

## Collaboration Proposal

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### 1. OVERVIEW

The intent of this proposal is to seek an agreement on the cooperation in delivering a joint training program between the University of Economics and Finance, Ho chi Minh City, Vietnam and Universities in the United Kingdom.

### 2. BACKGROUND

#### **University of Economics and Finance, Ho Chi Minh City (UEF)**

UEF is a private not for profit relatively new organisation, established in 2007 according to Decision No.1272/QĐ-TT of The Prime Minister.

UEF offers a variety of bachelor's program, associates' programs and international programs. We currently offer Bachelors in Management, Marketing, Finance & Banking, Accounting & auditing. Associate degrees in Business Management, Marketing, Finance & Banking and Accounting.

UEF's main goal is to become a high-quality private university utilizing leading international educational models to produce graduates who are globally minded, active, creative and successful in their world of work.

UEF wants to become a multi-discipline university with a curriculum that meets international standards, with the focus on quality teaching, and with an instructional environment that attracts the full and active participation from its student body.

UEF's Board of Advisors consists of leaders of domestic and foreign businesses and industries, and their well-thought advice shapes the curriculum toward being contemporary, global and practical.

UEF employs the most qualified instructors, from both Vietnam and overseas, who bring professionalism, contemporary teaching methodology, syllabus rich in meaningful learning activities, and advanced instructional technologies to offer high-quality teaching in every classroom.

UEF graduates will be leaders of the globalized dynamic Vietnamese workforce and possess an education rich in capabilities relevant to their future professions and complex world of work.

UEF has been operating successfully for over five years. Currently, we have around 1,200 students working forwards the Associate and Bachelor Degree in Business Management, Accounting and Finance and banking and over 600 students have graduated from these programs.

## **UEF International Education (UEF-IE)**

The UEF International Education (UEF-IE) is a unit within UEF that seeks to bring high-quality, practical, professional international programs to enrich Vietnam and its people. UEF-IE has cooperated with University of Missouri- St. Louis UMSL for 5 years, and recently, we have cooperated with Webster University and the other Universities in the United State of America

Students of International Programs will study a significant portion of their degree program at UEF for the first 2 years then transfer to a partner university for further study to obtain four-year bachelor's degree granted by fine university from the U.S.A.

However, with the development of education market in Vietnam, especially in Ho Chi Minh City, there is a strong demand for international degrees fully delivered here. In an effort to respond to this need, UEF-IE has been looking for a partner to deliver an international bachelor degree in Vietnam.

We know from our own Associate graduates and outside Associate graduates, Diploma graduates and Advanced Diploma graduates of the strong interest in undergraduate studies. Universities from the UK, U.S.A and Canada are responding by opening joint delivery programs with local colleges and universities in Viet Nam. We would like to do the same with a high quality British partner.

### **Mission Statement of UEF-IE**

UEF-IE aims to become a leading Institution for international education in Vietnam, to have meaningful partnerships with regional and international universities, and to provide opportunities for excellence in study through quality in teaching, curricular and services.

UEF-IE offers an instructional environment with international standard in order for students to assimilate quickly in the new study environment when going overseas.

### **What make the proposal to be feasible?**

**People:** The Management Team of UEF-IE has experiences and enjoyed great success in promoting and enrolling students in Australian qualification at our previous International College. We also have over 5 year experience in operating and managing international programs both in admin and academic side. Now we would like to extend our experience at UEF-IE and starting with Bachelor Degree initially. Masters degrees are a possibility in the in the future.

**Country:** Beside local students, there is also the potential for attracting foreign students to Vietnam because of the low cost of living here and the excitement of living in a vibrant and colorful city with hospitable and friendly Vietnamese.

**Location:** UEF is located at Dist.1, the heart of Ho Chi Minh City with ease of transportation

**International learning environment:** UEF has student exchange program with Pittsburgh University from the U.S.A. The Pittsburgh students visit UEF yearly, join language classes and culture classes at UEF. This program allows students to learn more about Asian culture and Vietnamese culture. It is also the opportunity for Vietnamese students to learn western culture from the Pittsburgh University.

We have signed agreements with several Universities including Webster University , Letourneau University, University of The Incarnate Word, Dominican University of California, Alexander International Education Group ( Australia) , Northwestern Polytechnic University, BoxHill Institute of Technical and Further Education, Melbourne on student - exchange and internship programs. This offers international students of UEF the opportunities to study and do internship in a real international learning and working environment in Viet Nam, in Thai Lan , in the U.S.A or other countries.

### 3. PROPOSAL

3.1 UEF would like to propose that *the last 2 years* of the Bachelor of Management emphasis on Commerce, International Business, Business Administration , Marketing, Public Relation, Event Management from a qualified UK university will be run as a joint program for Diploma graduates, Advanced Diploma graduates, higher Diploma graduates or associate graduates here in Viet Nam as below:

#### UK University:

- Provide UEF with all the course curriculum material including course syllabus, assessment guides, subject plans.
- Provide learning materials and book lists to UEF
- Supervise and evaluate the teaching quality periodically to make sure the quality meets the University's requirements.
- Issue the Bachelor Degree to the successful graduates

#### UEF Vietnam:

- Register the course with Vietnamese authorities.
- Do research on the targeted market
- Set up a marketing plan and carry out marketing activities to attract the potential customers such as: advertising, promoting, holding seminars
- Enroll students and collect tuition fees
- Provide teaching facilities
- Recruit qualified Vietnamese teachers
- Conduct the classes and manage the student's results
- Provide all the student services

#### **Proposed No of students**

**2014: 30 students**

**2015 : 50 students**

**2016 : 100 students**

**Royalty payment and money transfer:** by negotiation

3.2 1 UEF would like to propose that *the whole program* of the Bachelor of Management emphasis on Commerce, International Business, Business Administration , Marketing, Public Relation, Event Management from a qualified UK university will be run as a joint program for Diploma graduates, Advanced Diploma graduates, higher Diploma graduates or associate graduates here in Viet Nam as below:

**UK University:**

- Provide UEF with all the course curriculum material including course syllabus, assessment guides, subject plans.
- Provide learning materials and book lists to UEF
- Supervise and evaluate the teaching quality periodically to make sure the quality meets the University's requirements.
- Issue the Bachelor Degree to the successful graduates

**UEF Vietnam:**

- Register the course with Vietnamese authorities.
- Do research on the targeted market
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**Proposed No of students :**

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**Contact persons :**

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