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MICHIGAN STATE UNIVERSITY EAST LANSING

COLLEGE OF BUSINESS AND PUBLIC SERVICE
OFFICE OF THE DEAN

April 7, 1960

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MICHIGAN STATE UNIVERSITY
President's Office

President John A. Hannah
Michigan State University
319 Administration Building
Campus

Dear President Hannah:

Re: Trip to Vietnam - Consultantship in Business Administration

The period which was spent in Vietnam, approximately from February 8 to March 15, 1960, had a dual purpose. One, to meet the request from ICA/W that a survey be made on the feasibility of establishing a business administration program in Vietnam, the needs for such a program, the location of it, the marketability of respective graduates and the like. A period of time was spent interviewing the leading Vietnamese, American and Chinese businessmen who would be interested and who could also offer advice and suggestions concerning this proposal. Over fifty interviews were held with governmental officials of the Vietnamese government, USOM officials, and other interested people representative of the business, industrial and governmental community of Vietnam.

The results of this survey have been furnished to ICA/Washington as well as to the USOM officials in Vietnam. In capsule, the recommendations submitted are:

1. That a seminar program, or an executive development program, be instituted in Vietnam.
2. That a participant training program be established as soon as feasible in order that adequate teachers in business administration be trained for the various institutions which may develop in that country.
3. That, considering all of the positive as well as other circumstances surrounding the National Institute of Administration (under the sponsorship of MSU), this institution be designated as the locale for the establishment of a business administration program.

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To be sure, there are many obstacles that confront this project. Lack of trained faculty, the negative image towards the NIA which has been created by some Vietnamese leaders who, for political reasons or otherwise, are opposed to the NIA as a center for business training. We feel, however, that the proposed new building with its ample facilities, dormitories, its research laboratories, its administrative capacity and other factors, make it the rational place to establish such a program. These recommendations have been given, not only in writing, but also have been conveyed orally to ICA/W officials.

The tour in Vietnam included not only the consultantship on business administration, but since the campus duties assigned to me also include the coordination of the MSUG Project in Vietnam, it became apparent that I should become concerned on a day-to-day basis with the various problems confronting the police administration group, the public administration, as well as the administrative services staff. As such, it was my opportunity to become well aware not only of the accomplishments, but also the mounting tensions - political as well as security-wise, that confront the Michigan State Group in Vietnam.

May I say in capsule, Mr. President, that it is with great pride that we review the accomplishments of the Michigan State Advisory Group. We are desirous of meeting the challenges and objectives yet to be met.

It may be well to point out that our relationships recently with USOM have not been as smooth as we might desire. This situation is the result, in part, of the changed role which Michigan State must and probably should assume in that region of the world. With the increased emphasis being given to the activities of USOM, many of the tasks which had traditionally been carried on by Michigan State are now being absorbed by USOM. This transitional period, of course, brings about some feelings of misgiving from USOM.

May I say that the morale among our Group is extremely high and that the direction being given to the staff there by our Chief Advisor, Dr. Lloyd D. Musolf, is one which must be highly commended. I cannot help but state that the cause not only of democracy but of educational advancement in that area of the world must continue and must continue to receive greater emphasis and direction through whatever processes can be implemented from our own campus. The need is great, we have a role to perform, changing as this role may be. Mr. President, I wish to inform you that we are proud of prior accomplishments, but much awaits to be accomplished.

Cordially,



Ruben V. Austin
Assistant Dean



RVA/ap