



CFVG MBA COURSES DEFINITION (EXTRACT FROM CFVG MBA COURSE CATALOG)

**FOR THE COURSES IN THE LIST OF CALL
FOR COLLABORATION**

ACADEMIC YEAR 2017-2018

I. CFVG MBA PROGRAMME: OBJECTIVES AND LEARNING INTENTS

The CFVG MBA programme's general objective is to form future corporate leaders to modern managerial knowledge and the latest decision-making techniques and tools that enable them to become more efficient in their professional activities, to hold top management responsibilities and to work successfully in a turbulent, highly demanding and multi-cultural environment. The programme follows the international standards and, at the same time, strives to develop managerial skills and behaviors needed in Vietnam. Hence emphasis is given to ethical behavior, innovative attitudes, openness to international management practices and academic rigor.

Thus, the CFVG MBA graduates are expected to

- be equipped with all the fundamental concepts used in different domains of management including strategy, marketing, accounting, finance, control, project management, human resource, operations and supply chain, information system or business law. These core courses are a prerequisite knowledge for further managerial development in today's Vietnam.
- know how to deal with multi-cultural issues and to take the right decisions in a global or a national context; International perspectives provided throughout the programme should enable students to become effective managers in international companies or Vietnamese companies extending their markets abroad.
- enhance the appropriate skills and attitudes that are reported as being underdeveloped among Vietnamese executives like being creative within a corporation or to launch a new company, accountable for corporate decisions, stimulating team work and transversal cooperation.
- be sensitive to ethical issues and promote transparency.
- have an in-depth and up-to-date knowledge and control of some specialized management fields.

These objectives and learning intents will be achieved through a structured programme the contents of which are described by module in what follows.

II. CFVG MBA PROGRAMME COURSE DEFINITION - CFVG MBA INTAKE 25 (2ND YEAR)

NEGOTIATION & LEADERSHIP

Successful leader in today's business world should be able to create new and original ideas, put them into action and continually goes in advance with updated skills. During the first year of MBA programme, you have acquired some necessary soft skills and business knowledge to build up a solid foundation from which you can develop further your leadership in your second year.

This advanced course focuses on how managers become effective leaders by providing you with in-depth understanding and critical thinking on how to master and develop your internal mindsets, creative ideas, emotions and motivations, how to apply your soft skills to influence others and gain successful deals in your business negotiations. You'll learn how to integrate all the knowledge and skills you've learned in the first year to create your specific leadership development plan. Using readings on the theoretical framework, working on concrete case studies and experiential activities, the course will offer you an opportunity for self-assessment and enhancement of your leadership's ability and negotiation skills.

PROJECT MANAGEMENT / GESTION DE PROJET

This module introduces the students to project management from both managerial and technical point of view. The module faces the students with the different aspects of project's risk and ways to manage in contingency. The course includes topics as Project Organization, Leadership, Project Time and Cost Estimation, Scheduling, Risk Management, Resource Management.

INNOVATION & CREATIVITY

This course presents some major tools helpful in entrepreneurship. At the end of the course, students will be able to use them on context. Innovation is discussed linked to research for advances in technical products in some specific sectors, but at all level, in all domains, for companies of various sizes and in all sectors. Increasing creativity is necessary in entrepreneurship and in a changing world. Some tools can improve the creativity of an individual or an organisation. They are presented and used.

The strong linkage between leadership and entrepreneurship is discussed as well as the ways to understand leadership and improve the personal capabilities in this domain.

Beyond that, students will apply in real time the concepts and tools presented as they will participate in a Startup Weekend during class. The challenge : build a startup prototype and start getting an audience. From day 1 to 6, students in groups will : define their project, identify a value proposition, create a landing page, interview potential clients, communicate through social networks.

III. CFVG MBA PROGRAMME COURSE DEFINITION - CFVG MBA INTAKE 26 (1ST YEAR)

CORPORATE STRATEGY AND INNOVATION/ STRATÉGIE D'ENTREPRISE ET INNOVATION

The rationale of the course is to develop understanding about processes, tools and techniques useful in crafting, evaluating and implementing the strategy and innovation towards a sustainable competitive advantage for any company / organisation.

The course will emphasize a trans-functional approach of the firm (financial analysis, operation management, marketing, etc.) and innovation. It includes the following topics: strategic segmentation, evaluation of the business units of the company, generic strategies (volume/cost, differentiation, niche/focus), competitive analysis, management of business portfolios and strategic development and innovation towards new business units. Lecturers rely on analytical framework provided by the main consulting groups in business evaluation and corporate strategy as well as on advanced research and theories in related fields.

The pedagogy is based on lectures, case discussions and readings of research articles.

Learning objectives (LO) are:

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| 1 - ANALYSE | Seek and qualify information |
| 2 - ANALYSE | Identify options |
| 3 - ANTICIPATE | Identify types of possible evolution and innovation |
| 4 - ANTICIPATE | Identify and leverage opportunities |
| 5 - DECIDE | Define and propose strategic choices |