



Attracting International Students for Internationalization of Higher Education: The case of Foreign Trade University

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Internationalization of Education & Attracting International Students

“Internationalization at the national, sector and institutional levels is defined as the process of integrating an international, intercultural or global dimension into the purpose, functions or delivery of post-secondary education.” (Jane Knight, 2003).



Internationalization of Education & Attracting International Students

Attracting international students is important to improve quality of education because it acts as an external force to:

- Internationalized local students: better knowledge, more compassion and responsibility
- Enhanced qualification of local staff
- Advanced curriculum
- Improved management
- Better infrastructure



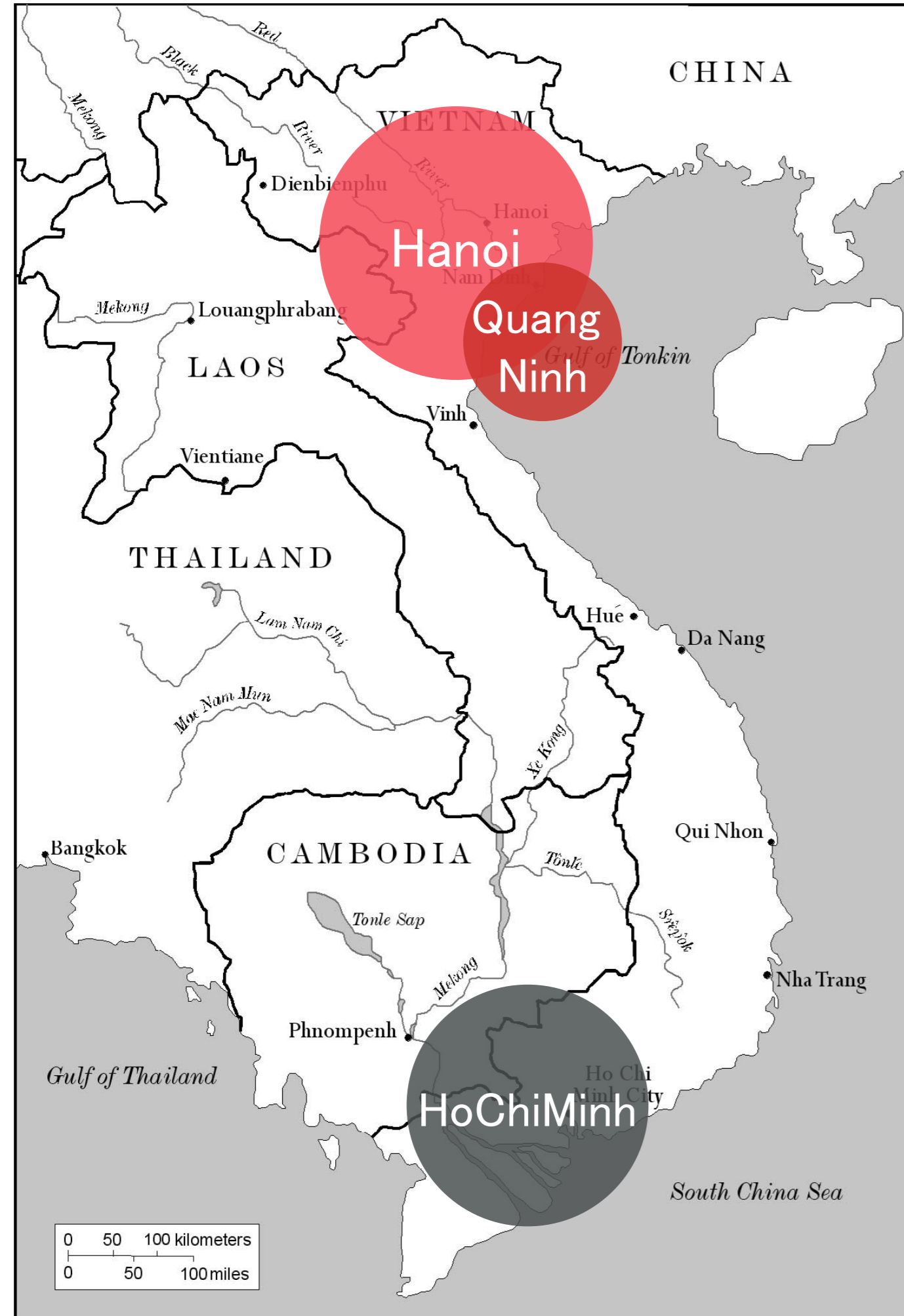
Internationalization of Education & Attracting International Students

Around 20,000 students studying in Vietnam (majority is from Laos and Cambodia):

- Scholarships
- Exchange programs
- Self-financing



FTU Campuses



○ 01 Hanoi Campus



○ 02 Quang Ninh Campus



○ 03 Ho Chi Minh City Campus





MISSION

Foreign Trade University is a public university that serves to provide high-quality human resources with a modern and dynamic education environment as well as practical and *internationally recognized education programs* in economics and business; contributes to the development of the Vietnam economy and business community *in the context of international integration and global competition* through knowledge creation and dissemination; create an integrated, professional, creative working environment with the best development opportunities for faculty members and staff.



Programs

❖ Undergraduate

- Programs conducted in Vietnamese
- Programs conducted in foreign languages (English)

❖ Master

- Programs conducted in Vietnamese
- Programs conducted in foreign languages (English, French)

❖ PhD



Undergraduate Programs (High-quality Program, conducted in English)



1. International Business Economics

2. International Business Management

3. Finance and Banking

4. International Economics

5. Accounting and Auditing



Undergraduate Programs

(joint programs with foreign partners, conducted in foreign languages)

Partner from	Programs
USA (in English)	International Economics (with Colorado State Uni., Fort Collins)
	International Business Management (with California State Uni., Fullerton)
UK (in English)	Finance & Investment/ Accountancy (with Uni. of Stirling)
	Accounting & Finance (with Uni. of Southampton)
	Business (with Bedfordshire Uni.)
	International Finance/ International Economics & Finance (with London Metropolitan Uni.)
	Finance & Investment Banking (with Henley Business School)
France (in French)	Economics and Management (with Nice Sophia Antipolis Uni.)
Denmark (in English)	Finance Management and Services (with Niels Brock Uni.)
Japan (in Japanese)	Business/ Law (with Aomori Chuo Gakuin Uni.)



Master Programs

(joint programs with foreign partners, conducted in foreign languages)

Partner from	Programs
USA	Executive MBA (with Uni. of Hawai'i)
UK	MBA in Finance (with Uni. of Stirling)
France (in French)	Finance-Treasury (with Rennes 1 Uni.)
	Asia-Europe Economic Relation (with Rennes 2 Uni.)
	Project Management (with Nantes Uni.)
Australia	International Business (with La Trobe Uni.)
Switzerland (in English)	International Law & Policy (with World Trade Institute)
Taiwan (in English)	MBA (with Meiho Univ.)



What do FTU have?

- ❖ Renowned university
- ❖ Board of management support
- ❖ Programs conducted in English
- ❖ Quality of students
- ❖ Network of partners (universities, companies, organizations)
- ❖ Qualification of lecturers
- ❖ Staff: international, other departments
- ❖ Student clubs
- ❖ Support from MOET and government: autonomy; advanced programs; joint programs



What do FTU need more?

- ❖ Innovative ideas
- ❖ Partner universities, organizations, companies (degree recognition, credit acceptance...)
- ❖ Skills and experience: marketing, IT, international management, student supports...
- ❖ Internal management: flexibility in programs, class organization, coordination...
- ❖ Facility: dormitory
- ❖ Finance
- ❖ Further support from government: scholarships, information



Selected opportunities and challenges

Opportunities

- ❖ Regional development and integration of Vietnam
- ❖ Growth of Vietnam: opportunities such as internship, part-time and full-time jobs
- ❖ Unique culture, tradition, hospitality of Vietnam and people

Challenges

- ❖ Competition: country and university
- ❖ Different students have different characteristics, expectations, goals so that more diversified body of international students, more difficult to manage



What have FTU been doing?

- Awareness: Long-term, degree seeking students are often integrated more than short-term, non-degree but it is difficult to attract the latter
- Therefore, we have been trying to increase “short-term” non-degree seeking students first, which will be followed by “long-term” degree seeking students
- Partnership and networking
- Program development:
 - Degree programs: undergraduate and graduate programs conducted in foreign languages (mostly in English)
 - Transfer program
 - Exchange program
 - Short-term programs: summer camp, internship, cultural exchange, study tour
 - Vietnamese language courses
- Capacity building: lecturers, staff, coordination
- Infrastructure investment
- Promotion



What have FTU achieved?

- About 100 degree students, including undergraduate and graduate
- About 50 exchange students (one semester or 1 year), mainly from Europe, Japan, Korea
- About 50 students in short-term programs (2 –4 weeks)
- About 200 students in cultural exchange, study tour, contest... (less than 2 weeks)





FTU prospects

- ❖ Increase number of international students
- ❖ Build up and expand networks of partners for student mobility
- ❖ Cooperation between local universities for serving international students better
- ❖ This Forum: tool to share experience, learn best practices, and to network



THANK YOU FOR YOUR ATTENTION!



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