

# MASTER OF BUSINESS ADMINISTRATION



**CFVG**  
European Excellence in  
Management Education

#### CFVG HANOI

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www.cfvg.org

**CFVG** MBA   
Master of Business Administration

THE CFVG MBA IS  
A CHALLENGING PROCESS  
IN WHICH THE LIMITS ARE NOT  
ONLY CONFINED BY THE OUTER WORLD  
BUT ALSO BY OUR INNER SELF





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

CFVG IS AMONG THE PIONEERS IN MBA, WITH 33 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.

"CFVG MBA is obviously a right choice for me. I earned a prestigious MBA degree with great experience and a strong link to alumni community. As I believed, CFVG MBA shapes my confidence in personal and professional development."

**Mr. Doan Ngoc Dung**  
CFVG MBA, Intake 12  
Director, ADPOTECH  
Chemical Construction



## ABOUT CFVG

### Member of EFMD

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.

Since 2008, CFVG became a member of European Foundation for Management Development (EFMD), a globally recognized accreditation body of quality in management education, based in Brussels, Belgium.

### CGE Accreditation

Since December 1, 2015, CFVG is officially accredited by The Conférence des Grandes Écoles (CGE), which is a non-profit association of engineering schools, management schools and higher education institutions offering other specialities. Its members also include companies, alumni associations and organisations.

### OVER 33 YEARS OF SUCCESS, CFVG NOW PLAYS A LEADING ROLE IN MANAGEMENT EDUCATION IN VIETNAM WITH:

#### Around



2

#### Centers

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



4

#### Divisions

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



100

#### Courses

Taught by international professors/year



350

#### New

Students / year



650

#### Current

Students / year



5000+

#### Alumni

## 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, 2014 and 2017.

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



#### 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.



#### 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 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.



## A GREAT JOYFUL 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.

*"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

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

# 1

### Semester

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

#### 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.

# 2

### Semester

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

#### CSR Course:

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

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

# 3

### 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

#### 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.

#### Global Business

Company Internationalization Strategy  
Intercultural & Global Management

#### Others courses

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

#### 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.

# 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.

# 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

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, etc.

**2013:** Opens exchange programs with University of Victoria Canada and The College of Management Mahidol University, Thailand.

**2016:** Signs MoU with International University of Japan (IUJ).

**2017:** Starts exchange program with Graduate School of Management - Asia-Pacific University (APU, Japan).

## 2-WEEK STUDY TRIP IN PARIS

The study trip (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)





## LEARNING FROM A WORLD CLASS FACULTY

# 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

*"Like most CFVG MBA students, you are drawn to this exciting community. Classes are motivated with a strategic balancing between rigorous lessons and action learning experiences, case study analysis, open discussions...You will always feel a generative environment that allows for exploring, experiencing and experimenting with new possibilities that help to change you for the better"*

**Ms. Nguyen Lan Huong**  
CFVG MBA, Intake 21

# 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



"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..."



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



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

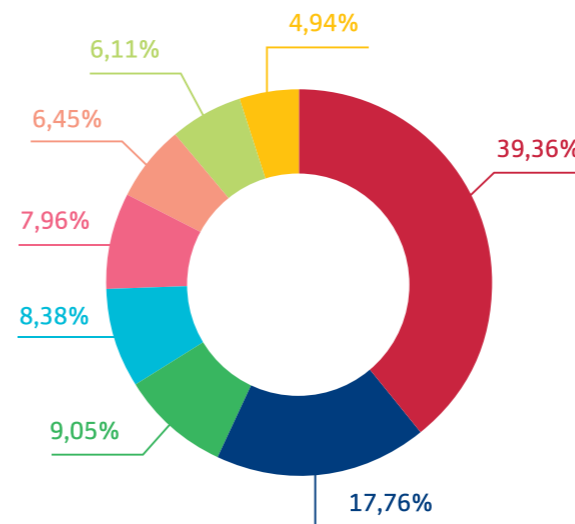


**Mr. Tran Phu Anh Tuan**  
CFVG MBA, Intake 11  
Head of Marketing  
Manulife Vietnam

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

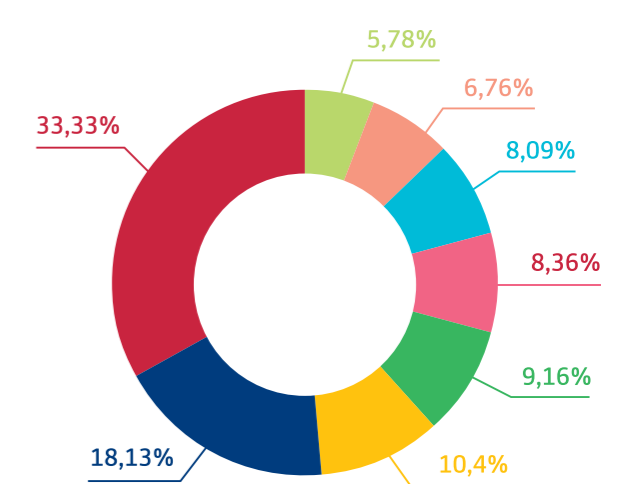
# A POWERFUL PROFESSIONAL COMMUNITY OF MORE THAN 5000 MEMBERS WITH EXCELLENT INDUSTRY VARIETY AND JOB FUNCTION DIVERSIFICATION

DEPARTMENT



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

INDUSTRY



- 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.

# 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
- 3-year experience or degree with at least mention "good"
- English certificate equivalent to B2 level

## 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
- Four portrait photos (4x6cm)
- Application fee: 2.000.000 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 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".

### GET 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

Support line:

Hanoi: 0913 716 818  
HCMC: 0909 054 696

### ONLINE VISIT

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

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

### DIRECT VISIT

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

CFVG Hanoi at  
Building A1,  
National Economics University

CFVG Ho Chi Minh City at  
91, Ba Thang Hai str.,  
Dist.10, HCMC