

ASEM UNIVERSITY – BUSINESS FORUM  
DESTINATION EMPLOYMENT

## THE POHE PROJECT IN VIETNAM

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## VIETNAM HIGHER EDUCATION CONTEXT

◎ Vietnam higher education by 2010

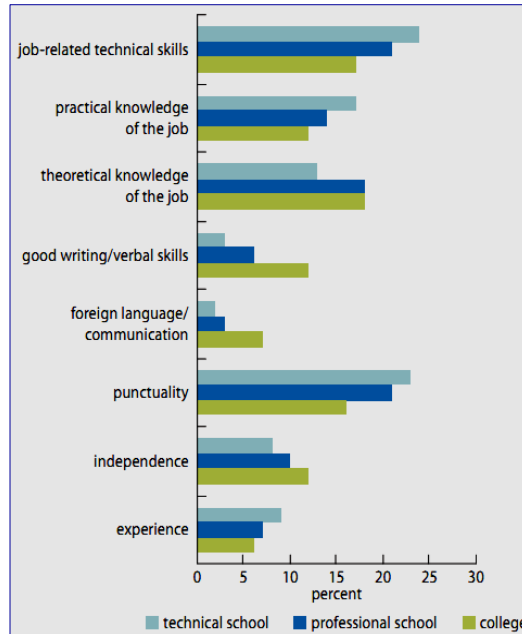
- Colleges : 223
- College students : 726,200
- Universities : 163
- University students : 1,435,900

*(source: MOET Vietnam [www.moet.gov.vn](http://www.moet.gov.vn))*

◎ Many current higher education study programs is stated:

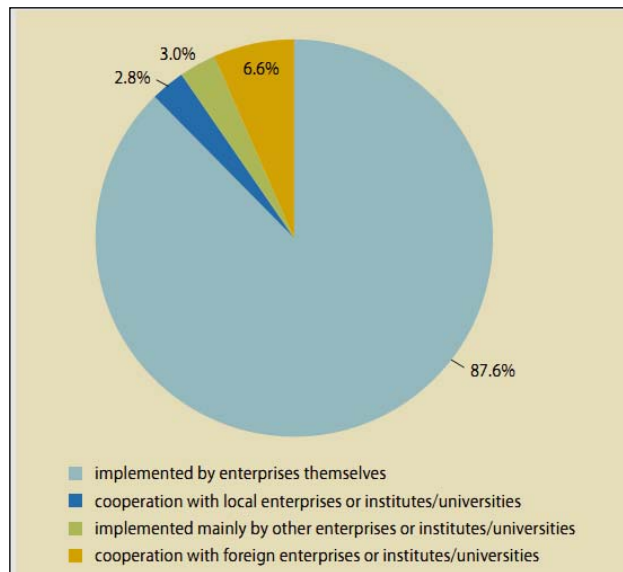
- Out-of date
- Academic and theoretical
- Irresponsive to the needs of World of Work (WoW)

## Key job-specific skill gaps in Vietnam



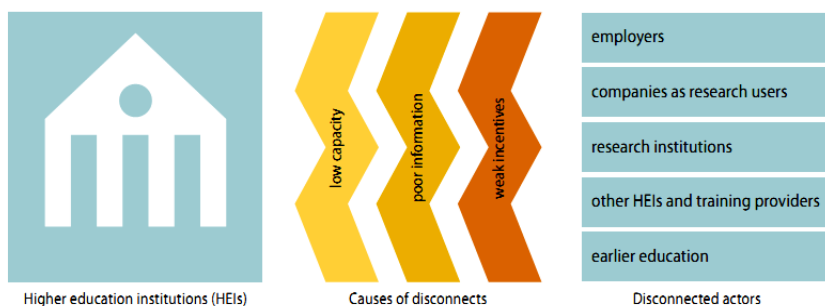
Source: World Bank 2008 based on MOLISA - ADB survey on labor market

## SOURCES OF PRODUCT INNOVATION AT FIRM LEVEL IN VIETNAM



Source: Vietnam Chamber of Commerce and Industry 2009

## FIVE DISCONNECTS IN HIGHER EDUCATION



Source: Skills and Research for Growth in East Asia (WB report 2011)

## UNIVERSITY – WoW LINKS IN VIETNAM

- ◉ High level of awareness of the needs for university business links
- ◉ Recognition: Reliance on cheap labor and foreign investment is not a sustainable strategy
- ◉ Many initiatives and activities within ministries and sectors

## **UNIVERSITY – WoW LINKS IN VIETNAM : CHALLENGES**

- ◉ Weak links between universities and business
- ◉ Significant credibility gap between university and WoW
- ◉ Low level of exchange and technology
- ◉ Benefit to either side not clear
- ◉ Weak mechanism and channels for communication.
- ◉ Inadequate incentives and financial support
- ◉ Scattered initiatives

## **VIETNAM – NETHERLANDS HIGHER EDUCATION PROJECT**

- ◉ Vietnam - Netherlands Higher Education Project sets out the concept of POHE in Vietnam: First phase 2006 - 2010
  
- ◉ 8 universities with pilot study programs:
  - Tourism and hospitality
  - Horticulture
  - Agriculture and forestry
  - Construction engineering
  - Electronic engineering
  - Information technology

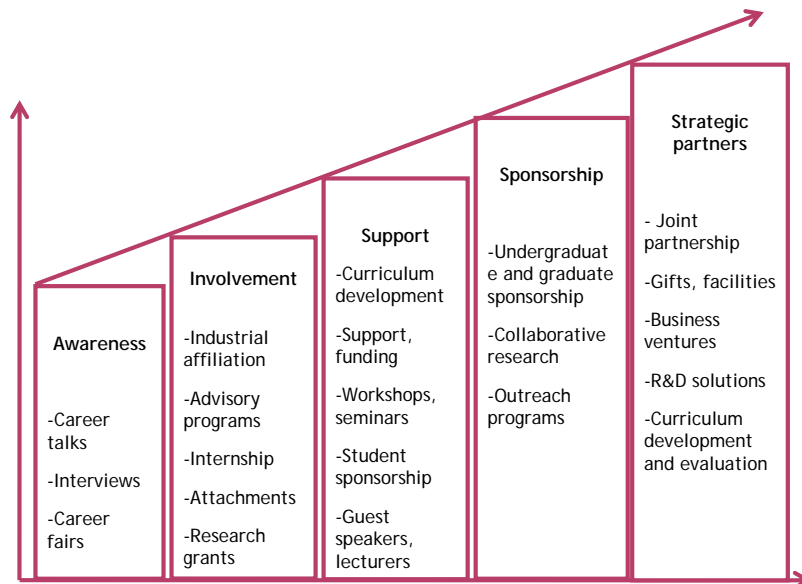
## **MAIN CHARACTERISTICS OF POHE**

- ◉ Deployable graduates in professional practice
- ◉ Curricula with specification of knowledge, skills and attitude reflecting the needs of industry.
- ◉ Study programs based on learning outcomes.
- ◉ More team work, projects and practical experience.
- ◉ Focusing on both knowledge, practical skills and attitudes.

## **CHARACTERISTICS OF POHE CURRICULUM**

- ◉ industry involved in design
- ◉ Integrated approach of theoretical knowledge with skills training and practical components
- ◉ Active student centered learning approach
- ◉ Assessment includes practical components related to industry : Student performance in professional practice is being assessed
- ◉ Use of special facilities, for example skills laboratories, workplace simulation facilities

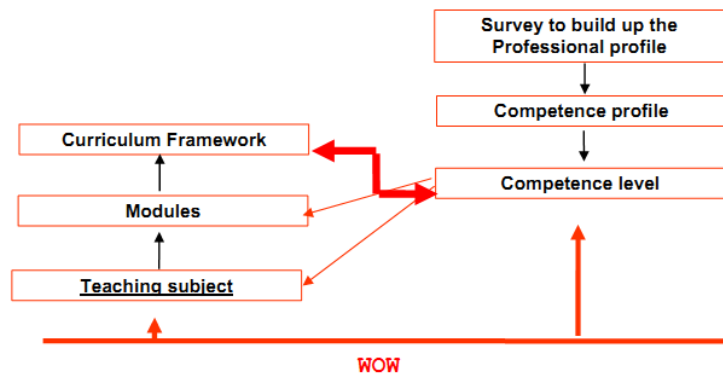
## UNIVERSITY – INDUSTRY COLLABORATION CONTINUUM



## STEPS IN POHE CURRICULUM DEVELOPMENT

- ◎ Step 1:
  - Labor market analysis, survey, interview
  - Report on the analysis on the needs
  - Set up the Industry Board/Council
- ◎ Step 2:
  - Professional profile and competence profile
  - Curriculum development
  - Feedback from Industry and expertise
- ◎ Step 3:
  - Curriculum delivery with participation of industry
  - Feedback and adjustment

## CURRICULUM DEVELOPMENT PROCESS



## ROLE OF INDUSTRY IN CURRICULUM DEVELOPMENT

- ◉ Provide input in the survey, build-up and adjustment the professional framework and curriculum
- ◉ Provide university with the current and future demands
- ◉ Receive students for internship and assisting to supervise the students
- ◉ Provide real projects for teachers and students
- ◉ Participate in the evaluation of the programs and the study of the students
- ◉ Participating as guest lecturers

## HOW UNIVERSITY INVOLVE THE INDUSTRY?

- ◉ University needs to be active and self motivated in setting up relationship
- ◉ Having strategy and detail activities which provide best conditions for industry to participate in the training process
- ◉ Visiting and surveying industry regularly
- ◉ Building sustainable contacts and communication with industry through seminars, workshop, professional meetings.
- ◉ Creating the opportunities and encourage students to do internship at industry.
- ◉ Inviting industry to participate in the curriculum development and evaluation, projects, assignments and also guest lecturing.

## THE BENEFITS OF UNIVERSITY – WORLD OF WORKS RELATIONSHIP

### **Benefit to the training institutions:**

- Curriculum that meets the demand of labor market
- Curriculum delivery with real life experiences, using the facilities and resources available from WoW for the training: internship, projects, practice , hand-on training.
- Suitable training process and close links with WoW and better program evaluation by immediate feedback on adequacy, performance of students.
- Improve the training and research capacity for real needs of the WoW



## **THE BENEFITS OF UNIVERSITY – WORLD OF WORKS RELATIONSHIP (cont.)**

### **Benefit to the students:**

- Able to approach the real life context of manufactory
- Opportunity to improve professional, practical skills while at university
- Familiar and more chance to be employ after graduation
- Scholarship or award for study and research

## **THE BENEFITS OF UNIVERSITY – WORLD OF WORKS RELATIONSHIP (cont.)**

### **Benefit to WoW:**

- Better trained graduates for employing to satisfy the needs
- Identify and employ graduates best fit
- Technology transfer and innovation to market place
- Solutions to WoW problems using students and lecturers intelligence.

### **Benefit to the society:**

- Efficient human resource as training products meet the needs of WoW
- Labor productivity and work quality increased

## RECOMMENDATIONS

- ◉ Active role of University to develop the links
- ◉ Improve the capacity of the teachers and education administrators
- ◉ Incorporate U & B links into university reform policy
- ◉ Encouraging the incentives for U & B Links
- ◉ Integrate into regional and global cooperation initiatives

## LESSON LEARNT FROM POHE PROJECT

- ◉ MOU/Agreement signing is not enough.
- ◉ Real U - B links is crucial factor for POHE programs
- ◉ Need high trust and credibility between U & B: Active role of University
- ◉ Commitment from high level of policy makers for legal framework.
- ◉ Strong cooperation between Europe and Asia is important: to design the survey and analysis of needs, to develop curriculum and to implement the program.

## THANK YOU



The opinions reflected in this paper are those of the contributor's and do not reflect those of MOET Vietnam.