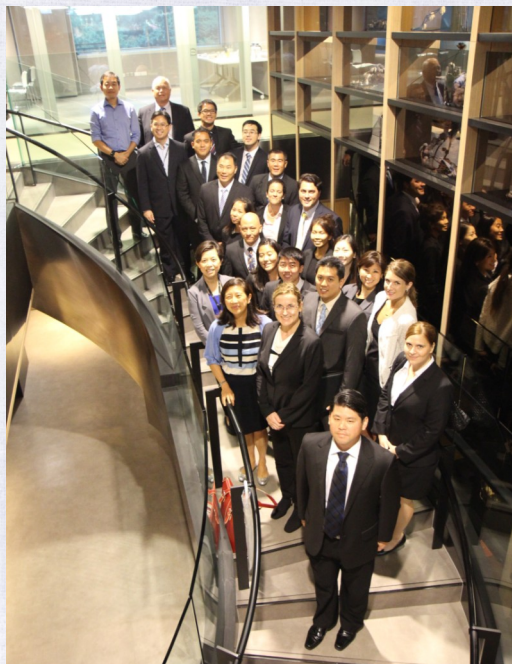


# THE PRISM

University of Hawai'i at Mānoa's e-newsletter on international education

## UNIQUE THREE-WEEK SUMMER TOUR OF ASIAN BUSINESS

by Grant Kim (<http://pami.shidler.hawaii.edu/asian-field-study>)



Walk through a bustling factory shop floor, tour a research and development facility with yet to be released products, converse with executives from a multinational corporation, meet with foreign government officials, network with UH alumni, feast on local delicacies, visit historic sites, and more – while earning six credits during the summer. For over 30 years, the Pacific Asian Management Institute (PAMI)

Asian Field Study program in the UH Mānoa Shidler College of Business has provided graduate and undergraduate students once-in-a-lifetime experiences, with the underlying objective of preparing students for careers involving various aspects of international business, such as expanding business to overseas markets.

The three-week onsite program visits four to five countries with a range of economic development, from the developed economy of South Korea to the developing economy of Indonesia. This is preceded by pre-trip class sessions providing fundamental business and cultural knowl-

edge of the countries to be visited, including guest speakers from each of the countries, and followed by post-trip sessions reflecting on the group's experiences and presenting country, industry, and company paper reports.

The 2014 Annual Asian Field Study program, themed "Experiencing the Diverse Asian Business Environment" and "Entrepreneurship in Asia," was attended by 19 students. The students visited a variety of businesses and agencies including: Dentsu (the largest advertising agency), a pharmaceutical company, and Pokemon in Tokyo; a dress shirt manufacturer, Cyberport, and Hong Kong Science and Technology Park in Hong Kong; the American Chamber of Commerce Shunde, Ronggui Government and Chamber, and a Chinese brand appliance manufacturer in Guangzhou; Jollibee Restaurants, the largest property development firm, Asian Development Bank, and a Blue Cross certified hospital in Manila; and a medical device manufacturer, a coffee trading firm, and a NGO promoting fair factory working conditions in Ho Chi Minh City. Cultural activities were centered on historic waterways and cruising the rivers of Sumida in Tokyo, Zhujiang in Guangzhou, and Mekong Delta in Ho Chi Minh City. Students traveled via plane, high-speed rail, subway, bus, sampan, and trishaw.



traditional Balinese dance and Balinese temples.

The upcoming 2015 32<sup>nd</sup> Annual Asian Field Study will travel to Seoul, Shanghai, Ho Chi Minh City, Jakarta, and Bali. Students will be visiting firms such as Samsung Electronics in Seoul and a steel factory in Pohang, the American Chamber of Commerce in Shanghai and a hydraulics manufacturer in Yangzhou, Intel's largest global manufacturing facility outside Ho Chi Minh City, a port facility and poultry producer in Jakarta, and an international business conference in Bali. The planned cultural activities include visiting the famous Gyeongbokgung Palace and trendy Gangnam District, touring the historic riverside Bund, cruising the Mekong River Delta, partaking in Indonesian Muslim food, and viewing a

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### STUDENT PATHWAYS TO GLOBAL COMPETENCE

by Linda Duckworth (with highlights by Jennifer Araki)

When session proposals were requested for the 2014 NAFSA: Hawai'i/Pacific Islands District Annual Spring Conference, entitled "Pathways to Global Competence," I immediately thought of creating a panel of student leaders from the International Student Association (ISA), a registered independent organization at UH Mānoa. ISA is a very big, very active club. In Spring 2014, ISA had 120 student members, comprised of international students (57%) and U.S. students (43%) interested in learning about other cultures. The focus of ISA is for members to gain experience in teamwork, leadership, and communication through hands-on planning of cross-cultural adjustment activities for international students, while of course, having fun!

Many thanks to Brice Akeo, Jennifer Araki, Vivian Chau, and Nanami Tomita for serving on the panel and answering the question, "How do I define global competence?" With their ISA leadership involvement a given, I was extremely impressed by all they had accomplished outside of ISA. Here are some highlights as summarized by panelist Jennifer Araki:

**SAVE THE DATE FOR:**

**INTERNATIONAL NIGHT 2015**

**"Our Ocean of Stars"**

**Friday, March 6**

**Open to the public and free!**



Brice Akeo, Business Management major (ISA president Spring 2014, junior adviser Fall 2014)

**Brice** (U.S. citizen, born and raised in Hawai'i) described how his study abroad at Nihon University (Tokyo, Japan), through the Mānoa International Exchange (MIX) program, helped him understand the differences between Japanese and American cultures, and taught him to have an open mind in order to adjust and succeed in a culture different from his own.



Nanami Tomita, International Relations major (ISA vice president Fall 2012)

**Nanami** (Japan citizen) talked about how her study abroad and volunteer experiences in Canada, Guatemala, Malta, Mexico, Spain, and the U.S. taught her the importance of fostering a strong self-identity and building awareness of what was happening in the world.



Jennifer Araki, Communication major (ISA president Fall 2013, junior adviser Spring 2014, Fall 2014)

**Jennifer** (U.S. and Brazil dual citizen, raised in Tokyo) discussed how her diverse background, internship experience abroad in New York and São Paulo, and Communication major have influenced her to pursue a career in which she can help bridge communication between different cultures.



**Vivian** (China/HKSAR and Great Britain dual citizen) connected her Anthropology major with her passion for travel (13 countries on 5 continents) and learning other languages/cultures as her pathway to global competence. She hopes to participate in additional study and volunteer abroad experiences and to never stop learning about the world.

Vivian Chau, Anthropology major (co-chair of International Night 2014, ISA president Fall 2014)



Martha Staff (center) with past chairs of the NAFSA Hawai'i/Pacific Islands District

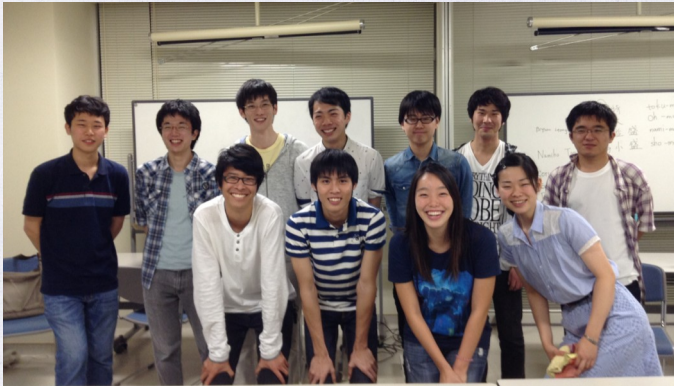
### RETIREMENT CONGRATULATIONS!

Congratulations to International Student Services Assistant Director Martha Staff on her retirement in December 2014. She has 35 years of service to UH Mānoa, with 32 of those years focused on international students and international education. Martha's glowing reputation as an international student adviser, regulatory trainer, and advocate for international education is well-deserved. We will miss her contributions to the field of international education and wish her the very best!



## UP CLOSE & PERSONAL WITH BRYSON LEONG

Bryson Leong (photo below, first from left in front row), a senior majoring in Electrical Engineering, studied abroad for seven weeks in Japan through a program set up by Dr. Anthony Kuh of the Department of Electrical Engineering at UH Mānoa and Dr. Toshihisa Tanaka from the Department of Electrical and Electronic Engineering at Tokyo University of Agriculture and Technology (TUAT). Below, he shares some of his thoughts about his experience.



### Why did you want to study abroad?

I have wanted to go to Japan for a while. Truthfully, it may have been sparked by all the dramas and anime I've watched!

### What is the TUAT Exchange Program?

It is an opportunity for electrical and computer engineering students to go to Japan and participate in a small project as well as see some of the sights the country has to offer. It is both an educational and cultural experience.

### What did you like about TUAT?

The university, which was an all engineering campus, was nice and small. There were a couple of cafeterias, tennis courts, and an open area where people could play soccer and baseball. I took a Japanese language class where I learned some new grammar that I was able to use in conversation with students I met during my stay.

Japanese language class where I learned some new grammar that I was able to use in conversation with students I met during my stay.

### What did you think about Japanese culture and society?

I felt that everything is run on time and done very efficiently in Japan. For example, people stand on one side of the escalator, allowing room for those who would like to proceed faster to walk up. The trains came often which allowed easy access to other cities. I also felt that Japanese people are hardworking and goal-oriented. I would see people walking home from the train station as late as midnight in their business attire. In addition, they seemed considerate. Even when walking with umbrellas, they would tilt their umbrellas to one side when passing others so they wouldn't hit each other.

### What were some of the highlights of your stay?

I enjoyed living on my own for the first time. Besides that, I really enjoyed exploring the cities, especially Shibuya. I did not go into many stores there, but I walked around and just liked the feeling of the city. It seemed like a very lively and happening place because there were so many people, buildings, and shops. There was also the food factor. I was able to eat tonkotsu ramen which was rich and creamy. I tried a type of katsu called menchi katsu, which had a ground beef filling, and it has become my new favorite katsu. I also liked the yakitori and pretty much all the food I had in Japan.



Asakusa...and melon pan!

### What was the most challenging thing about studying abroad?

The most challenging thing was the project. I did not understand some topics, but the professor and several of his students were nice enough to help me, so I was able to write a working code. I also got lost riding the train a couple of times. Many signs were in English but I was still able to successfully lose my way!

### What did you gain from your study abroad experience?

I was able to gain some programming experience and was introduced to a new area of study. It was also a good experience to live on my own for the first time as I mentioned earlier. It may have helped me become more independent. One thing that I am more open to as a result of this exchange is graduate school. I wasn't planning on attending and am still not certain, but at least it is now more of a possibility.



### What advice would you give to someone who is thinking about this program?

I think it's a great program especially if you want to go to Japan. It allows the individual to get a taste of the culture as well as the opportunity to study at a foreign university. I would say that if you like experiencing new things and aren't afraid to branch out and explore, you should do it. Even if you are a little anxious or uncertain, you should still go for it because it's a great experience. Be friendly and talk to the people in your lab and try to make friends. They may be able to show you the popular spots around town. Even if you like exploring on your own, it's just good to make friends and have intercultural relationships.

### Is there anything that you miss about living in Japan?

I miss the menchi katsu and tonkotsu ramen – I'd like to eat both again! I also miss the trains because it was easy to go from city to city, the FamilyMart convenience shops that had good sandwiches and musubi, the overall layout

of where I lived, and the different cities I visited. The exchange was a great experience for me and I'm glad I was able to do it.



## UH MĀNOA INTERNATIONAL EDUCATION LINKS

**Office of International and Exchange Programs:** <http://manoa.hawaii.edu/international>

**Faculty and Scholar Immigration Services (FSIS):** <http://www.hawaii.edu/fsis>

FSIS provides immigration services and advising for departments, international visiting scholars, and employees across the University of Hawai'i System.

**International Student Services (ISS):** <http://www.hawaii.edu/issmanoa>

ISS is the primary university resource for international students in areas ranging from immigration advising to cross-cultural adjustment, and consults with the greater community on related issues.

**Mānoa International Exchange (MIX):** <http://manoa.hawaii.edu/mix>

The goals of MIX are: (1) to facilitate partnerships with outstanding universities around the world to the benefit of UH Mānoa students, faculty, and staff, (2) to promote cross-cultural education and understanding at UH Mānoa through the enrollment of international exchange students, and (3) to provide UH Mānoa students with study abroad opportunities that will have a transformative and positive effect on their lives.

**National Student Exchange (NSE):** <http://www2.hawaii.edu/~nse>

Although the UH Mānoa NSE website has instructions for UH Mānoa students wanting to attend an exchange school or students attending consortium member schools wishing to exchange to UH Mānoa, the most detailed information on each of the 170 participating schools can be found on the national website, <http://www.nse.org>.

**Study Abroad Center (SAC):** <http://www.studyabroad.hawaii.edu>

The UHM Study Abroad Center provides summer, semester, and year-long study abroad programs for undergraduate students and for faculty to teach, mentor students, develop new courses, and pursue their research interests. Students earn UH Mānoa credits for coursework completed overseas towards their Mānoa degree requirements.

**College of Education (COE) – International Activities:** <https://coe.hawaii.edu/research/international-and-special-programs-iasp>

COE develops and maintains sustainable international agreements and partnerships in higher education between COE and institutions in China, Japan, Kazakhstan, Norway, Russia, and Vietnam. Activities include collaborative research projects, educational conferences, and student/faculty exchanges. COE annually hosts numerous visiting scholars interested in studying with COE faculty and exchanging expertise.

**Hawai'i English Language Program (HELP):** <http://manoa.hawaii.edu/eslhelp>

The HELP program has been providing the highest quality academic English classes for over 40 years. Through our Conditional Admission pathway, students can enter undergraduate or graduate study at UH Mānoa without a TOEFL score. HELP also offers teacher training workshops and the CELTA English teaching certificate program.

**John A. Burns School of Medicine (JABSOM) – Global Health/Medicine Programs:** <http://jabsom.hawaii.edu/global-health/>

JABSOM is committed to improving the health of the people of Hawai'i and the Pacific Basin. Our mission is to train a globally competent health workforce with skills to address critical global health problems. JABSOM strives to understand and reduce health inequalities around the Pacific Rim.

**Outreach College – International Programs:** <http://www.nice.hawaii.edu>

The International Programs division of Outreach College provides international students access to UH Mānoa through its ESL programs, conditional admission university preparation programs, and short-term customized programs on a variety of subjects.

**School of Travel Industry Management (TIM):** <http://www.tim.hawaii.edu/default.aspx>

TIM is recognized as a leading educational institution in hospitality, tourism, and transportation management. TIM pioneered the concept of integrating all aspects of the travel industry under a single discipline. Built on a foundation of management science, TIM also draws on a broad range of disciplines to provide high-quality education at the undergraduate and graduate levels to current and future professionals.

**Shidler College of Business:**

**Full-time Global MBA program:** <http://www.shidler.hawaii.edu/ft-mba>

The Full-time Global MBA program offers students a comprehensive foundation in business fundamentals with its wide array of choices in the Asia-Pacific region for internships and study abroad opportunities. Students can take a semester of classes at one of our partner schools and work at a professional internship in countries such as China, Japan, and Vietnam.

**Pacific Asian Management Institute (PAMI):** <http://pami.shidler.hawaii.edu>

PAMI is the center for international business programs with an Asia-Pacific focus. PAMI is the umbrella organization housing the PAMI Summer Program, PAMI Year Round Programs, PAMI Asian Field Study Program, Center for International Business Education and Research, and Pacific Asian Consortium for International Business Education and Research.

**William S. Richardson School of Law – International Programs:** <https://www.law.hawaii.edu/which-program-right-you>

The William S. Richardson School of Law maintains an active schedule of international programs and activities. The law school offers two degree programs for international students, the LL.M. degree for foreign law graduates and the advanced J.D. program, which grants credit for qualified foreign law graduates. American law students are encouraged to pursue law study in international law study, through our exchanges, such as with Bucerius Law School in Germany or through programs in China, Hong Kong, or Australia.