



# 30 YEARS PIONEERING IN MANAGEMENT EDUCATION

MBA | SPECIALIZED MASTERS  
PhD | EXECUTIVE EDUCATION

**THE CFVG IS AN OPPORTUNITY**  
TO GAIN AN ADVANCED QUALIFICATION  
THAT WILL BRING YOU PERSONAL  
SATISFACTION AND PROVIDE THE  
FOUNDATION FOR YOUR FUTURE  
PROFESSIONAL DEVELOPMENT

CFVG - Pioneer in  
many higher education  
innovations in Vietnam.

Programs are highly  
compatible with career  
development objectives.

An ideal faculty for  
international expertise  
and practical insights.

Unique added values from  
international exposure  
and local corporate links.

A truly different learning  
experience.

A robust alumni network,  
with over 3000 members  
in all economic sectors.



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IN THE CONTEXT OF RAPID  
GROWTH OF VIETNAM'S ECONOMY  
AND THE INCREASING DEMAND  
FOR HIGHLY QUALIFIED  
MANAGERS, CFVG AND ITS  
SUCCESSFUL PROGRAMS  
OFFER MORE THAN  
EVER A GUARANTEE  
OF EXCELLENCE IN  
MANAGEMENT  
EDUCATION







Dr. Jean-Louis Paré  
Director of CFVG

Dr. Tran Tho Dat  
Co-Director of CFVG

Dr. Ho Viet Tien  
Co-Director of CFVG

# THE CFVG

With over 25 years of success in Vietnam, French Vietnamese Center of Management Education (CFVG) is recognized as a dynamic, innovative and well-respected education institution in Vietnam. We have achieved this by striving to be the best we can be, bringing together inspirational and internationally respected professors, top managers, high-ranked professionals in an environment that combines intellectual heritage with cutting-edge knowledge and innovative approach.

At CFVG, with whichever programs, students will study from the good teachers, learn with excellent classmates, and become successful graduates. Whether they have an interest in accounting, business, finance, management, marketing, human resources, they will find a program at CFVG suit their interests, strengths and ambitions.

With our excellent links with the Vietnam's business world and strong partnership with European universities and business schools, students will also have a huge variety of other opportunities to develop personally, as well as professionally, in both local and international context. Our aim, ultimately, is to prepare our students for a successful business life in such a fast-paced, competitive global markets, armed with the knowledge, experience and qualifications they need so they are as well placed as possible to pursue the avenues that interest them.

• A French-Vietnamese cooperation project in management education since 1992 signed by the Ministry of Foreign Affairs and International Development (France) and Ministry of Education and Training (Vietnam).

• Operated by CCI Paris Ile-de-France, with the largest network of business schools and huge teaching resources in Europe (ESCP Europe, HEC, ESSEC ...)

• Host Vietnamese partners are National Economics University and University of Economics Ho Chi Minh City, the two best national universities of Economics and Management in Vietnam.

• Holding partnership with highly prestigious business schools & universities in Europe.

• Strong links with prestigious employers and professional bodies in Vietnam.

## Vision

To brand itself as a top management educational institution offering internationally recognized programs delivered by, or in cooperation with, prestigious international partners and academic staff, supported by a strong alumni network, inspired by European management program design.

## Mission

Contributing to the economic development of Vietnam by the creation and dissemination of the management knowledge, especially through the international training and research programs with high quality.

## Core Values

- **Rigor:** quality of admission procedures, teaching, supervision of exams, and issuance of degrees.
- **Transparency:** choice of professors, discussion and improvement of the programs, courses evaluation, double financial auditing.
- **Ethics:** respect for ethics and imperviousness against all forms of external interference and influences may appear obvious to an outsider, but in Vietnam it is a distinguishing factor.
- **Identity:** its dual French-Vietnamese identity grants a unique taste of European management in the Vietnamese economy.



## CFVG - A PIONEER IN MANY HIGHER EDUCATION INNOVATIONS IN VIETNAM

Around

**1992** Introduction of the 1st foreign MBA in Vietnam

**2003** Launching of the premier Specialized Masters in Finance

**2005** Launching of the premier Specialized Masters in Marketing

**2007** Commitment to continuous improvement by the membership of European Foundation for Management Development, EFMD

**2008** Signatory to the UN Principles for Responsible Management Education, PRME

First EPAS accreditation (by EFMD for MBA program) in Vietnam

**2010** Operation of French Doctoral program in Vietnam

**2015** Accreditation by CGE



**2**

**Centers**

Hanoi: National Economics University  
HCMC: 91, Ba Thang Hai str., Dist.10



**300**

**New**

Students / year



**3000**

**Alumni**



**4**

**Divisions**

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



**20**

**Prestigious**

corporate partners



**100**

**Courses**

Taught by international professors/year



**610**

**Current**

Students / year

## OUR PROGRAMS ARE HIGHLY COMPATIBLE WITH CAREER DEVELOPMENT OBJECTIVES

### MBA

**1<sup>st</sup> International EPAS Accreditation In Vietnam**

- A path of 2 years with an incredibly talented, diverse, collaborative community, which forms an invaluable, lifelong network.
- A tool to maximize all managerial potentials for achieving professional goals.
- A rigorous, but flexible curriculum.
- Possibility to join exchange programs in Europe.
- A class with an ideally mix profile.

### SPECIALIZED MASTERS

**International Programs of High  
Flyer Professionals**

- Master in Economics of Banking and Finance (MEBF) granted by ESCP Europe and Paris Dauphine University.
- Master in Marketing Sales and Services (MMSS) granted by ESCP Europe and IAE, Paris Sorbonne University.
- A thorough grounding in the principles and practice of the sector, as well as new skills, analytical tools and perspectives.
- Learning schedule highly compatible for working professionals.
- All core courses taught by prestigious international professors.
- Focus hours delivered by high-ranked professionals in Vietnam.
- A compulsory 2-week study trip in Paris.
- The key qualification for an advanced financial career in Vietnam.

### PhD

**French National Doctoral  
Degree**

- A rigorous academic training dedicated to extend knowledge and enhance both academic and professional career.
- A dynamic research environment of 4 leading French universities and business schools: ESCP Europe, Paris Dauphine University, Strasbourg University, Lille University.
- Local support of the prestigious National Economics University and University of Economics Ho Chi Minh City in Vietnam.
- Benefit every year from 50 French and international faculty members teaching at CFVG.

### EXECUTIVE EDUCATION

**Highly Compatible  
Corporate Training  
Offerings**

- A wide range of tailored executive programs focusing on promoting independent thought and problem solving.
- International standard Mini MBA for high potential managers.



# AN IDEAL FACULTY FOR INTERNATIONAL EXPERTISE

## INTERNATIONAL PROFESSORS

CFVG's faculty members are internationally recognized professors from our prestigious partner universities and business schools in Europe including ESCP Europe, Audencia, Skema, Neoma, Strasbourg School of Management, IESEG, HHL and KEDGE with triple international accreditations of EQUIS, AMBA and AACSB. They also play an active role in business communities, serving as consultants, board members, and speakers at international business conferences and seminars.



### Pr. Dr. Patrick Gougeon

- Director of the ESCP Europe London Campus.
- Former director of School of Management (SOM) at AIT, Bangkok.
- At CFVG, he teaches "Financial Analysis and Management of the Insurance Firm" to the Master in Economics of Banking and Finance program.



### Pr. Dr. Géraldine Michel

- Marketing Professor at IAE, Paris Sorbonne University
- A brand specialist with numerous articles on the subject in international journals.
- Director of Brands and Values Research Group in France.
- At CFVG, she teaches "brand management" to Specialized Master in Marketing.



### Pr.Dr. Stephen Murdoch

- Associate Dean - International, IESEG School of Management (EQUIS Accredited).
- At CFVG, he teaches "International Business Law" to MBA program.

# AND PRACTICAL INSIGHTS

## REAL-WORLD INSIGHTS FROM INDUSTRY PRACTITIONERS

CFVG also makes creative use of experienced practitioners who are high ranked professionals and top manager from industry in its classes as visiting lecturers and speakers. For example:

### Nguyen Duc Vinh

CEO of VPBank, discusses his insights on Vietnamese banking industry from his over 10 years of experience in bank management.

### Dang Thuy Ha

Associate director of Nielsen Vietnam shares the research and findings on consumer behaviors to marketing courses.

### Tran Trong Kien

Chairman of Thien Minh group, inspired MBA students with various valuable talks on leadership and entrepreneurs.

### Vu Duc Loi

Regional Director of Unilever delivered a comprehensive elective course to MBA students on distribution channel management with practical experience and lessons learnt from his many years of working with the global brand Unilever.



*"CFVG is among the prestigious Master training institutions in Viet Nam that attracts the best and brightest students. I am always as passionate about inspiring the students as I am about getting inspired by them"*

**Mr. Tran Trong Kien**  
Chairman and CEO, Thien Minh Group.

## STRONG CORPORATE LINKS

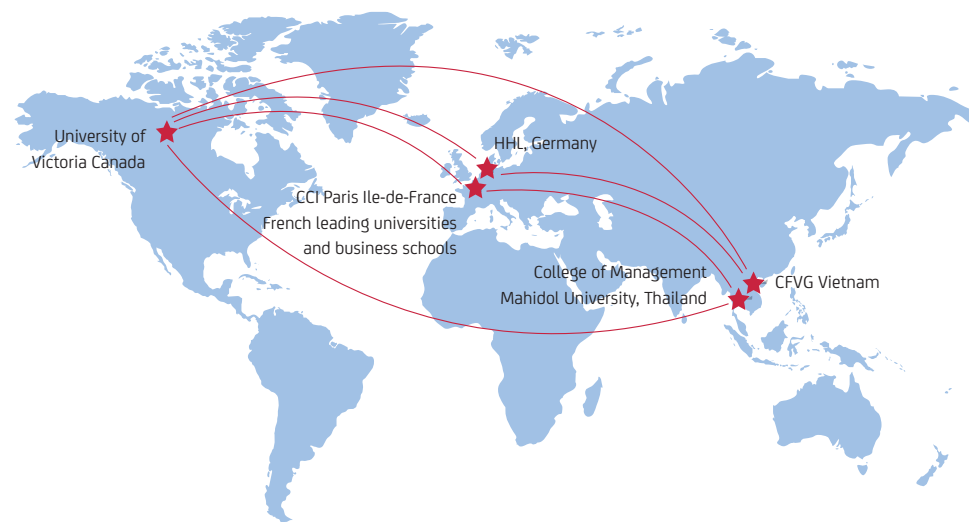
We have strong links with prestigious banks, corporations, institutions, entrepreneurs like:



- Support CFVG in defining its future high-level education programs and in improving the adequacy of its existing programs with companies' needs
- Provide opportunities to undertake consultancy projects in the real world and gain key practical experience and core skills that such as cross-cultural awareness, leadership and project consulting.

# UNIQUE ADDED VALUES TO PROGRAMS FROM INTERNATIONAL EXPOSURE

## CFVG PARTNERSHIP NETWORK



**1 YEAR IN VIETNAM  
1 YEAR IN EUROPE  
DOUBLE DEGREE (MBA)**

CFVG MBA engaged in international exchange program with various prestigious partners in Europe. Each year approximately 30% of second-year MBA students spend a 1-year term abroad at one of over 10 partner schools. We also host a similar number of students from our partner schools at CFVG in Vietnam.

**2-WEEK STUDY TRIP IN  
PARIS, EUROPE'S HEART  
(SPECIALIZED MASTERS)**

This compulsory study trip allows Specialized Master students to broaden participant's hands-on international experience through visits, workshops at companies, organizations, factories ... in Paris, France. The experiential programming offers direct exposure to the managerial, industrial and cultural norms that shape business practices in such a highly developed system.

## YOUR INTERNATIONAL EXPOSURE

- A chance to study at one of 10 leading graduate management institutions in Europe.
- Opportunities to travel abroad to observe international business practices in action.
- Benefits from CFVG's exchange programs with University of Victoria Canada and College of Management, Mahidol University, Thailand.
- An international context to build new learning and business networks.
- Experience a new culture.

**AT LEAST 1 MONTH PER  
YEAR IN FRANCE FOR  
RESEARCH (PhD)**

Entering partners' doctoral schools in France, CFVG's PhD students will be embedded in an international research and training environment with high level academic studies and standardized laboratory experience. During this period, the PhD students have chance to work closely with our partners' international faculty on original scholarly research at the frontiers of management knowledge.

# AN EXCELLENT MIX OF STUDENTS WITH HIGH PROFILE

## A COLLABORATIVE CULTURE A UNIQUE, DYNAMIC COMMUNITY

CFVG and its students appreciate the combination of a flexible approach with the rigor of international courses and faculty.

"Teamwork", "Collaboration", and "Involvement" are the attributes that combine to create a contributive environment and cultivate a unique, dynamic community.

Our students are our greatest asset. They are ambitious, committed and ready for hard work. Most see CFVG's training both as a mean of fast-tracking their career and as an inspiring intellectual challenge.

By joining the CFVG classes, you will experience the high diversity of student profile, international teaching quality and excellent European expertise that defines our learning culture.

*"Welcome you to our classes which are always analytically rigorous and intellectually stimulating, but there is so much that goes on outside of classes. With our classmates, we are involving in so much extracurricular activities in an amazingly collaborative and warm community"*

**Mr. Nguyen Van Duc**  
CFVG MBA, Intake 22

## AN IDEAL LEARNING SETTINGS

The CFVG is conveniently located in the centre of Hanoi as the Vietnam's Capital and Ho Chi Minh City as the biggest business hub in Vietnam.

CFVG's buildings in prestigious universities are classified with maddened educational settings, training facilities in a strong sense of a business school spirit.

Supporting staffs are always friendly and helpful to students.





"About CFVG alumni network, I really mean "valuable" and "impressive" when I say them. We are from different business fields with different job level and professional background. More importantly, we stay closely connected. It is a great community to enrich our life"

Nguyen Khac Tho  
CFVG MBA 18

# A ROBUST ALUMNI NETWORK, WITH OVER 3,000 MEMBERS IN ALL ECONOMIC SECTORS

From your first day as a CFVG student, you are able to leverage the power of one of the best professional networks in Vietnam. Over 3000 CFVG's master graduates, including high flyer managers, entrepreneurs, senior professionals and manager in Marketing/Finance are connected by a robust alumni network to forge strong ties with the corporate world and build professional network.

## CFVG ALUMNI IN FIGURES

**85%** 

In Management Position

- 9% are entrepreneurs
- 17% at top management position
- 16% senior management
- 42% at middle management level

## WORKING FIELD\*

**36%** 

Banking / Accounting / Auditing / Finance

**10%** 

Education / Training / Consulting Field

**8%** 

Architecture / Construction / Interior Design / Real-Estate

**7%** 

Food / Beverage Household / Personal Care

## ACTIVITIES

- Clubs (business, sport, leisure...)
- Team building events
- Workshops & professional talks
- Regular networking sessions
- Charities

For more information about the CFVG alumni network, visit:

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





## COURSE TIMING

CFVG's programs are organized in a part-time format for working professionals. All courses are scheduled for evenings and weekend.

## HOW TO APPLY

The quickest and most efficient way to apply for admission to our program is Online Applications Platform, please visit: [www.cfv.org](http://www.cfv.org)

### RECRUITMENT CALENDAR

**March:**  
**Online pre-application**  
All programs

**April:**  
**Application Deadline**  
MBA, 1<sup>st</sup> Examination

**June:**  
**Application Deadline**  
Specialized Masters  
PhD

**June - July:**  
**Selection Interview**  
Specialized Masters  
PhD

**August:**  
**Application Deadline**  
MBA, 2<sup>nd</sup> Examination

**October:**  
**Opening Ceremony**  
All programs

*CFVG has an excellence  
reputation and is  
recognized as a top training  
institution in Vietnam.  
Earning the degree  
broadens my opportunity  
to refresh career or pursue  
a new direction, and to  
change life"*

**Ms. Le Muon Xuan**  
CFVG MMSS