

CFVG|EXED
EXECUTIVE EDUCATION

CFVG | European Excellence in
Management Education

EXED – Executive Education

Hanoi

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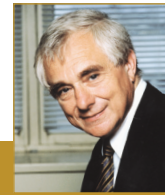
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**RECRUIT
DEVELOP
KEEP**

YOUR HIGH POTENTIAL MANAGERS



Pr. Dr. Jérôme Bon
CFVG General Director
Professor at ESCP-EAP



Pr. Dr. Dang Thi Loan
Director, CFVG Hanoi

“Training a corporate elite able to operate in a globalized environment and to establish a bridge between Asian and European cultures.”

CFVG's mission is to promote Vietnam's economic development and its international integration by providing companies with the managers they need to develop: a corporate elite able to operate in an international environment and establish a bridge between Asian and European cultures.

Vietnam's tremendous growth is generating a shortage in qualified managers. According to a survey* carried out in 2007 by CFVG among Vietnamese and foreign corporations, the demand for managers will triple by 2012.

With this in mind, CFVG proposes HR Solutions to recruit, develop and secure the loyalty of your most outstanding managers. These solutions include access to a network of young high-potential managers able to operate in an international environment, to a network of world class expert professors from Europe's foremost business schools and universities (ESCP-EAP, HEC, Paris Sorbonne and Paris Dauphine Universities, Audencia, CERAM...), an annual survey of HR in Vietnam, contacts with participants in CFVG programmes and a wide range of executive programmes focusing on promoting independent thought and problem solving.

* "Managerial Development in Vietnam: Practices and Needs", a survey carried out by CFVG in October 2007 among 38 foreign and Vietnamese companies. You can access this survey at www.cfvg.org.

RECRUIT, DEVELOP, KEEP YOUR HIGH POTENTIAL MANAGERS



Recruit effective managers with a global mindset

With more than 1,200 alumni and 600 students, CFVG grants its partners access to a large network of carefully selected professionals (selection rate: 34%) benefiting or having benefited from the excellence of CFVG programmes.

Develop your high-potential managers

The teaching methods implemented in CFVG programmes are highly interactive and include simulations, case studies and group discussions. They focus on stimulating independent thought, problem solving and decision making skills.

Keep your most outstanding collaborators

CFVG MBA, specialized masters and short executive programmes are ways for your company to recognise the contribution of your managers by financing their training and development through clear career plan within your organization.

“ CFVG MBA enhanced my capability to operate in a multicultural environment and exposed me to global business challenges. Today, I hold top-management responsibilities in a world leading company. ”

Doan Viet Dung
CFVG MBA
ALSTOM



Become a CFVG Partner – Benefit from a privileged access to a wide range of training programmes and services. (See page 11)

A WIDE RANGE OF PROGRAMMES AND SEMINARS ADAPTED TO YOUR SPECIFIC NEEDS

	Duration	Hanoi	HCMC	Target	MINI MBA	NMP
Short executive programmes						
New Manager Programme (NMP)	6 months	Jan-June	Jan-June	<div><div></div><div></div><div></div><div></div><div></div></div>		
Mini MBA	6 months	Jan-June	Jan-June	<div><div></div><div></div><div></div><div></div><div></div></div>		
Custom programmes				<div><div></div><div></div><div></div><div></div><div></div></div>		
Graduate programmes						
MBA	2 years	Oct N -Oct N+2	Oct N -Oct N+2	<div><div></div><div></div><div></div><div></div><div></div></div>		
Specialized Masters						
Master in Economics of Banking and Finance	16 months	Oct N – Mar N+2	Oct N – Mar N+2	<div><div></div><div></div><div></div><div></div><div></div></div>		
Master in Marketing Sales and Services	16 months			<div><div></div><div></div><div></div><div></div><div></div></div>		
2-day seminars						
Becoming an effective manager	14 hours	Jan	Jan	<div><div></div><div></div><div></div><div></div><div></div></div>		<div><div></div></div>
Getting organized: key for manager effectiveness	14 hours	Jan	Jan	<div><div></div><div></div><div></div><div></div><div></div></div>		<div><div></div></div>
Marketing and sales: from strategy to action	14 hours	Feb	Feb	<div><div></div><div></div><div></div><div></div><div></div></div>		<div><div></div></div>
Negotiation skills for managers	14 hours	Mar	Mar	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Accounting and finance for managers	14 hours	Apr	Apr	<div><div></div><div></div><div></div><div></div><div></div></div>		<div><div></div></div>
Lean operations and supply chain management	14 hours	May	May	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Motivate your team and develop your leadership	14 hours	June	June	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Corporate strategy	14 hours	June	June	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	
Advanced marketing management	14 hours	Feb	Feb	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	
Corporate finance	14 hours	Mar	Mar	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	
HR management	14 hours	Apr	Apr	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	
Specialized seminars						
Executive short Seminars in Finance	1-2 days			<div><div></div><div></div><div></div><div></div><div></div></div>		
Executive short Seminars in Marketing	1-2 days			<div><div></div><div></div><div></div><div></div><div></div></div>		

- New managers
- Young managers
- Project managers
- Unit or department head
- General Managers

- Seminar included in the Mini MBA
- Seminar included in the NMP

DEVELOPING MANAGERIAL COMPETENCIES

NEW MANAGER PROGRAMME (NMP)

Behavioural skills and fundamentals of management

The ambition of this 14 day programme is to train young experts and future managers by providing them with a solid knowledge of the basics of general management skills and practices. The NMP empowers its participants to deal with the complexity of the current business world in a multicultural environment. Its aim is to prepare them for their future role by equipping them with competencies and management tools required in junior management positions: time management, delegation, negotiation, conflict management, leadership.

Participant profile

This program has been specifically designed for project managers, product managers, engineers or specialists (Sales, Technical, Production) who have been identified as having high potential and whose next career step implies broader managerial responsibilities or a supervisory role within their current organization (cross functional project, business unit, department, branch, etc.).

Venue: Hanoi / HCMC
Dates: February - June
Length: 14 days (98 hours)
Organization: 2 days / month
CFVG Partner price: 3,500 USD
Price: 4,200 USD

MINI MBA

Developing strategic vision

This programme is designed for experienced managers and covers the full range of business functions (marketing, finance, HR, operations, supply chain management...). It helps participants develop a comprehensive, long-term strategic vision and reinforces their leadership and negotiation skills.

Participant profile

The MINI MBA is aimed at participants with the knowledge and experience to contribute to class discussions, heads of business units or departments, project managers to be promoted to broader responsibilities within their organization and senior and top managers wishing to reinforce/ update their knowledge.

Venue: Hanoi / HCMC
Dates: February - June
Length: 14 days (98 hours)
Organization: 2 days / month
CFVG Partner price: 3,500 USD
Price: 4,200 USD

MBA "EPAS ACCREDITED"

Maximizing managerial potential

This comprehensive graduate programme allows talented young managers to acquire cutting edge decision-making tools and techniques. Mixed classes of Vietnamese and European students are exposed to interactive teaching methods including case studies, simulations and discussions designed to promote personal thinking in an international context. The CFVG MBA benefits from the resources of the Paris Chamber of Commerce's business schools (ESCP-EAP and HEC, ranked respectively 4th and 1st in Europe by the Financial Times) and France's most prestigious universities (Paris Dauphine, La Sorbonne...).

Participant profile

Participants range from high-potential young managers with excellent academic backgrounds and executives wishing to consolidate their knowledge to engineers, lawyers and linguists with no economics background who want to acquire management techniques.

Venue: Hanoi / HCMC
Dates: October N – October N+2
Length: 2 years
Organization: 36 hours / month (evenings and week-ends)
Price: 6,500 USD

REINFORCING AWARENESS AND BUSINESS VISION

MEBF – MASTER IN ECONOMICS OF BANKING AND FINANCE

Specialized Master for finance professionals

This specialised Master programme delivered by ESCP-EAP and Paris Dauphine University is designed to address the specific needs of companies and financial institutions in Vietnam. The curriculum focuses on corporate issues, personal development and leadership skills through interactive learning in a truly international context. The MEBF programme enables participants to acquire a thorough understanding of the economic environment and to master the tools of corporate and market finance.

Participant profile

Young professionals with strong potential and at least 3 years experience in finance, executives wishing to update their knowledge and acquire new techniques and general managers and engineers working closely with the financial sector who want to gain an in-depth understanding of financial markets.

Venue: Hanoi / HCMC
Dates: October N – March N+2
Length: 16 months
Organization: 30 hours / month (evenings and week-ends)
Price: 7,500 USD
Study trip: 2,000 USD

MMSS – MASTER IN MARKETING SALES AND SERVICES

Specialized Master for marketing professionals

The objective of this specialised Master programme delivered by IAE Paris Sorbonne and ESCP-EAP is to provide professionals with a deep understanding of leading marketing theories and practices in an international context. The comprehensive curriculum of the MMSS equips participants with a finely tuned blend of specialized skills in marketing, sales and services coupled with an exhaustive, integrative view of the different areas of business management.

Participant profile

Young professionals with strong potential and at least 3 years experience in marketing, executives wishing to develop a global strategic vision and analytical skills, general managers and engineers who want to gain a deep understanding of market forces and how they impact their organization's value.

Venue: Hanoi / HCMC
Dates: October N – March N+2
Length: 16 months
Organization: 30 hours / month (evenings and week-ends)
Price: 7,500 USD
Study trip: 2,000 USD

SHORT EXECUTIVE SEMINARS IN MARKETING AND FINANCE

Personal and professional development

Highly interactive and practical, these seminars equip participants with sophisticated decision making tools in the fields of marketing and finance. The proactive pedagogy enables direct applications of the concepts and thus effectively addresses present and future issues confronted by people and organizations.

Participant profile

Experts and qualified professionals with strong foundations in marketing and finance who are eager to perfect their skills and master cutting-edge techniques.

Venue: Hanoi / HCMC
Length: 7 – 14 hours
Organization: 1-2 days
CFVG Partner Price: 250 USD / day
Price: 300 USD / day

"PARTICIPANTS CAN ENTER CFVG SHORT PROGRAMMES (NMP / MINI MBA) AT ANY MOMENT, FOR ANY MODULE.

Each NMP / MINI MBA module lasts 2 days and is given consecutively in Hanoi and Ho Chi Minh City once every 6 months. The NMP / MINI MBA are open all year round. Each module is self-consistent and can be taken separately.

To obtain the programme certificate delivered by CFVG and the Paris Chamber of Commerce and Industry (CCIP), participants must attend the 7 modules of the programme."

"CFVG's Master in Finance helps me to develop technical and managerial skills"

Hoang Hoai Giang
CFVG MEBF
PRÉVOIR VIETNAM



CUSTOM PROGRAMMES DESIGNED TO ADDRESS YOUR SPECIFIC NEEDS

While our portfolio of short and graduate programmes are designed for executives from a wide range of industries, our custom programmes are tailored exclusively to the unique needs of individual organizations. Be it the implementation of new strategies, the development of new competencies, a call for better internal collaboration or stronger leadership, custom programmes are a powerful change instrument.

CFVG grants you access to its wide network of international professor-experts who will work closely with you to:

1. Identify your organization's specific needs and most important goals.
2. Revisit your strategic vision in light of cutting-edge research.
3. Tackle the issues identified as your most important challenges and objectives.
4. Translate what your executives have learned at CFVG into action.

Some examples of custom programmes carried on by CFVG:

FCR Vietnam-VNPT

"Advanced and specialized marketing"

Objective: Training VNPT's managers in marketing applied to the telecommunications sector.

30 modules

20 participants

Big C

Mini MBA

Objective: Acquiring the fundamentals of management

11 modules

20 participants

Vietnam's Ministry of Commerce

"Training Trade Advisors"

Objective: Capacity building of trade advisors to support exporting Vietnamese companies

10 modules

15 participants x 3 classes

"Thanks to the
CFVG Master in Marketing,
I have gained confidence.
Today, I transmit
this confidence to my clients."

Nguyen Thi Hong Phuc
CFVG MMSS
FV HOSPITAL



A FACULTY MADE OF THE FOREMOST EUROPEAN AND VIETNAMESE EXPERTS



Pr. Dr. Philippe Gabillet
ESCP-EAP

Scientific Director of the NMP / Mini MBA, CFVG

Director, Executive MBA, ESCP-EAP

PhD in Management, CNAM, Paris

Activities: Executive training for multinational corporations such as Arcelor-Mital, Sanofi-Aventis, Société Générale, Areva and KPMG.

Research areas: leadership, organizational behaviour.

Dr. Bui Thi Lan Huong
CFVG

Post PhD studies, John Hopkins University, Washington D.C.

PhD in Economics, Aix-Marseille University

Research areas: economic integration and regional economies, consumer behaviour, international marketing and strategy, retail.

Dr. Nguyen Dang Bang
Chinese University of Hong Kong

PhD in Finance, HEC Paris

Master in Finance, HEC Paris

MBA, CFVG

Research areas: corporate finance, empirical finance, corporate governance.

Bernard Fevry
Associate Professor, ESCP-EAP / HEC / CFVG

CPA, Paris Sorbonne

Master in Finance, Paris Dauphine University

Activities: Executive trainings for multinationals such as LVMH Group, Xerox, AXA, GMF, France Telecom, Caisse d'Epargne, Pernod Ricard, ODA and the Financial Times.

Pr. Dr. Alain Ollivier
ESCP-EAP

Scientific Director of the Johnson & Johnson Health Care Management Chair

Scientific Director of the Specialized Master in Healthcare Management, Hospital Management

PhD in Management, Rennes University

Research areas: As the Head of the Johnson & Johnson in Health Care Management Chair, Professor Ollivier is in charge of a Research Team investigating "The new Status of Patients in Health Care Systems".

Jean-Marie Ducreux
Associate Professor, ESCP-EAP

MBA, Columbia University, USA

ESCP-EAP graduate

Activities: consultant.

Dr. Tran Van Nhu
CFVG

PhD in Management, Paris Dauphine University

Research areas: strategic organizational development, organization learning processes innovation and collaboration, leadership, time and team management.

Dr. Vo Sang Xuan Hoang
CFVG

Director of CFVG MBA (HCMC)

PhD in Management, Paris Dauphine University

Research areas: organizational behaviour, HR and cross-cultural management, international joint-ventures management.

Dr. Henri Isaac
Paris Dauphine University

PhD in Management, Paris Dauphine University

Research areas: Supply chain, e-commerce, e-management, e-learning, multi-channel commerce

Pr. Dr. Patrick Gougeon
ESCP-EAP / CFVG

Scientific Director, CFVG MEBF

PhD in Economics, Rennes University

Research areas: finance in emerging countries, managerial economics

Dr. Vincent Eurieult
Associate Professor, ESCP-EAP

Director, Concorde engineering

PhD in Management, Paris Dauphine University

Activities: executive training, coaching, consultant in high stake negotiation (partnership, joint-ventures, mergers and acquisition).

BECOME A CFVG PARTNER TO RECRUIT...

...DEVELOP AND KEEP YOUR HIGH POTENTIAL MANAGERS

Meet our participants and alumni

Contact our participants/alumni directly through our database, post a job description on our website and in our premises, promote your company and sector of activity through a presentation followed by a networking cocktail, participate in panel discussions, seminars, workshops and help develop skills that could eventually benefit your organization, or meet them through more informal events. These are some examples of what we can do for you to connect with Vietnam's future corporate elite.

Recruit trainees

In the framework of its MBA, CFVG welcomes every year, for 1 or 2 semesters, students from French "Grandes Ecoles" and Universities who, like their Vietnamese counterparts, study part-time.

Keep up to date with the latest trends in HR in Vietnam

Every year receive a survey of Vietnamese and foreign companies carried out by CFVG. It gives a precise picture of Vietnam's job market for managers as well as present and future needs of companies.

Identify talents

Be a member of our selection committee and participate in selection interviews for our programmes to better understand our participants' aspirations and identify talents.

CFVG in figures

2 centres: Hanoi, HCMC
4 divisions: MBA, MEBF, MMSS, EXED
36 employees
61 missions of visiting professors per year
1,200 alumni
290 participants recruited per year



Access to training programmes with preferential conditions

Benefit from preferential financial conditions and additional services when subscribing to CFVG's short and custom programmes, and seminars. 2-day seminars will be charged 500 USD instead of 600 USD, the NMP and MINI MBA will be charged 3,500 USD instead of 4,200 USD.

Become a member of our Corporate Advisory Board (CAB)

The CAB is a high-visibility platform giving senior executives from the School's corporate partners an opportunity to share their views concerning business education in Vietnam. As an interface between the School and the business community, the CAB gives on-going advice and feedback to CFVG on issues such as the School's branding, strategy and fund raising, and ensures that the School's teaching and research activities are closely linked to business practice.

Appear in CFVG's advertising material

You can appear as one of our partners in brochures, our website and information sessions on our programmes.

How to become CFVG partner?

- 5 registrations to the MINI MBA or NMP
- 35 registrations to 2-day seminars
- Subscribing to custom programmes *
- Financing a chair or a research project *

** For an amount equal or superior to 5 short programmes, that is to say 17,500 USD.*

Partnerships are valid for one year from the signature of the contract or for the length of the training when the latter exceeds one year.