via plane and coach. Travel to Killing Fields via coach.

6 Risk Management

Although there are no known terror threats, the Department of State has expressed a general risk to U.S. citizens in places where Westerners congregate (clubs, discos, bars, restaurants, hotels, places of worship, schools, outdoor recreation venues, tourist areas, beach resorts, and other places frequented by foreigners). The following is summarized content directly from the Department of State (2018): (NOTE: State Department information to be updated regularly)

- Singapore: The crime rate in Singapore is generally low. Even so, you should pay particular attention to personal belongings while in crowded shopping malls and markets, at the airport, and while traveling on public transportation. While Singapore is considered generally safe, extremist groups in Southeast Asia have launched attacks in neighboring countries. U.S. citizens residing in or traveling to Singapore and neighboring countries should exercise caution and remain vigilant about their surroundings, particularly in areas where U.S. citizens and other Westerners live, work, congregate, shop, or visit.
- Hong Kong: Hong Kong has a low crime rate. Even so, you should exercise caution when in congested areas and pay particular attention to personal belongings while in crowded areas and while traveling on public transportation. U.S. citizens should try to avoid areas of demonstrations should they occur and exercise caution if in the vicinity of any large gatherings as even peaceful demonstrations can turn confrontational. Violent crime, though rare, does occur.
- Vietnam: Small-scale, peaceful protests occasionally occur in Vietnam's major cities, but large-scale demonstrations are rare. You should avoid large gatherings, as they can become violent with little or no warning. Safety standards in Vietnam are not at the same level as those in the United States and vary greatly from company to company and province to province. This is especially true in regards to the applicable fire code. Travelers should be aware that many buildings, including hotels, shops and restaurants, have limited or no safety equipment or emergency exits. Ground and water transportation also lack safety regulations.
- Cambodia: During political standoffs in November 2015 and again in May 2016, authorities deployed armed commando units. Some gunfire reported and attacks near bars, nightclubs, and entertainment venues. Unexploded landmines exist in rural areas.

7 Faculty Compensation and Related Expenses

Normal faculty compensation is applicable along with one assistant. One spousal trip for Susan Bradford is accounted for in the budget along with one exploratory trip (Sept/Oct 2019) for Paul Bradford.

8 Draft Budget

Estimated total cost per student (16 students, incl air) \$12,367
 Estimated total cost per student (14 students, incl air) \$12,849
 Estimated total cost per student (12 students, incl air) \$13,492

Subject to change

2020 Singapore Mayterm Budget (as of 2.22.19)		
VARIABLE CHARGES (per student)		
TRAVEL - AIR	Per Person	
LAX-SIN-LAX (UAL or Singapore Air)	\$ 1,100	
SIN-Hong Kong (RT, JetStar Airlines)	\$ 180	
SIN-Ho Chi Minh (one way, JetStar Airlines)	\$ 64	
Ho Chi Minh to Phnom Penh (Cambodia/Angkor Air)	\$ 165	
Phnom Penh to Siem Reap (bus...see ground)	\$ -	
Siem Reap to SIN (Silk Airlines)	\$ 270	
Baggage and Visas	\$ 150	
Air travel contingency	\$ 125	
Air Travel Sub Total	\$ 2,054	
<i>Order of Travel TBD. Group rates may be less</i>		
TRAVEL - GROUND		
Airbus SB-LAX (one way)	\$ 35	
Singapore Tourist/Transit Pass	\$ 75	
Singapore Day Trips (3 @ \$25)	\$ 75	
Hong Kong (4 days)	\$ 75	
Ho Chi Minh City (2 days)	\$ 50	
Phnom Penh (2 days)	\$ 50	
Bus from Phnom Penh to Siem Reap	\$ 35	
Siem Reap/Angkor Wat (3 days)	\$ 75	
LODGING		
On Campus Housing (14 nights)	\$ 325	
Singapore (44 night @ \$50/night, incl. breakfast)	\$ 2,200	YWCA: \$48.97
Storage During Excursion (1 room, 12 nights, per person)		YWCA-\$0
Ho Chi Minh City (3 nights @ \$40/night)	\$ 120	
Phnom Penh (2 nights @ \$40/night)	\$ 80	
Angkor Wat/Siem Reap (3 nights @ \$40/night)	\$ 120	
Hong Kong (4 nights @ \$40/night)	\$ 160	
Lodging contingency	\$ 125	
CULTURAL, SIGHTS, & CLASS		
Singapore (museums, botanic gardens, misc.)	\$ 200	
Ho Chi Minh City (War museum, others TBD)	\$ 75	
Phnom Penh (Killing fields museum, others TBD)	\$ 75	
Angkor Wat/Siem Reap (Angkor Wat, others TBD)	\$ 100	
Hong Kong (Museums, other TBD)	\$ 100	
Sy family reception (TBD)	\$ 25	
Singapore Book (John Curtis Perry) 20 copies	\$ 23	
Wall Street Journal digital subscription	\$ 5	
MEALS		
On Campus Meals (16 days, one meal/day)	\$ 240	
Daily Food Stipend - Singapore (43 days)	\$ 1,075	at \$25/day
Daily Food Stipend - Other Cities (14 days)	\$ 455	\$35*9; \$28*5
Total Variable Charges Per Student	\$ 8,028	
FIXED CHARGES		
TRAVEL (Air and Ground)		
Paul Bradford (exploratory Air)	\$ 1,119	
Paul Bradford (exploratory Ground)	\$ 150	
Westmont vehicle charge (site visits)	\$ -	
Paul Bradford, semester (Air)	\$ 2,054	
Gayle Beebe, semester (Air)	\$ 2,874	R/T + Cambodia/Vietnam
Beebe, Bradford semester (Ground)	\$ 250	
Susan Bradford (R/T + Cambodia/Vietnam)	\$ 1,874	
Susan Bradford (ground)	\$ 200	
Assistant (Air)	\$ 2,054	Same as students
Assistant (Ground)	\$ 470	Same as students
LODGING		
Bradford (exploratory)	\$ 400	4 nights
Paul Bradford (semester)	\$ 5,038	
Gayle Beebe (semester 10 nights)	\$ 1,500	Estimated
Assistant	\$ 5,038	Same as students
Classroom Rental (18 days per estimate)	\$ 3,434	\$214/day Sing\$ (\$200 + 7% GST)
CULTURAL AND SIGHTS		
Paul Bradford	\$ 575	Same as students
Assistant	\$ 575	Same as students
Gayle Beebe	\$ 250	
Susan Bradford	\$ 250	
MEALS		
Exploratory (Bradford)	\$ 300	4 days
Semester, Bradford	\$ 1,225	\$25/day, 7 wks
Semester, Beebe	\$ 250	\$25/day, 10 days
Assistant	\$ 1,225	\$25/day, 7 wks
Susan Bradford	\$ 250	\$25/day, 10 days
On-campus team dinners	\$ 750	5 dinners @ \$150
Abroad team dinners	\$ 2,000	5 dinners @ \$20/ea
STAFFING		
Faculty #1 (incl 7.65% load)	\$ 10,765	
Assistant (\$3,000, incl 7.65% load)	\$ 3,230	125 hours @ 12/hr
PROMOTIONS, MISC., HONORARIUM/GIFTS		
	\$ 1,000	4 @ \$250
Total Fixed Charges:	\$ 49,100	
Number of Students	16	14
Total Variable Charges	\$ 128,440	\$ 112,385
Total Fixed Charges	\$ 49,100	\$ 49,100
7% Contingency (total less wages)	\$ 11,448	\$ 10,324
5% College Load	\$ 8,877	\$ 8,074
Total Program Cost	\$ 197,866	\$ 179,885
Total Cost per Student	\$ 12,367	\$ 12,849
Total Cost per Student LESS Airfare	\$ 10,587	\$ 11,070