



## SENIOR EXECUTIVES

### Leading in Vietnam's uncharted economic and political times

#### Course Overview

Today's senior business executives in Vietnam face a rapidly evolving domestic political and economic conditions than at any time before. It is critical to have the insights and skills necessary to lead effectively under increased government scrutiny and public policy uncertainty.

Our two-day, on-campus program, led by senior faculty and policy researchers at the Fulbright School of Public Policy and Management, is designed to equip corporate executives with valuable insights into the influence of Vietnam's diverse centers of political power on the formulation and implementation of public policies. The presentation and discussion sessions will focus on important government policy changes affecting the economy, as well as major macroeconomic, political and legal risks facing businesses in Vietnam.

#### Learning Outcomes

In the interactive environment at Fulbright, the participants will:



Gain **insights** into the current economic and political landscape in Vietnam.



Be able to **analyze** the ramifications of policy dynamics in Vietnam that can **impact** your businesses.



Have the opportunities to **share, update and discuss** the latest issues related to policy challenges and the business environment in Vietnam through productive and constructive conversations.



Have the opportunities to **network with peers**, like-minded leaders from different industries and sectors.

#### Prospective Applicants



This course is for you if you are senior executives (board members, CEOs, and exco members) of multinational and domestic companies in Vietnam.

## Course schedule and tuition



**Course Code**  
EXE-GR2024



**Date**  
05 & 06 July 2024  
(Friday & Saturday)



**Registration Deadline**  
25 June 2024



**Location**  
In-person at Fulbright  
University Campus,  
105 Ton Dat Tien, District 7,  
Ho Chi Minh City



**Medium of instruction**  
English (with simultaneous  
interpretation into Vietnamese  
for non-English speakers)



**Program Fee**  
60 million Vietnam dong.  
The fee includes tuition,  
refreshments in two days,  
a closing dinner, and a  
certificate granted by  
Fulbright School of Public  
Policy and Management,  
Fulbright University Vietnam.

### Special Offers

For group registration of more  
than 5 people: **Discount 25%**

Please contact our Executive  
Education team for more information:

✉ [exedu.fsppm@fulbright.edu.vn](mailto:exedu.fsppm@fulbright.edu.vn)  
☎ 091.33.55.911

### Discount 10%



**Early Bird Registration before  
1st June 2024** or referral by  
Fulbright School Alumni

### Discount 15%



**Group Registration of 3 – 4  
people** or current Fulbright  
students, alumni

## Course Schedule

### Day 1 (Friday, 05 July 2024)

Global and Vietnam's Macroeconomic  
Outlook

*By Nguyen Xuan Thanh*

The Roles of the State and Businesses in  
Vietnam's Socio-Economic Development

*By Vu Thanh Tu Anh*

Geopolitics, International Economic  
Integration, and FDI

*By Nguyen Xuan Thanh & Huynh Trung Dung*

Law, Public Policy  
and Government - Business Relations

*By Pham Duy Nghia*

Free time

### Day 2 (Saturday, 06 July 2024)

Political Outlook and Economic  
Policy Direction

*By Nguyen Xuan Thanh*

Central Government, Local  
Governments, and the Business

*By Vu Thanh Tu Anh*

Managing Legal Risks for Businesses

*By Pham Duy Nghia*

Comparative Public Policy in  
Southeast Asia

*By Jonathan Pincus*

Networking  
& Closing Dinner

**Session 1**  
8.30 – 10.00

**Session 2**  
10.30 – 12.00

**Session 3**  
13.30 – 15.00

**Session 4**  
15.30 – 17.00

**Evening**  
17.30 – 19.30

## Program Curriculum

### Session 1

Global and Vietnam's Macroeconomic Outlook

- Global economic outlook and impact on Vietnam
- Short-term domestic economic challenges and government macroeconomic policy responses
- Vietnam's medium-term economic outlook

- The evolving role of the state in directing socio-economic development
- Understanding the views of Vietnamese Government on businesses
- How the Government of Vietnam achieves economic objectives through businesses
- The evolving role of the FDI sector in Vietnam's economy and its future

### Session 2

The Roles of the State and Businesses in Vietnam's Socio-Economic Development

### Session 3

Geopolitics, International Economic Integration, and FDI

- How the Government of Vietnam defines national economic interests in its global economic integration strategy
- How the Government of Vietnam manages the rising global and regional geopolitical tensions
- Vietnam's economic diplomacy and their role in attracting FDI

- Public governance and the public policy process in Vietnam
- Understanding different political centers of power in policy formulation process
- Understanding different political centers of power in policy implementation

### Session 4

Law, Public Policy, and Government-Business Relations

### Session 5

Political Outlook and Economic Policy Direction

- Anti-corruption: Trend and ramifications
- Changes at the top political positions and their implications for policy and the economy
- Expected policy changes in the next political cycle

- Decentralization and the central – local relationship
- Marketization and the government – business relationship
- Three-way interactions among the central government, the local government, and businesses

### Session 6

Central Government, Local Governments, and the Business

### Session 7

Managing Legal Risks for Businesses

- Reading the political climate and anti-corruption policy
- Learning lessons from big corruption cases in Vietnam
- Application of various dispute resolution mechanisms in Vietnam

- Asian different growth models
- Vietnam's economic development path in comparison to other middle-income Southeast Asian countries
- Policy lessons that Vietnamese policymakers are learning from the rest of Asia

### Session 8

Comparative Public Policy in Southeast Asia

## Teaching team

**Vu Thanh Tu Anh**

Dean, Fulbright School of Public Policy and Management (FSPPM)

Dr. Vũ Thành Tự Anh has been the Dean of Fulbright School of Public Policy and Management (FSPPM) since 2017. In this capacity, he led the transformation of Fulbright Economics Teaching Program (FETP) into FSPPM, the first public policy school in Southeast Asia accredited by NASPAA (USA).

His research interests include political economy of development, public finance, industrial policy, and institutional economics. He is an author in two recent edited volumes on Vietnam, namely *Navigating a Rapidly Changing Economy, Society, and Political Order* (Harvard University Press) and *Routledge Handbook of Contemporary Vietnam* (Routledge). During 2013 – 2015, he was a Global Leaders Fellow at Blavatnik School of Government (University of Oxford) and Woodrow Wilson School (Princeton University).

He was a member of the Economic Advisory Group of Prime Minister Nguyen Xuan Phuc (2017-2021). He has also been a policy advisor to many cities and provinces in Vietnam, including Ho Chi Minh, Hai Phong, and Thua Thien Hue. He holds a Ph.D. degree in economics from Boston College.

**Pham Duy Nghia**

Director, Master in Public Policy Program

Professor Pham Duy Nghia graduated at Leipzig University (Germany). At FETP he teaches Law and Public Governance, Public Policy and Research Methods of Public Policy. He has published a number of textbooks and journal articles on legal and governance issues. His recent research focuses on good governance, including perspectives on how to enhance the people's participation in policy making and to enhance the efficiency, transparency, and accountability of government.

Pham Duy Nghia is a frequent commentator in leading newspaper and media in Vietnam. The areas concerned include protection of basic citizen's rights, voice and accountability in public governance, regulatory quality, rule of law and access to justice. He is a member of Professional Associations Vietnam International Arbitration Center (VIAC/VCCI), Vietnam Lawyers Association (VLA).

**Teaching team****Jonathan Pincus**

Economist &amp; Senior Lecturer (FSPPM)

Jonathan Pincus is a development economist specializing in the countries of Southeast Asia. He has held teaching posts in Europe, Asia and North America and various policy advisory roles with multilateral organizations in Vietnam, Indonesia, the Philippines and Myanmar. He was Dean of the Fulbright Economics Teaching Program (FETP), the forerunner of FSPPM, from 2008 to 2013, and helped establish the Rajawali Foundation Institute for Asia at the Harvard Kennedy School. In Indonesia, he has worked with philanthropists and universities to create a network of social science and public policy research institutes affiliated with Northwestern University in the United States and the School of Oriental and African Studies in London.

**Nguyen Xuan Thanh**

Economist &amp; Senior Lecturer (FSPPM)

Nguyen Xuan Thanh is a senior lecturer in public policy at the Fulbright School of Public Policy and Management. From 2015 to 2023, Thanh was a senior fellow at the Ash Center for Democratic Governance and Innovation, Harvard Kennedy School. Between 2018 and 2021, he served as a member of the Vietnamese Prime Minister Economic Advisory Council. His research interests are macroeconomic management, cross-ownership in the banking sector, and financing infrastructure development. At the Fulbright School, Thanh teaches courses on Introduction to Public Policy, Appraisal of Public Investment, and Policy Implementation. He also teaches regularly in the Fulbright School's executive education and participate in policy dialogues with public sector agencies in Vietnam and Southeast Asia. Thanh earned a BA (Hons) in economics from Delhi University, an MSc in economics and finance from the University of Warwick, and an MPA from Harvard University.

**Huynh Trung Dung**

Public Policy Faculty Lead (YSEALI) &amp; Lecturer (FSPPM)

Huynh Trung Dung (Dung Huynh) is the Lead Faculty member for Public Policy of the YSEALI Academy and a lecturer of the Fulbright School of Public Policy and Management, Fulbright University Vietnam. Huynh's research interests include Asia-Pacific international relations, political economy, and policy making. From 2016 to 2021 he worked for the RAND Corporation (in California), where he participated in diverse research projects on Indo-Pacific security and defense as well as healthcare policymaking.

Prior to joining RAND, Huynh was a lecturer in public policy, leadership, and strategic management at the Fulbright Economics Teaching Program (currently the FSPPM at Fulbright University Vietnam) and the Royal Melbourne Institute of Technology University (RMIT) Vietnam after working in Vietnam's Ministry of Foreign Affairs for eight years. He holds a Ph.D. in Policy Analysis from the Pardee RAND Graduate School (the U.S.), an M.P.P. from the Lee Kuan Yew School of Public Policy (Singapore) and undergraduate degrees in international relations and economics (Vietnam).

## Registration guidelines



### Application package includes:

- Application form (download [here](#))
- Curriculum Vitae
- Candidates send their application package to the email: [Exedu.fsppm@fulbright.edu.vn](mailto:Exedu.fsppm@fulbright.edu.vn) no later than **25 June 2024**.



**Fulbright School of Public Policy and Management**  
**Fulbright University Vietnam**

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