

**CFVG HANOI**

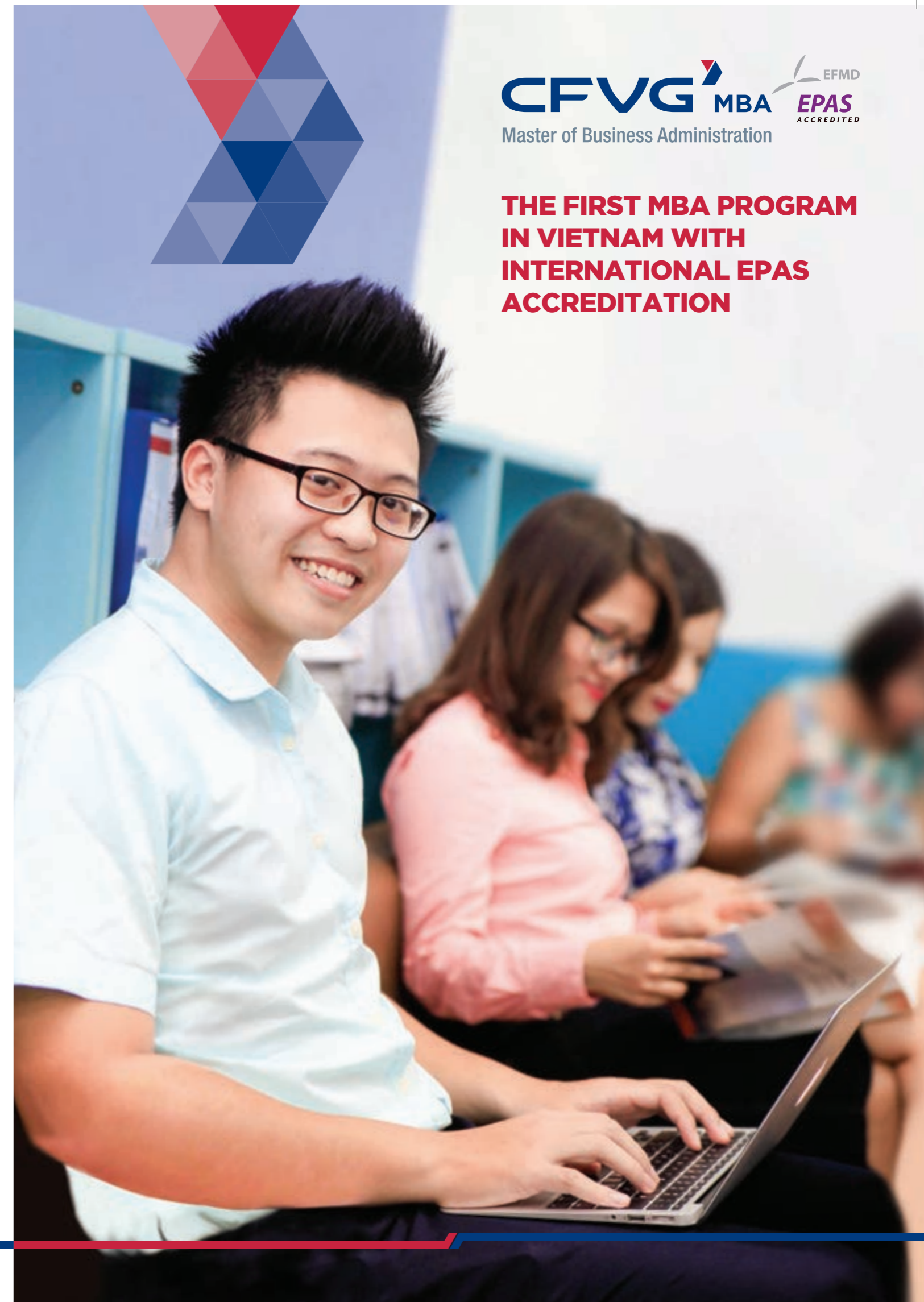
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**THE FIRST MBA PROGRAM  
IN VIETNAM WITH  
INTERNATIONAL EPAS  
ACCREDITATION**



**CFVG MBA: A WORLD CLASS PROGRAM THAT OPENS UP POSSIBILITIES TO MAXIMIZE YOUR MANAGERIAL POTENTIALS THROUGH VARIOUS CHALLENGES AND OPPORTUNITIES**





▼ *The best thing I got from CFVG MBA journey is the opportunity to expand my mind and ability to develop my business knowledge and leadership capabilities to advance my career. Thanks to this program, I not only have a network of great contacts, but a group of great friends as well. We build personal and professional relationships that last a lifetime.*

Tran Thien Tra  
CFVG MBA, intake 21  
MIM 2012-2014, ESCP Paris  
General Director-TCHEM group ▶

# AN MBA IS A BIG DECISION ON A SIGNIFICANT INVESTMENT THAT DEMANDS SUBSTANTIAL RETURN

CFVG IS AMONG THE PIONEERS IN MBA, WITH MORE THAN 20-YEARS LEADING IN VIETNAM



## CFVG MBA

- Holds International EPAS accreditation by European Foundation for Management Development (EFMD)
- Offers you a unique combination of European management expertise and Vietnamese business insights to develop essential capabilities and connections for success in business today and tomorrow.
- Enables your study in Europe through exchange programs with prestigious partners.

## With CFVG MBA, you will

- Join a rigorous classroom and enjoy a unique learning experience for a life-long value.
- Be inspired and realize your managerial potential.

## ABOUT CFVG

French-Vietnamese Center for Management Education (CFVG) was founded in 1992 by the Vietnamese government (Ministry of Education and Training) and the French government (Ministry of Foreign Affairs) in Vietnam, and is operated by the CCI Paris Ile-de-France at National Economics University in Hanoi and University of Economics Ho Chi Minh City in Ho Chi Minh City.

OVER 20 YEARS OF SUCCESS IN VIETNAM, CFVG NOW PLAYS A LEADING ROLE IN MANAGEMENT EDUCATION IN VIETNAM WITH:

### CENTERS

Hanoi: National Economics University  
HCMC: University of Economics Ho Chi Minh City

### DIVISIONS

MBA, Specialized Masters (Finance/Marketing), Executive Education & PhD program

### COURSES

taught by international professors

### NEW

students / year

### CURRENT

students / year

### ALUMNI

## MEMBER OF



## A PRESTIGIOUS MBA DEGREE

with international EPAS accreditation by European Foundation for Management Development (EFMD), awarded by The CCI Paris Ile-de-France and National Economics University (NEU) and University of Economics Ho Chi Minh City (UEH)

## INTERNATIONAL ACCREDITATION

CFVG MBA has been the first MBA in Vietnam awarded international EPAS accreditation by the European Foundation for Management Development (EFMD) in 2008 following an audit performed by an international EFMD committee. This accreditation was renewed in 2011 and 2014

EPAS is an international program accreditation system operated by EFMD. By achieving this accreditation, CFVG MBA proved its appropriately high quality and international perspectives.



*CFVG is consistently very prestigious, nationally and internationally, and maintained a good reputation for European excellence in management education with world-class faculty and innovative programs. We are passionate about increasing the academic quality to support your career path and to enrich your enjoyable experience to new challenges.*

Dr. Nguyen Chan  
MBA Program Director



### ABOUT NEU

The National Economics University (NEU) is a leading university in the field of economics, management and business in Vietnam. Being one of the national key universities of Vietnam, the NEU has diversified training programs on bachelor, master and PhD in 8 majors of economics, managing and business with 45 different minors.



### ABOUT UEH

UEH is one of 15 key national universities of Vietnam and is member of The Best 1,000 Business Schools in the World. From its inception until now, the school was aware as a training center for scientific research and economic prestige of the whole Vietnam. The university now provides graduate and postgraduate education (master, doctoral programs) to over 50,000 students/year.



### ABOUT CCI PARIS ILE-DE-FRANCE

The CCI Paris Ile-de-France operates an education network of 25 schools in France and 4 in the world. Among which, there are world ranked business schools such as HEC, ESCP Europe, ESSEC ... with triple international accreditation (EQUIS, AMBA, AACSB). Every year CCI Paris Île-de-France schools educate 50,000 young people - of which 17,500 are apprentices - and train 43,000 adults in continuing and executive education.

AROUND  
2  
4  
100  
300  
610  
2500+



## A GREAT CLASSROOM EXPERIENCE WITH WINNING TEAMS OF OUTSTANDING MEMBERS

**With high selection criteria**, CFVG MBA class challenges outstanding or highly potential individuals who are ambitious, committed and ready for hard work. They see CFVG MBA both as a mean of fast-tracking their career and as an inspiring intellectual challenge.

**A majority of our students** are graduates from prestigious universities such as University of Economics Ho Chi Minh City, National Economics University, Vietnam National University, and Polytechnic University... They appreciate the combination of flexible approach with the rigor of international courses and teaching staff while exposing strong learning capability, high confidence and contributive attitudes.

**Our students** have at least 2 years experience, and bring invaluable diverse experience and insight from a wide variety of professional backgrounds.

**Foreign students** from European business schools and universities join CFVG MBA class in Vietnam in the framework of exchange program, which build up a real international environment with different perspectives on business and management issues discussed in lessons, case studies, team works...

# AN ACADEMICALLY RIGOROUS CURRICULUM, WITH STIMULATING AND PRACTICAL COURSES

Including business simulations, case studies, lectures, workshops, group works... and more.



*"The program provided us tremendous knowledge of many facets of business, including accounting, business strategy, business analysis, human resources, negotiation, supply chain... The class settings are challenging, promote critical thinking, teamwork and analytical approach. We have every chance to build a robust skill set applicable to any business career paths"*

Mai Kim Oanh  
CFVG MBA Intake 15  
Double Degree SKEMA  
Senior Brand Manager  
Shiseido Cosmetics Vietnam

## 1<sup>ST</sup> YEAR THE MANAGEMENT FUNDAMENTALS

### SEMESTER

- Integration Seminar ▪
- Organizational Behavior & Change Management ▪
- Human Resource Management ▪
- Marketing ▪
- Business Law ▪
- Financial Accounting ▪
- Second Foreign Language ▪

# 1

# 3

### SEMESTER

- Operations & Supply Chain Management ▪
- Corporate Finance ▪
- Corporate Strategy & Innovation ▪
- Corporate Governance & CSR ▪
- Business Game & Simulations ▪
- Second Foreign Language ▪

# 2

## 2<sup>ND</sup> YEAR ADVANCED COURSES, INTERNATIONAL OPENING

### SEMESTER

- Research Methodology
  - Negotiation & Leadership
  - Project Management
  - Management Control
- Specialization Options:**  
You can choose to specialize in an area of particular interest

#### Entrepreneurship

- Creation & Business Plan
- Innovation & Creativity
- Mission Creation
- Mission Sector Analysis

#### Global Business

- Company Internationalization Strategy
- Intercultural & Global Management

#### Others courses

- Advanced Marketing / Branding
- Financial Market / Strategic Finance
- Consulting
- Elective Courses

# 4

### SEMESTER

#### Research/Professional Dissertation

- Final work of program where each student shall identify a management problem and solve it while linking the theory with a field study conducted in Asia and/or in Europe.

#### Career Oriented Learning:

- Right combination of knowledge, skills, and attributes that generates real success in today rapidly changing business environment.
- To help you build necessary analytical frameworks.
- The curriculum prepares you for career tracks in various organizations.

#### Entrepreneurship:

- You build essential entrepreneurial knowledge.
- The curriculum emphasizes team practice linked to existing ventures and gives you a chance to plug in to CFVG's cutting edge management.
- You stretch your thinking beyond your project's primary functional domain to develop solutions with a holistic approach.

#### Learning Objectives:

- You integrate theory, practice, & reflection to develop potential business managers with the tools to solve strategic problems.
- You translate essential theoretical knowledge into smart business practice.
- You integrate management practices and perspectives and learn to apply them within various organizations. You build skills in marketing, operations and strategy.

#### CSR Course:

Ensure the alignment among healthy businesses, healthy environments, and healthy societies.

# A REAL OPPORTUNITY FOR INTERNATIONAL EXPOSURE



## INTERNATIONAL EXCHANGE PROGRAMS

International exchange programs in Europe are open to the CFVG MBA students.

### 1<sup>ST</sup> YEAR AT CFVG VIETNAM 2<sup>ND</sup> YEAR IN EUROPE

Double degree: CFVG MBA + Master degree of Partner University/ Business School

Since 2010, over one third of our MBA class take advantage of this super opportunity to study in one among over 10 Master programs, with over 40 specialization options at world high-ranked business schools and universities such as: ESCP Europe, Audencia; HHL (Germany); Strasbourg Business School, Neoma, KEDGE...

Since 2013, CFVG opens exchange programs with University of Victoria Canada and The College of Management Mahidol University, Thailand.

## 2 WEEK STUDY TRIP IN PARIS

The study trip (non compulsory) is designed to broaden participants' hand-on international experience and to expose them to different business environments and practices. It's 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.



*"We have some of the smartest and most innovative students from CFVG joining a master program on our campus, and they did very well in bridging the cultural differences between Asia and Europe perspectives. We strongly encourage you to go beyond the MBA program and explore everything that CFVG offers. We are looking forward to welcoming you just right here, and it's pretty awesome to know that, isn't it?"*

Pr.Dr. Stephen Murdoch  
Associate Dean International,  
IESEG School of Management



*Attending CFVG exchange program is a great chance for me to study in a very developed education system and a real international education environment with students from Europe, Asia, and America... Experience sharing and networking among students from around the world is also a great for my future career. I got a really good study time, while exploring European culture.*

Lam Chi Mung  
Country Head of IT, Panalpina Vietnam  
MBA 2011, Double Degree program at IESEG  
Master of Science in Management (MSc)





Sylvie HERTRICH is Associate Professor, PhD. Head of the Master's degree in Marketing and Event Management at STRASBOURG Business School. She holds a PhD in Management from the University of Paris Panthéon-Assas, and has been a visiting professor on the five continents. Her client list includes the likes of Accor Group, Air France, Alfa Romeo, Audi, BMW, Bouygues, CFCE, Citroen, French Tourism, Hermès, Nina Ricci, Bugatti Peugeot, SNCF, Saab, and Volvo. Dr Hertrich is also a member of HuManiS Research Center (University of Strasbourg), and her research activities mainly focus on three topics: Tourism Marketing, Luxury Marketing, and International Marketing.



Eric MATON is Associate Professor in Financial and Managerial Accounting at AUDENCIA Business School. He is the Joint-Head of the Accounting and Finance Discipline. He holds a Ph.D. in Management from Ecole Polytechnique - PREG-CRG CEFAG Programme (Centre Européen de Formation Approfondie en Gestion) - FNEGE and has been a Post-Doctoral Fellow at York University at Toronto for a period of 7 months. His teaching theme includes: Reporting under IFRS; Management accounting; Management control; Economic value-based control; Strategic management: planning and control.

## LEARNING FROM A WORLD CLASS FACULTY

“The professors are what really set the CFVG MBA apart from other programs. They inspire discuss and challenge their ideas. We are encouraged to participate and give our opinions on topics. What a great experience, a great atmosphere between teachers and students. I really enjoyed the very open-minded and rich interaction with the classmates and professors during classes”

Ngo Van Tung  
Product Group Manager  
Mitalab Co. Ltd.,



64%

**COURSES** are delivered by professors from partner universities and business schools:

- ESCP Europe
- Audencia
- Paris Sorbonne University
- Neoma
- Skema
- HEC
- Indian Institute of Technology Delhi
- Paris Dauphine University
- Strasbourg Management School
- IESEG

36%

**COURSES** are taught by leading professors in Vietnamese prestigious universities:

- National Economics University
- University of Economics Ho Chi Minh City
- Foreign Trade University



## AN ALUMNI NETWORK THAT INCLUDES BUSINESS LEADERS ACROSS VARIOUS SECTORS FOR A POWERFUL PROFESSIONAL COMMUNITY

## A POWERFUL PROFESSIONAL COMMUNITY OF 2000 MEMBERS WITH EXCELLENT INDUSTRY VARIETY AND JOB FUNCTION DIVERSIFICATION



*"Graduating CFVG MBA, you will join an exceptional group of individuals with diversified professional backgrounds at different job function, but a shared commitment to be part of that active and extensive alumni network. It's a great way to hang around and stay connected with friends at a wide range of business fields including banking, finance, retailing, FMCG..."*

Mr. Nguyen Thai Dung  
CFVG MBA, Intake 6  
Deputy General Director  
BIG C



Ms. Nguyen Thi Nhung  
CFVG MBA, Intake 1  
Managing Partner  
OPEN ASIA



Mr. Doan Viet Dung  
CFVG MBA, Intake 3  
Deputy General Director  
Alstom Vietnam



Mr. Vu Duc Loi  
CFVG MBA, Intake 14  
Business Development Director  
Unilever Vietnam



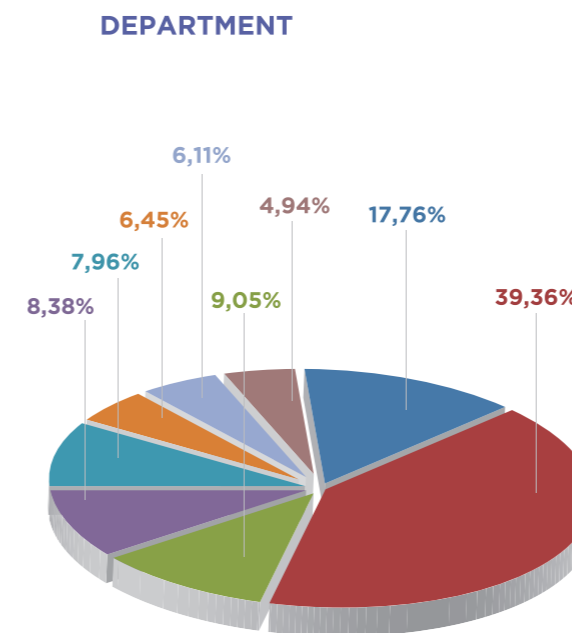
Mr. Tran Bang Viet  
CFVG MBA, Intake 17  
Deputy General Manager of  
Le & Associates Executive  
National President of JCI Vietnam



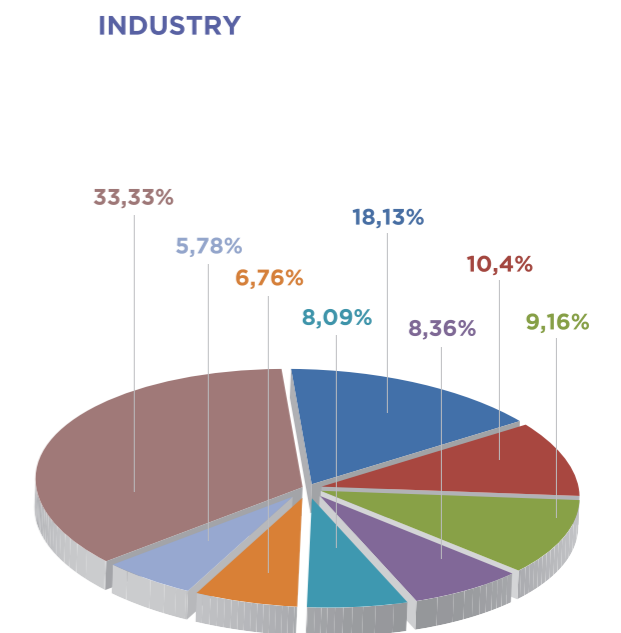
Ms. Mai Kim Oanh  
CFVG MBA, Intake 15  
Senior Brand Manager,  
Shiseido Vietnam Co.



Mr. Tran Phu Anh Tuan  
CFVG MBA, Intake 11  
Head of Marketing  
Manulife Vietnam



- Finance & Accounting
- Business development
- Top management
- Sales
- Marketing
- Teacher
- Consulting
- Other



- Finance / Insurance
- Education / Research / Sports
- Information Technology
- Wholesale / Retail / Trade
- Banking
- Other manufacturing
- Public administration / Parties / Organisations
- Other

### \* KEY FACTS & FIGURES:

- 66%** of graduates highly appreciate the quality of CFVG programs
- 59%** are happy with the network expanded.
- 57%** of graduates evaluate that they have received better career opportunities after CFVG graduation.
- 57%** have well improved their soft skills after graduation.
- 52%** could well apply what they have learnt from CFVG to their work.
- 48%** think that the CFVG program are highly appreciated by the employers.

\* Survey on 342 CFVG Alumni in August 2013

# APPLICATION

## Are you right for the program?

We are looking for applicants seeking to immerse themselves in a rigorous and challenging MBA. We expect our candidates to demonstrate intellectual capacity, managerial potential, energy and integrity, and an international outlook.

### Ideal Candidates are:

- High potential managers wishing to master advanced business mindset, decision making tools and management techniques for new career opportunities.
- Executives wishing to update and consolidate your 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 your work.



# PROCESS



## ENTRY REQUIREMENT

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

- Bachelor degree (economic / management field or intensive course in economics/management)
- 2-year experience is compulsory for non-economic / management candidates
- Excellent ability to speak and understand English (B2 (CEFR) / 5.5 IELTS / 600 TOEIC / 61 TOEFL iBT)

## REQUIRED DOCUMENTS

- A printed signed version of your online 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 of degree(s) from universities attended
- A notarised copy of Certificate of Birth
- Four passport size photos (3x4cm)
- Application fee: 1.050.000 VND (non-refundable)

## \* TUITION FEES

CFVG programs are partially subsidized by the French Ministry of Foreign Affairs and Vietnam Ministry of Education and Training. Tuition fees amount are 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 expenses for the optional study trip to France (airplane tickets, transportation within Paris, accommodation and meals).

Students don't have to pay extra tuition fees for exchange programs in Europe for the 2<sup>nd</sup> year

# CONTACT

CFVG is always open to give candidates facts and offer you an authentic experience so that you can decide for yourself if the program suits your interests, strengths and ambitions. If you are considering CFVG MBA, we encourage you to visit our office to see if you feel "the suit".

Here are a few options for getting to know us better:

Participate in the CFVG Ambassador Program

Attend sample classes, networking with CFVG students, alumni and get a true experience of the community.

Attend Open Days / Information Sessions

Campus visit, full program presentation, direct discussion with program managers.

Online registration

[www.cfv.org](http://www.cfv.org)

## CONTACT US

Hotline:  
[84-4] 3 869 10 66  
[84-8] 3 830 01 03  
Email: [info@cfvg.org](mailto:info@cfvg.org)

## ONLINE VISIT

[www.cfv.org](http://www.cfv.org)  
[facebook.com/cfv.org](https://www.facebook.com/cfv.org)

## DIRECT VISIT

Working hour:  
**09h00 - 12h00**  
**14h00 - 18h00**

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