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<http://www.cfvg.org>

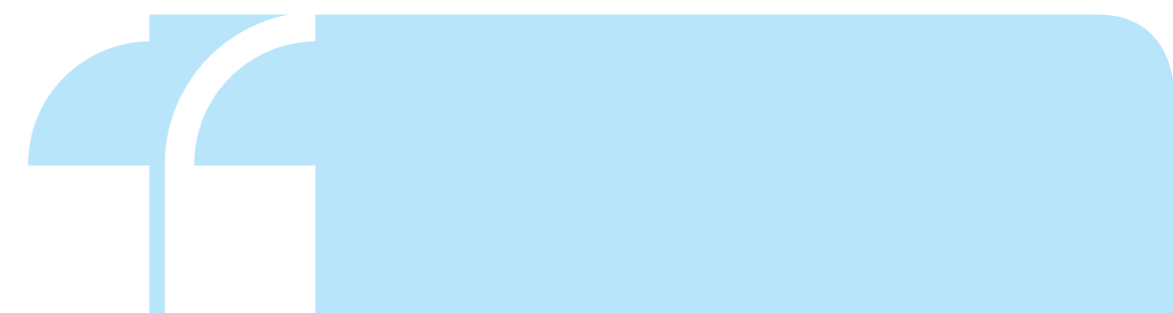
Our partners



CFVG|MBA

MASTER OF BUSINESS ADMINISTRATION

JOIN INTERNATIONAL CORPORATE ELITE



With an MBA from CFVG, join international corporate elite

CFVG is the first French-Vietnamese co-operative program in education. It was founded in 1992 by the Vietnamese government (Ministry of Education and Training) and the French government (Ministry of Foreign Affairs), and is operated by the CCIP (Paris Chamber of Commerce and Industry). It now plays a leading role in management education in Vietnam.

Located in Hanoi and Ho Chi Minh City, CFVG offers young Vietnamese managers the chance to benefit from the excellence of MBAs and Masters in Management of CCIP's Grandes Ecoles: ESCP Europe and HEC. In 2009, ESCP Europe's and HEC's EMBA were ranked respectively 2nd and 25th best worldwide by the Financial Times.

Over 18 years, CFVG has trained more than 1,500 managers who play their part in the rapid growth of Vietnam's economy.

Their success reflects the excellence of our programs.

Since 2005, CFVG is a member of the European Foundation for Management Development (EFMD) and its MBA is EPAS accredited since 2008.



Pr. Dr. Bruno Ponson
President of the Board of directors
Professor at ESCP Europe, Paris



Assoc. Pr. Dr. Nguyen Chan
CFVG Academic director
CFVG MBA Program director



CONTROL, LEAD, ADVANCE...

Control

Maximize your managerial potential

In a turbulent, highly demanding global context, mastering the latest decision-making techniques and tools is the key to success for managers.

With a CFVG MBA you will affirm your managerial potential and become more efficient in your professional activities.

Advance

Give yourself new career opportunities

A CFVG MBA is more than just skills and knowledge: it brings you the prestige and reputation of an internationally recognized degree, and places you in a network of more than 1,500 alumni belonging to the most prestigious organizations.

You will be able to reach a higher level of responsibility and salary. Your future is in your hands.

Lead

Be the first

Holding top management responsibilities, achieving success, fulfilling your ambitions: legitimate and challenging desires that a CFVG MBA will help you satisfy. You will have the opportunity to develop your personality, to learn how to deal with multi-cultural issues and to follow international practices.

CFVG streams bring you the technical and personal skills you need to reach your goals.

Who should attend?

- **Young professionals, teachers and high potential managers** wishing to master advanced decision-making tools and techniques and get new career opportunities.
- **Executives** wishing to update and consolidate their knowledge and have an in-depth understanding of all the business fields.
- **Engineers, lawyers, linguists** with no economic background who want to acquire management techniques to take more responsibilities in their work.



International accreditation

EPAS is an accreditation awarded by EFMD (European Foundation for Management Development) of which CFVG is a member since 2005.

This accreditation guarantees the quality of the lectures, the school's organization and facilities.

CFVG MBA has been awarded EPAS accreditation in 2008 following an audit performed by an international committee.

It is the first MBA in Vietnam to get one of the major international accreditations.

The expertise of Europe and Vietnam's best business schools and universities

Faculty from the best European as well as Vietnamese academic institutions collaborate to offer an internationally recognized MBA degree.

CCIP's «Grandes Ecoles»: HEC and ESCP Europe

In 2009, HEC and ESCP Europe were ranked 2nd and 3rd among Europe's best Masters in Management by the Financial Times, and 2nd and 25th worldwide for their EMBA. They are both EQUIS (EFMD), AMBA and AACSB accredited, the 3 most prestigious international accreditations.

Grandes Ecoles and partner universities

CFVG has many other prestigious international partners such as Paris Panthéon Sorbonne University, University of Lille, SKEMA Business School, Paris Dauphine University, Audencia Nantes, EM Strasbourg, CEFEF and Rouen Business School.

Vietnam's leading universities in Economics and Management

Two of Vietnam's most prestigious universities host CFVG on their campus, the University of Economics of Ho Chi Minh City and the National Economics University in Hanoi. Their faculty and alumni networks are valuable assets for CFVG.

I joined CFVG in 1992 to expand my knowledge as a linguist. Thus, I noticed that CFVG MBA would bring me much more: I benefited from a great intellectual emulation thanks to a unique mix of highly talented and motivated students and a faculty made up of international experts. Now that I hold a key position in management, I realize that the CFVG MBA gave me a whole range of skills and competencies that make me feel comfortable in any professional context.

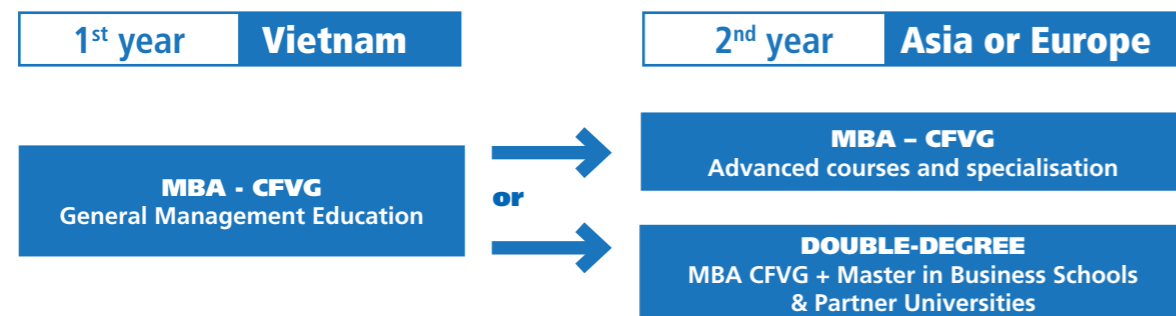
Nguyen Thi Nhung - MBA 1992-1994
Partner - Open Asia Consulting



...THANKS TO THE EXCELLENCE OF OUR INTERNATIONAL PARTNERS

CHOOSE A DIRECTION FOR YOUR CAREER...

Your choice of course



List of Double-Degree Masters available:

AUDENCIA

- International Master of Management (English)

CEFEB - AFD

- Master Maîtrise d'ouvrage publique et privée (MMOPP) (French)

EM STRASBOURG

- Master Grande Ecole

Specialisation options (French):

- Marketing stratégique et opérationnel
- Négociation et management commercial
- Banque/Finance
- Comptabilité/Finance/Contrôle
- Conseil/Audit/Finance
- Management des systèmes d'information
- Entrepreneuriat
- Gestion des ressources humaines
- Supply Chain Management
- International Purchasing

Specialisation option (English):

- European Management

ESCP EUROPE

- Master in Management - Grande Ecole (English/ French)*

- MS (French):

- Audit et Conseil
- Marketing et Communication
- Innover et Entreprendre
- Management de l'Édition
- Finance
- Gestion de Patrimoine
- Médias
- Droit et Management International
- Management de la Performance Opérationnelle et Financière
- Management Médical
- Management des Projets Internationaux
- Stratégie et Pilotage des Opérations: Achats, Supply chain, Qualité
- Management des Hommes et des Organisations

*Admission must be simultaneous at CFVG.

- Management des Biens et Activités culturels

- Stratégie, Conseil et Organisation

ROUEN BS

- Master Grande Ecole (English/ French)

SKEMA

- Masters of Science (MSc) (English):

- International Business
- International Marketing & Business Development
- Web-marketing & Project Management
- Entrepreneurship & Innovation
- Luxury & Fashion Management
- Strategic Tourism Management
- Events & Meetings Management
- International Finance
- Corporate Finance
- Human Resources Management
- Logistics & Supply Chain Management



*I entered CFVG MBA because I wanted to redirect my career. Graduated in Finance at Hanoi NEU, I was working as an accountant for Arthur Andersen and was wishing to evolve to a finance related position. In the second year of the program, I took part in the double diploma exchange program at CERAM European School of Business and **therefore obtained a Master in Management with a specialisation in Finance on top of my MBA.** Today at HSBC Securities Services, the value of my diploma enables me to have greater ambitions."*

Nguyen Ngoc Lan Anh - MBA 2002-2004
Associate Vice President - Business Development
HSBC Securities Services

Content

- 20 modules + 3 elective courses
- 3 specialisations
- Research study
- Exchange and double-degree programs in Europe
- Study trip in France (non compulsory)

Program organization

- **Length:** 24 months (from October)
- **Course scheduling:** Evenings and week-ends
24 / 12-hour modules
- **Teaching languages:** English (HN, HCMC) or French (HN)
- **Master Degree awarded by:** CFVG
NEU/ UEH
CCIP
EPAS accredited
- **Location:** CFVG Hanoi
CFVG Ho Chi Minh City

An example of course scheduling: Fundamental Marketing

Monday 18h00 - 21h30	Tuesday 18h00 - 21h30	Wednesday 18h00 - 21h30	Thursday 18h00 - 21h30	Friday 18h00 - 21h30	Saturday 8h30-11h30 13h30 - 17h00
The Marketing Concept and the Marketing Plan	The Amex Case Study	The STP approach	How to study markets	Marketing strategies creating customer value	Marketing tools

... WHILE WORKING IN A FULL-TIME POSITION

1ST YEAR THE MANAGEMENT FUNDAMENTALS

Semester 1 October – February

Managerial spirit, individual and group dynamics

Understanding key concepts necessary to guarantee management and organization effectiveness and how personal attitude can influence team success.

Managerial Economics

Understanding the volume/price optimization strategies in a competitive environment.

Financial Accounting

Mastering American (US GAAP) and European accounting principles.

International Business Law

Corporate law, international contracts, merger & acquisition contracts, arbitration and international conflict resolution.

Organizational Behaviour

Understanding how an organization functions, making its structure evolve in order to obtain strategic objectives.

Fundamental Marketing

Mastering fundamental concepts necessary to the analysis of a competitive environment.

Study trip to Paris (optional)

The study trip (non compulsory) is designed to broaden participants hands-on international experience and to expose them to different business environments and practices. It is also an opportunity to network and establish international contacts.

The trip's conditions will be detailed during the year, depending on the number of participants.



Semester 2 March-July

Business Statistics & Data Analysis

Methods of quantitative data analysis for decision making (Marketing, Strategy, Quality Management...)

Management Accounting

Using accounting data for cost optimization in a strategic perspective.

Human Resource Management

Optimizing human resource by using different techniques including recruitment, competences and talent management, remuneration policy and training.

Financial Management

Mastering the mechanisms and management techniques to conduct analysis of the financial situation of a firm and its evolution.

Operations & Supply Chain Management

Optimizing the manufacturing systems, inventory management, quality control, innovation and firm positioning in its sector.

Corporate Strategy

Developing your capacities of thinking and making decisions, taking a long term view of the objectives, the priorities and the resources in a competitive environment.

Consumer Behaviour

Analysis of consumer behaviour in different environments: prices variations, new products launching etc.

Vietnam has a huge quantitative as well as qualitative potential. CFVG MBA gives to Vietnamese management executives-to be a unique opportunity to understand management issues thanks to professors coming from different country who bring them an opening to international business. The program allows them to network so as to broaden career building.

Dr. Jean-Paul Louis MINQUET
Corporate Finance Professor at ESCP Europe



2ND YEAR ADVANCED COURSES, SPECIALISATION...

Semester 3 September - January

Corporate Finance

Mastering the most powerful techniques to make complex financial decisions: investment choices, financing modalities, etc.

Management Information System

Building, organizing and exploiting the information flows for decision making.

Project Management

The importance of the Project concept in contemporary organizations. Its implications on financial, technical and human resources.

International Economics

Economic factors of the contemporary, global and uncertain economic environment. Selling procedures and techniques on international markets.

Marketing Simulation

A simulation with focus on strategic challenges in marketing which leaves students in a situation to make their own strategic decisions (segmenting, positioning, resources allocation,...) on numerous cycles, and from there to understand the consequences in a completely competitive environment.



Semester 4 March - July

INTERNATIONAL DEVELOPMENT

Management Control

Mastering, by practical cases, the control tools of companies: cost and decision-making process, price policy and client profitability, budget planning and control, performance evolution.

Doing Business in Asia/Europe

A series of conferences taking into account the cultural aspects of business relations between Asia and Europe.

Elective courses

3 courses to be chosen

The students are given the opportunity to choose 3 topics among a list of courses that are suggested by professors and professionals. The selected topics will be those which gathered the most of votes.

Some elective courses:

- Influence of Cultural Difference on International Business
- Customer Relationship Management
- Brand Management
- Company Valuation
- Human Resource Management Strategies

Specialisations (see page 12)

Beyond the skills and knowledge, I especially benefited from analytical methods and from an ability to manage any type of project, whatever aspects are involved in it. I have therefore been able to progress quickly in the hierarchy, and now as a top manager I possess everything I need to take the right decisions. When I need to recruit in order to ensure the successful development of my group, I give priority to CFVG graduates because I have no doubt about their management & language skills and their ability to work in a multicultural environment.

Nguyen Thai Dung
MBA 1997-1999
Deputy General Director
Big C - Espace Bourbon Thang Long



... AND INTERNATIONAL OPENING

2ND YEAR SPECIALISATION AND RESEARCH

3 choices of specialisations

Finance and Auditing

Consolidated accounting

Principles and techniques of financial reporting in a complex corporate structure: large multinational corporations, companies/affiliates...

Financial Auditing

Professional tools to appraise the activities of an organization or a company.

Entrepreneurship

Setting-up a company & a business plan

Foundation of entrepreneurship approach and project setting-up using the business plan or the business model.

Innovation, creativity & leadership

Strengthening abilities and introducing entrepreneurship key methods.

2 assignments

(creation, strategy / sector study or diagnosis)
Field study in small groups driven by a professional top executive.

September

Research study

Final work of the program where each student shall identify a management problem and solve it while linking the theory with a field study conducted in Asia or in Europe. It consists of a written report and an interview with a jury. It accounts for a big part in the global evaluation of each student.

International Business Management (2 modules to be chosen)

International corporate development and strategy

Opportunities for a firm to develop internationally in industrialized and emerging countries.

International Finance

Making financial decisions in an international context: exchange markets, exchange risk management, investment decisions.

International marketing

Technical tools to conquer international markets: opportunities identification, international product development, distribution channels, price setting, communication policy in a globalization context.

Test of foreign language

To be graduated, the students must also pass a test of foreign language and obtain a score equivalent to or upper than:

- 550 at TOEIC test (MBA French track)

- 204 at TEF test / A2-level (MBA English track)

Each year, CFVG organizes a TOEIC/TEF examination session.

Management

Assoc. Pr. Dr. Emmanuelle Bernardin
Project Management
AUDENCIA (Nantes)

Pr. Dr. Joël Broustail
Corporate Strategy
Paris Sorbonne University

Affiliate Pr. Dr. Jean Marie Ducreux
Corporate Strategy
ESCP Europe

Gérald Hermesse
EPM Game
BG Consult (France)

Pr. Dr. Marie Koulikoff-Souviron
Operations Management
SKEMA Business School

Pr. Dr. Jean-Paul Lemaire
International Strategy
ESCP Europe

Dr. Nguyen Khac Huy
International Business Law
General Director
SARL DARWIN MANAGEMENT
CONSULTANTS (HCMC)

Dr. Nguyen Hoang Anh
Doing Business in Asia/Europe
ESCE

Dr. Nguyen Minh Hang
International Business Law
ESCE

Dr. Nguyen Thien Phu
Doing Business in Asia/Europe
Lotus University (HCMC)

Assoc. Pr. Gérard Baglin
Operations Management
HEC

Affiliate Pr. Jacques Pansard
Business Consulting / Project Management
ESCP Europe

Pr. Dr. Ravi Shankar
Operations Management
Indian Institute of Technology Delhi (IITD)

Assoc. Pr. Dr. Jean Marc Shoettl
Managerial spirit, individual and group
dynamics

Associate Manager -JMS Consultants
(France)
Groupe Sup de Co Montpellier

Emeritus Pr. Patrice Stern
Managerial spirit, individual and group
dynamics

Founder & Associate Manager
ICS-Interconsultants Office (France)
ESCP Europe

Assoc. Pr. Tran Van Nam
International Business Law
NEU

Dr. Trung Thi Nam Thang
Corporate Social Responsibility (CSR),
EPM Game
Executive Education Manager (CFVG-Hanoi)
NEU, CFVG

Human Resource Management (HRM)

Assoc. Pr. Dr. Françoise Chevalier
HRM
HEC

Dang Yen Phi
HRM, Organizational Behaviour
HR Manager
METRO Cash & Carry Vietnam

Pr. Dr. Jacques Lewkowicz
Organization & Management
Strasbourg Business School

Dr. Tran Van Nhu
Organization & Management, EPM Game
CFVG

Dr. Vo Sang Xuan Hoang
HRM, Organizational Behaviour
MBA Program Manager (HCMC)
CFVG

Economics

Affiliate Pr. Dr. Sunil Ashra
International Economics
Management Development Institute (MDI)
Gurgaon, India

Dr. Bui Thi Lan Huong
International Economics
CFVG

Pr. Dr. Joël Métails
International Economics
Paris Dauphine University

Pr. Dr. Bruno Ponson
Managerial Economics
CFVG President of Board of Directors
ESCP Europe, CFVG

Marketing

Pr. Dr. Jérôme Bon
Fundamental Marketing
ESCP Europe

Dr. Doan Hoang Minh
Consumer Behaviour
NEU

Assoc. Pr. Dr. Vu Tri Dung
Marketing, Advanced Marketing
NEU, CFVG

Assoc. Pr. Dr. Benoît Heilbrunn
Consumer Behaviour
ESCP Europe

Pr. Dr. Frédéric Jallat
Fundamental Marketing
ESCP Europe

Assoc. Pr. Dr. Nathalie Prime
International Marketing
ESCP Europe

Dr. Tu Van Binh
Consumer Behaviour
Executive Education Manager (CFVG-HCMC)
CFVG

Management Tools Statistics and Data Analysis

Emeritus Pr. Dr. Jean Yves Eglem
Management control
ESCP Europe

Ass. Pr. Dr. Fabien de Geuser
Management control
ESCP Europe

Dr. Jacques de Guerny
Management control

Assoc. Pr. Dr. Nguyen Chan
Research Methodology, Statistics
and Data Analysis
NEU, CFVG

Dr. Nguyen Hoang Vu
Statistics and Data Analysis
UEH

Dr. Vo Sang Xuan Hoang
Research Methodology
CFVG

Assoc. Pr. Dr. Vu Hoang Ngan
Research Methodology
MBA Research Study Manager
NEU, CFVG

Dr. Tu Van Binh
Research Methodology
CFVG

Information System Management

Dr. Dao Dinh Kha
Information System Management
Ministry of Technology & Telecommunication

Dr. Han Viet Thuan
Information System Management
NEU

Dr. Nguyen Hoang Vu
Information System Management
UEH

Finance and Accounting

Pr. Dr. Michel Henry Bouchet
International Finance
SKEMA Business School

Pr. Dr. Alain Chevalier
Financial Analysis and Diagnosis
ESCP Europe

Dao Thi Nguyet
Management Accounting
Finance Manager in Fujitsu Vietnam

Emeritus Pr. Dr. Jean Yves Eglem
Financial Accounting, Management Control
ESCP Europe

Bernard Févry
Financial Accounting, Consolidated
Accounting
Consultant

Pr. Dr. Jean-Paul Louis Minquet
Corporate Finance, Financial Management
ESCP Europe

Dr. Nguyen The Loc
Auditing, Management Accounting
UEH

Dr. Nguyen Thi Phuong Hoa
Auditing
NEU

Dr. Tran Thi Kim Anh
Financial Accounting
ESCE, CFVG

Assoc. Pr. Dr. André Schmitt
Financial Management
Co-Director (HCMC)
CFVG, Strasbourg University

Foreign Languages

Lam Ngoc Dung
French
UEH

Ngo Hong Lan
French
NEU

Ngo Thuy Lan
English
NEU

Nguyen Thi Minh
French
UEH

Tu Quy Binh
French
NEU

Elective courses

Bui Duc Tuan
How to make a Business Plan
NEU

Thomas Delahaye
Strategy in the context of a multi-business firm
Manager
SECOR Consulting

Do Huu Anh
Customers and Sales Promotions
Executive Vice President
DHL Vietnam

Dr. Doan Cam Tu
Company Valuation
Strategy Manager
Lafarge Cement Vietnam

Nguyen Hoang Anh
Influence of Cultural Difference on
International Business
ESCE

Nguyen Viet Dung
Stock Valuation
ESCE

Pham Dang Truong
Corporate Valuation
Head of Corporate Finance
Habubank Securities

Thierry Rocaboy
Change Management, Commodities on the
world market
SARL Hoang Minh Gia

Tran Thi Thu Giang
Customer Relationship Management
NEU

Ghislain de Vésian
Team Building, Team Work
Consultant
T for Talents

Vo Hiep Hieu
Customer Relationship Management, Brand
Management
Banking University

Vo Sang Xuan Vinh
Equity Investment
Manager
Saigon Capital

Vu Thanh Hung
Change and Development, Human Resource
Management Strategies
NEU



A FACULTY MADE UP OF INTERNATIONAL EXPERTS

DEVELOP YOUR NETWORK

Exchange of Experience

The knowledge and insights you gain from and together with your classmates are valuable assets of the MBA program.

Our admission committee carefully assembles a unique mix of highly talented and motivated participants, a group of executives of different background and diverse business experiences to maximize your learning in the program. Smart and motivated achievers, fast-rising experienced managers who aspire to lead: in short, a powerful group of executives who want to learn. They benefit from you, you benefit from them.

And our alumni confirm that you will build valuable, lasting relationships for your company and your career.

Professional conferences and workshops

Professional conferences are delivered by professors and professionals, and organized in close cooperation with the main actors of Vietnamese business sectors. They aim at providing students practical knowledge and information on very specialized topics.

This also provides an opportunity to share experience with other professionals and CFVG alumni as former students are systematically invited to attend these events.

Some professional conferences:

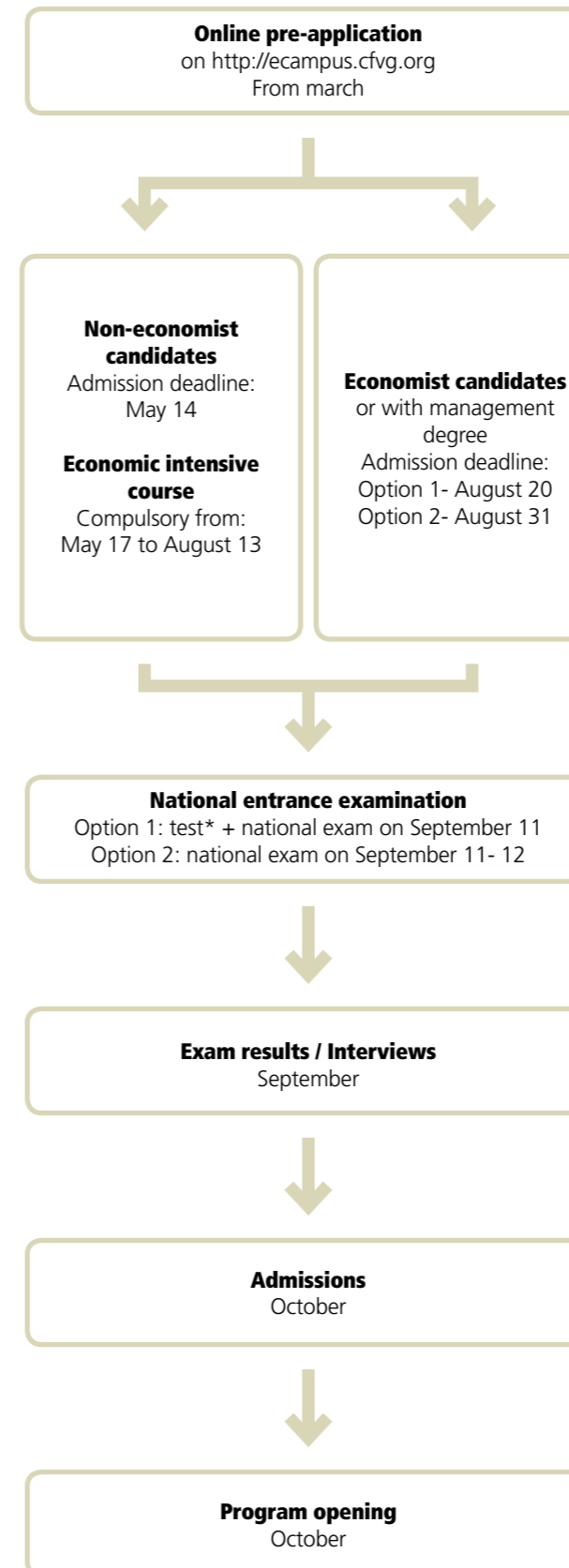
- Internal Control and Risk Management
- How to establish reliable hierarchical relationships
- The International Banking Information System

CFVG MBA is a comprehensive and challenging program, covering both fundamental and specialized topics, all taught by excellent professors. **The content of the courses can be directly applied by the students in their professional activity.** At the same time, the experiences of every participant can be shared and discussed during the classes, enabling the students to gain precious knowledge from each other. **This cooperation between the students is a real value added from which I keep benefiting today.**

Tran Ngoc Dung
MBA 2004-2006
Executive Director – FTA Vietnam

ADMISSION

Admission process



* GMAT for MBA English track, TAGE-MAGE for MBA French track.
Free cost for examinees.

Conditions for admission

CFVG offers

- in Hanoi: MBA English track / MBA French track
- in Ho Chi Minh City: MBA English track

Candidates for the CFVG national entrance examination must fulfill the following conditions

- Bachelor degree
- Compulsory intensive course in Economics for non-economist candidates (engineers, lawyers, linguists, etc.)
- 2-year experience or diploma with at least result good
- Excellent ability to speak English or French

Admission documents

Compulsory documents

- A printed version of your online pre-application
- A detailed curriculum vitae (CV)
- A cover letter explaining your interest and your motivations for CFVG MBA program
- Personal references: at least one reference from a previous employer, a colleague or a professor.
- A notarised copy(ies) of degree(s) from universities attended
- A notarised copy of Birth Certificate
- Four passport size photos (3x4 cm)
- Application fees: 150 USD (non-refundable)

Complete application must be submitted with all required documents before

- 14/05 for non-economist candidates (options 1 & 2)
- 20/08 for economist candidates (option 1)
- 31/08 for economist candidates (option 2)

Tuition fees

CFVG programs are subsidized by the French Ministry of Foreign Affairs. Tuition fees amount to 7,800 USD**, payable in 4 installments. They cover all expenses including course material, full access to CFVG library and facilities.

The tuition fees do not include the study trip to France (non-compulsory), the cost of which is estimated to 2,500 USD including airplane tickets, transportation within Paris, accommodation and meals.

Preferential loans

Each year, CFVG negotiates with the main banks, preferential rate loans to help students to finance their studies. Detailed conditions of the loans can be obtained at CFVG.

** 2010 fees. May increase from 2011 (precise amount to be determined later).