

Decision of the FIBAA Accreditation and Certification Committee



16th Meeting on November 27, 2024

PROGRAMME ACCREDITATION

Project Number:	23/032 Cluster 1
Higher Education Institution:	University of Economics Ho Chi Minh City (UEH)
Location:	Ho Chi Minh City, Vietnam
Study Programme:	<ul style="list-style-type: none">- Bachelor of Arts in Economics – Applied Economics- Master of Arts in Public Management – Public Management
Type of Accreditation:	initial accreditation

The FIBAA Accreditation and Certification Committee has taken the following decision:

According to § 7 (6) in conjunction with § 9 (1) of the FIBAA General Terms and Conditions within the framework of procedures for the award of the FIBAA Quality Seal for Programmes from January 1, 2021, the study programmes are accredited with conditions.

Period of Accreditation: November 27, 2024 until November 26, 2029

Conditions:

For both study programmes

Condition 1 (see Chapter 3.2):

The University improves the questionnaire design to better address issues related to workload.

Condition 2 (see Chapter 5.1):

The University aligns the workload with the credit points.

For the Master of Arts in Public Management

Condition 3 (see Chapter 3.1):

(a) The University minimises the use of multiple-choice question exams and requires a compulsory thesis with clear evaluation criteria, including scientific analysis.

(b) The University makes learning outcomes measurable in order to enhance more critical thinking skills of MPM graduates.

Condition 4 (see Chapter 3.5):

The University addresses multidisciplinary competencies and skills, particularly communication skills, by incorporating more interactive elements into the courses, such as presentations, teamwork, and appropriate didactic approaches.

Condition 5 (see Chapter 5.3):

The University improves the programme documentation in terms of design and curriculum to ensure that the structure is clear and comprehensive.

Proof of meeting these conditions is to be supplied by August 26, 2025.

The FIBAA Quality Seal is awarded.



Assessment Report

Higher Education Institution:

University of Economics Ho Chi Minh City (UEH);
Vietnam

Bachelor/Master programme:

Bachelor of Arts in Economics – Applied Economics
(undergraduate, full time, blended learning)

Master of Arts in Public Management – Public
Management (postgraduate, full time, blended
learning)

Qualification awarded on completion:

Bachelor of Arts in Economics (BoE)
Master of Arts in Public Management (MPM)

General information on the study programme

Brief description of the study programme:

UEH University, or the University of Economics – Ho Chi Minh City, was established in 1976 as a uni-disciplinary higher education institution with a focus on economics.

The Bachelor's programme in Economics (BoE) also traces its origins to 1976, when the predecessor faculties – the Faculty of Planning, Pricing and Labour and the Faculty of Agricultural Economics for Rural Development – were founded. These two faculties merged in 1993 to form what is now the School of Economics, which was officially established in 2016. The title of the previous study programme in Applied Economics was changed to the study programme in Economics in August 2023.

The graduate profile of the Bachelor's programme in Economics emphasises an in-depth understanding of microeconomics, macroeconomics, and other areas of economics, along with proficiency in statistics, data analysis, scientific research methods, and information technology. These are the core areas a student is expected to master upon completing their studies. The key competencies of graduates include policy analysis, critical thinking, logical reasoning, analytical and problem-solving skills, market analysis, and creativity.

The Master's programme in Public Management (MPM) was introduced in the same year, shortly after the School of Government (SoG) was established on 27th February 2014. In 2016, the MPM programme was revised to focus on application-oriented training, and in 2017, the Executive Master of Public Management (EMPM) was introduced. From 2022 onwards, both the MPM and EMPM programmes were updated and expanded to 65 credits. In 2022, the School of Government also opened applications for PhD candidates in Public Management and Policy.

The graduate profile of the Master of Arts in Public Management includes an understanding of market economy mechanisms and the principles and practices of public management. In terms of key skills and competencies, the programme equips participants with strategic planning, decision-making skills, as well as advanced leadership and performance management skills essential for effective governance in the public sector. There is a strong emphasis on fostering ethical behaviour, responsibility, and integrity among officials and public servants in serving the public interest. The programme focuses on applying knowledge and methods to formulate and implement organisational policies, and to effectively deploy policies at the local level.

Type of study programme:

Bachelor of Arts in Economics (BoE)

Master of Arts in Public Management (MPM)

Projected study time and number of ECTS credits / national credits assigned to the study programme:

Bachelor of Arts in Economics (BoE) - 3.5 years, 216 ECTS /120 Vietnamese credits

Master of Arts in Public Management (MPM) - 2 years; 117 ECTS / 65 Vietnamese credit points

Mode of study:

BoE - full-time

MPM - part-time

Didactic approach:

Both the BoE and MPM programmes require obligatory class attendance

Double/Joint Degree programme: no

Scope (planned number of parallel classes) and enrolment capacity:

BoE: 2 classes and 100 students/year (50 full-time students/class)

MPM: 5 classes per year and 155 students/year (31 part-time students/class)

Programme cycle starts in:

BoE – in September

MPM cycle starts twice a year – in May and October

Initial start of the programme:

BoE - 1976

MPM - 2014

Type of accreditation:

initial accreditation

Procedure

A contract for the initial accreditation of the Bachelor of Arts in Economics (BoE) and Master of Arts in Public Management (MPM) was made between FIBAA and University of Ho Chi Minh City (UEH) on 29 March, 2023. On [date], the HEI submitted a self-evaluation report, which included a detailed description of the programme and further documents in order to prove that the criteria for programme accreditation are met.

At the same time, FIBAA appointed a review panel¹. The HEI has agreed with the chosen experts. The panel consisted of:

Dr. Hung Duong

HCMC University of Technology

Professor of Management, Investments, Corporate Finance, Accounting

Prof. Dr. Dennis Hilgers

Johannes Kepler University of Linz

Professor of Public and Nonprofit Management

Moran Mottl

EDHEC Business School

Student: International Business Management (MSc.)

Prof. Dr. Friedrich Thießen

Chemnitz University of Technology

Professor of Financial Economics and Banking (Finance, Islamic Finance)

Magdalena Wittmann

Körper Supply Chain Logistics GmbH

Head of Finance, Customer Services Parcel International and Mail Lifecycle Business

FIBAA project manager:

Yelena Istileulova, PhD

The assessment is based on the self-evaluation report, amended by further documents, as requested by the panel, and an on-site visit. The on-site visit took place on 18 and 19th of July, 2024 at the HEI's premises in Ho Chi Minh City.

At the end of the on-site visit, the panel has given a short feedback on its first impressions to representatives of the HEI.

The assessment report based on this was delivered to the HEI for comment on September, 2024. The statement on the report was given up on [date]. It has been taken into account in the report at hand.

¹ The panel is presented in alphabetical order.

Summary

For Bachelor programme

The Bachelor of Arts in Economics (BoE) offered by the University of Economics - Ho Chi Minh City (UEH) fulfils with few exceptions the FIBAA quality requirements for bachelor programmes and can be accredited by the Foundation for International Business Administration Accreditation (FIBAA) for five years starting on **November 27, 2024** and finishing on **November 26, 2029** under conditions.

The programme is in accordance with the national and the European Qualification Frameworks and the European Standards and Guidelines in their applicable version valid as of the time of the opening of the procedure, and in accordance with the Bologna Declaration.

For Master programme

The Master in Public Management (MPM) offered by The University of Economics - Ho Chi Minh City (UEH) fulfils with few exceptions the FIBAA quality requirements for both programmes and can be accredited by the Foundation for International Business Administration Accreditation (FIBAA) for five years, starting on **November 27, 2024** and finishing on **November 26, 2029** under conditions.

The programme is in accordance with the national and the European Qualification Frameworks and the European Standards and Guidelines in their applicable version valid as of the time of the opening of the procedure, and with the Bologna Declaration.

The panel members identified areas for improvement in **both the Bachelor of Arts in Economics (BoE) and the Master of Arts in Public Management (MPM)** programmes:

- Regarding the *feasibility of study workload*, there is a discrepancy observed between survey data and interview responses across both programmes.
- Regarding *quality assurance and development*, there is a need for better alignment between the workload and the credit points.

Therefore, the panel members recommend accreditation **on the condition** of meeting the following requirements:

- **Condition 1** (see Chapter 3.2):

The University improves the questionnaire design to better address issues related to workload.

- **Condition 2** (see Chapter 5.1):

The University aligns the workload with the credit points.

Additionally, for the **Master of Arts in Public Management (MPM)**, the panel members recommend accreditation subject to the following additional **condition**:

- Regarding *examinations and the final thesis*: multiple-choice exams should be minimised, and a final thesis should be required.

- **Condition 3** (see Chapter 3.1):

(a) The University minimises the use of multiple-choice question exams and requires a compulsory thesis with clear evaluation criteria, including scientific analysis.

(b) The University makes learning outcomes measurable in order to enhance more critical thinking skills of MPM graduates.

- Regarding *multidisciplinary competencies and skills*, there is a lack of communication skills.

- **Condition 4** (see Chapter 3.5):

The University addresses multidisciplinary competencies and skills, particularly communication skills, by incorporating more interactive elements into the courses, such as presentations, teamwork, and appropriate didactic approaches.

- Regarding *programme documentation*, some documents were found to have an unclear structure.

- **Condition 5** (see Chapter 5.3):

The University improves the programme documentation in terms of design and curriculum to ensure that the structure is clear and comprehensive.

Proof of meeting these conditions is to be submitted by [date].

Furthermore, the quality requirements that *have not been fulfilled*:

- **internationality of the student body** (see chapter 3.4) - for Bachelor of Arts in Economics
- **evaluation by students** (see chapter 5.2) – for both: Bachelor of Arts in Economics and Master of Arts in Public Management

which are *not asterisk criteria* and therefore do not lead to a condition. The measures the HEI takes to solve the identified problems are to be considered during the re-accreditation.

The panel members also identified **several areas** where the programmes could be further developed:

- to seek more viable partnerships in terms of geographical distance as well as the cost of living - for the Bachelor of Arts in Economics (see chapter 1.2);
- to investigate on the employability in terms of various skills more carefully through the improvement of survey - for the Bachelor of Economics (BoE) (see chapter 1.3);
- to identify the target groups in a narrower and more concise way for the Bachelor of Economics (BoE) (see chapter 1.3)
- to analyse relationship between the different admission methods and performance of students adjusting the admission methods accordingly (see chapter 2.3);
- to enhance more practical exercises (*case studies, internship*, with more exposure to the business environment motivating students for earlier experience - for the Bachelor programme in Economics (BoE) (see chapter 3.1);
- to assess whether research, technical, technological skills and practices are still in line with the corresponding labour's market requirements (see chapter 3.1);
- to improve project and teamwork skills to address gaps in communication abilities. The didactical concepts of both programmes should be refined (see chapter 3.3);

- to promote internationality at the institutional level, more international students should be invited from outside according to the priorities defined by UEH, along with an increase in the number of courses taught in English (see chapter 3.4);
- to address more soft skills (communication, modern methods, change management (see chapter 3.6);
- to expand opportunities for the research funding through third-party financing (to become a top-research university) (see chapter 4.6);
- to involve students into participation of the respective committees (see chapter 5.1);
- outcomes are to be communicated to the students and provide input to enhance quality development process (see chapter 5.2);

The measures that the HEI takes in order to implement the recommendations of the panel members will have to be considered during the re-accreditation.

There are many criteria in which the programmes exceed the quality requirements:

- Academic qualification of faculty * – for MPM (see chapter 4.1);
- Student support by the faculty * - for BoE and MPM (see chapter 4.1);
- Quantity, quality, media and IT equipment of teaching & group rooms* - for BoE and MPM (see chapter 4.4);
- Career counselling and placement service - for BoE and MPM (see chapter 4.5);
- Alumni Activities - for BoE and MPM programmes (see chapter 4.5)

For the overall assessment of the programme, please refer to the quality profile at the end of this report.

Information

Information on the Institution

The University of Economics - Ho Chi Minh City (UEH) was established on 27 October 1976 as a higher education institution specialising in Economics.

The University's journey has been shaped by several key decisions. UEH initially operated under the Ministry of Higher and Secondary Vocational Education, which was later renamed the Ministry of Education and Training (MoET). In 1996, UEH merged with the University of Finance - Accounting and the Faculty of Economics at Ho Chi Minh City University to form the University of Economics under the Vietnam National University – Ho Chi Minh (VNU-HCM). However, in 2000, the University was again separated from VNU-HCM and returned to the administration of the Ministry of Education and Training. On 4th December 2019, Vinh Long Campus became part of UEH University as a result of the merger. This campus has become a center for academic training, research, and consultation, focusing on improving human resources in the Mekong Delta.

Over time, UEH has gradually expanded its focus to become a multidisciplinary university, offering degree programmes in business administration, management, and public administration, among others. Since 2021, UEH has aimed to align its academic offerings with the needs of the labour market in an increasingly internationalized context. A key element of this transformation is the University's strategic shift towards sustainable development in a range of fields, including economics, business, management, law, design, and technology. These developments reflect UEH's goal of becoming a fully multidisciplinary institution.

The rising demand in the labour market has driven the convergence of various disciplines, prompting UEH to evolve into a multidisciplinary and sustainable university. Currently, UEH supports approximately 38,000 students across different educational levels. In terms of internationalisation, UEH has more than 100 international partners and 26 international joint programmes.

UEH produced a Draft Development Strategy for the period 2020-2025 and formulated its mission with a vision for 2030.

Mission: Improving knowledge, training high-quality human resources, integrating and transferring globally; pioneering innovation, creativity, and serving the community.

Vision: By 2030, UEH will become a sustainable and multidisciplinary university with an academic reputation in Asia.

Compared to other Vietnamese universities - 244 higher education institutions (HEIs), which include 172 public and 67 non-public (including five foreign universities) - UEH is placed among the top ten universities, demonstrating its sixth ranking position out of 190 HEIs in 2024, as included in the Webometrics ranking²). The ranking of UEH among other Vietnamese universities is provided as an example of its visibility (in terms of web content impact), transparency, and the excellence of its scholars (number of papers cited).

In fact, UEH is using several international positioning in its rankings in 2024:

- QS Asia 2024 – Top 301-350 Best Universities

² The Webometrics Ranking of World Universities, or Ranking Web of Universities, a European agency (located in Spain).

- QS Subject 2024 – Top 301-350 in Economics and Econometrics
- QS Sustainability Ranking 2024 – Top 841-860
- THE Impact Rankings 2024 – Top 401-600

The University has the following colleges:

- **UEH College of Business:** it focuses on a training of high-quality human resources, promoting international collaboration, and advancing research in management and business.
- **UEH College of Technology and Design:** it offers programmes, which train high-quality professionals and conduct research in mathematics, statistics, information systems, economics, data science, technology, computing, innovation, architecture, urban planning, and multimedia design.
- **UEH College of Economics, Law, and Government:** it conducts training and research programmes to produce high-quality human resources in economics, behavioral sciences, public finance, governance, law, and environmental policy for policymakers.

Further development of the programme, statistical data and evaluation results for initial accreditation.

Table 2. Statistics for Bachelor of Arts in Economics (BoE) programme (with years in **blue** and **green** – for different systems)

		2016	2017	2018	2019	2020	2021	2022	2023
		0. Cohort 42	1. Cohort 43	2. Cohort 44	3. Cohort 45	4. Cohort 46	5. Cohort 47	6. Cohort 48	7. Cohort 49
# Study Places offered by HEI		130	50	50	50	50	110	110	110
# Applicants	∑	223	2632	796	53	52	138	102	1631
	f	136	1806	546	36	35	90	70	1119
	m	87	826	250	17	17	48	32	512
Application rate		171,54%	5264,00%	1592,00%	106,00%	104,00%	125,45%	92,73%	1482,73%
# First-Year Students (accepted applicants)	∑	146	62	52	53	52	138	102	108
	f	84	42	31	36	35	90	70	57
	m	62	20	21	17	17	48	32	51
Rate of female students		57,53%	67,74%	59,62%	67,92%	67,31%	65,22%	68,63%	52,78%
# Foreign Students	∑	0	0	1	0	0	0	0	0
	f	0	0	0	0	0	0	0	0
	m	0	0	1	0	0	0	0	0
Rate of foreign students		0	0	1,92%	0%	0%	0%	0%	0%
Percentage of occupied study places		112,31%	124,00%	104,00%	106,00%	104,00%	125,45%	92,73%	98,18%
# Graduates	∑	74	45	38	33	0	0	0	0
	f	47	31	23	24	--	--	--	--
	m	27	14	15	9	--	--	--	--

Success rate (students who finished studies)		50,68%	72,58%	73,08%	62,26%	0,00%	0,00%	0,00%	0,00%
Dropout rate (students who dropped studies)		72	17	14	20	--	--	--	--
Average duration of study		4	3,5	3,5	3,5	3,5	3,5	3,5	3,5
Average grade of final degree		7,30	7,38	7,74	7,94	--	--	--	--

Notes: The difference in the number of applicants in 2017, 2018, and 2023 compared to 2019, 2020, 2021, and 2022 can be explained as follows: In 2017, 2018, and 2023, candidates used the registration portal of the Ministry of Education and Training, where there were no limits on the number of applicants. In contrast, the numbers for 2019, 2020, 2021, and 2022 reflect the major selection phase, which occurs after one year of matriculation at UEH.

Comment: For 2020, 2021, and 2022: Enrollment was by major in Economics, including Applied Economics and Political Economy. After one year, students typically chose to major in Applied Economics rather than Political Economy. In 2023: Enrollment was only in Economics, with a single major - Applied Economics.

Table 3. Statistics of Master of Arts in Public Management (MPM) programme

MPM in the period of 2014 - 2023	# of students	Comments
Graduated on time in two years	389	
Surpassed the time limit of 4 years- Graduated in 4 years	140	This time limit is 4-year. 10% of students are dropping out according to the Graduate School
Surpassed the time limit of 4 years	15	(-1 in the formula due to rounding of the above number)
Compulsory withdrawal	1	
Voluntary withdrawal	21	
Studying	173	
Number of students in the period of 2014 - 2023	739	from 2014-2023 (10 years)

Students in the period of 2014 - 2020. Students from 2021 to 2024 was not included since they are still in the time limit)	566	
Drop-out rate	6.5%	

Appraisal

Over the last three years (2021–2023), the number of student places provided by UEH has remained stable, with an average study duration of 3.5 years (see Table 2). It should be noted, however, that post-Covid figures (since 2021) for available study places at UEH have more than doubled, increasing from 50 to 110.

Although there is strong domestic demand for both programmes in the Vietnamese labour market, neither programme has attracted any international students. The foreign enrolment rate of "0" suggests that both programmes are not particularly appealing to overseas students, possibly for various reasons (such as an orientation towards the national context).

With regard to the Master of Arts in Public Management (MPM) programme (see Table 3), the average drop-out rate was around 6.5% for the period indicated.

No international students are enrolled in either the Bachelor's or Master's programmes, reflecting a similar trend across both schools. Gender distribution among students is well balanced, with the percentage of female students slightly exceeding 50%.

Programme Description and Appraisal in Detail

1. Objectives

1.1 Objectives of the study programme*

Bachelor of Arts in Economics (BoE)

The programme Bachelor of Arts in Economics (BoE) (since 2023) / Applied Economics is designed to provide students with a balanced education that extends beyond mere academic knowledge. It aims to equip graduates with the expertise and competencies required to improve their chosen careers and contribute effectively to society.

This bachelor programme is focused on the key target group - civil servants, but it is not limited to other categories of economists in other areas.

The BoE programme includes three main blocks: general knowledge, Applied Economics and Internship.

Thus, the objectives are closely integrated into the programme's fabric, where students are expected to gain fundamental knowledge, practical skills, and a strong sense of autonomy and responsibility.

The qualifications span across areas such as: economics, business management, political theory, data analysis, communication, leadership, and more with diverse aspects of learning.

The objectives of BoE programme are to empower students to achieve the following qualifications:

- Possess fundamental knowledge of national laws and politics, as well as contemporary socio-economic aspects;
- Demonstrate analytical and research skills, decision-making capabilities in various economic domains, including enterprises, government bodies, and other organizations;
- Execute specialized tasks, such as economic and social policy analysis, market analysis, strategic analysis, financial and investment analysis, and project analysis;
- Utilize modern information technology and data analysis tools to gather and process critical data;
- Exhibit independence, teamwork, critical thinking, communication skills, problem-solving abilities, and the capacity to work effectively.

Learning outcomes of the Economics programme (knowledge, skills, and responsibility and autonomy) are directly linked to the national Vietnamese Qualifications framework demonstrated in the matrix of programme learning outcomes and competency level in the Table 1.1 A. presented below.

Table 1.1 A Matrix of Programme Learning Outcomes and Competency level

Field of Program Learning Outcomes	Program Learning Outcomes (PLOs)	Competency level					Vietnamese Qualifications Framework (VQF)					
(1)	(2)	(3)					(4)					
Knowledge	PLO1.1	1	2	3	4	5	K1	K2	K3	K4	K5	
	PLO1.2	1	2	3	4	5	K1	K2	K3	K4	K5	
	PLO1.3	1	2	3	4	5	K1	K2	K3	K4	K5	
	PLO1.4	1	2	3	4	5	K1	K2	K3	K4	K5	
	PLO1.5	1	2	3	4	5	K1	K2	K3	K4	K5	
Skills	PLO2.1	1	2	3	4	5	S1	S2	S3	S4	S5	S6
	PLO2.2	1	2	3	4	5	S1	S2	S3	S4	S5	S6
	PLO2.3	1	2	3	4	5	S1	S2	S3	S4	S5	S6
	PLO2.4	1	2	3	4	5	S1	S2	S3	S4	S5	S6
	PLO2.5	1	2	3	4	5	S1	S2	S3	S4	S5	S6
	PLO2.	1	2	3	4	5	S1	S2	S3	S4	S5	S6
Autonomy and Responsibility	PLO3.1	1	2	3	4	5	C1	C2	C3	C4	C5	
	PLO3.2	1	2	3	4	5	C1	C2	C3	C4	C5	
	PLO3.3	1	2	3	4	5	C1	C2	C3	C4	C5	
	PLO3.4	1	2	3	4	5	C1	C2	C3	C4	C5	
	PLO3.5	1	2	3	4	5	C1	C2	C3	C4	C5	

Source: Economics Programme (2022)

The subject-specific objectives of the Economics Programme is demonstrated below through the fields of Knowledge, Skills and Autonomy with Responsibility as follows:

Table 1.1B. Description of Bachelor's Degree (BoE) with Programme Learning Outcomes

Fields	Description
Knowledge	<p>PLO1.1: Apply fundamental knowledge in economics and related fields including finance and accounting, business administration, management, law in economics and business.</p> <p>PLO1.2: Analyze in-depth knowledge of microeconomics, macroeconomics as well as important areas of economics.</p> <p>PLO1.3: Understand basic knowledge of social and political theory.</p> <p>PLO1.4: Apply knowledge of information technology, statistics, mathematics in economics, data analysis and scientific research methods in economics and business.</p> <p>PLO1.5: Apply knowledge of project planning and management, planning - strategy to organizations in the public and private sectors.</p>
Skills	<p>PLO2.1: Possess the ability to analyze, problem-solve, market analysis, and policy analysis.</p> <p>PLO2.2: Exhibit entrepreneurship, leadership, and time management skills.</p> <p>PLO2.3: Demonstrate critical thinking, logical reasoning, and creativity.</p> <p>PLO2.4: Work effectively in teams, independently, and demonstrate adequate soft skills.</p> <p>PLO2.5: Communicate effectively, present, persuade, synthesize analytical reports, and possess strong communication and information transmission skills.</p> <p>PLO2.6: Master academic reading and writing skills, proficient in both Vietnamese and English.</p>
Responsibilities	<p>PLO3.1: Have responsibility and cooperation in teamwork, flexible in handling work.</p> <p>PLO3.2: Be devoted and willing to share knowledge with those eager to learn.</p> <p>PLO3.3: Proactively set direction and maintain individual perspectives in work.</p> <p>PLO3.4: Learn from experience and progress in career.</p> <p>PLO3.5: Demonstrate openness, emotional stability and responsibility to the community and nation.</p>

The objectives of BoE programme are reviewed and adjusted every 5 years according to the regulation TT 17/2021/TT-BGDĐT.

Table 1.1 C. The rate of employment in BoE (2021-2023)

Year	Number of surveyed graduate students in BoE	Rate of employment for BoE
2021	358	100%
2022	261	97.62%
2023	784	96.68%

Master of Arts in Public Management (MPM)

School of Government (SoG) defined the objectives of this study programme based on the joint-community's opinions of lecturers, students, and other stakeholders, such as public and non-government organizations. The programme's objectives are promoted amongst lecturers, students and different groups of stakeholders via meetings and conferences at the school level. The objectives of the study programmes comply with the procedures of UEH. All procedures accommodate the standard curriculum guidelines of the Professional Association National Qualification Framework and European Qualification Framework.

The Decision signed by UEH President as of 1st of April, 2022 under No.899/QD-DHKT-DBCLPTCT, include the following description of three MPM programme objectives (Knowledge, Skills and Responsibility and autonomy) which are as follows:

Table 1.1 D. Description of Master's degree (MPM): Master of Arts in Public Management

Fields	Description
Knowledge and Understanding (K)	<p>PLO1.1 Systematically understanding knowledge to develop critical thinking and implementation capacity. (C41, VQF-K12, EQF-K13)</p> <p>PLO1.2 Understanding of the mechanisms of market economy operation and the role of the public sector. (C4, VQF-K1, EQF-K1)</p> <p>PLO1.3 Enhancing the capacity to analyze and evaluate policy issues in the public domain, proposing effective, sustainable, and equitable development policies. (C4, VQF-K2, EQF-K2)</p> <p>PLO1.4 Improving the capacity in independent thinking, analysis, and making transparent and accountable decisions in the management process. (C4, VQF-K3, EQF-K3)</p> <p>PLO1.5 Capacity to build up strategies and plans to implement development policies with the highest efficiency, equitability and sustainability. (C4, VQF-K3, EQF-K3)</p> <p>PLO1.6 Capacity to create and enhance innovation and digital transformation in the public sector. (C4, VQF-K3, EQF-K3)</p> <p>PLO1.7 Capacity to make appropriate decisions to achieve the highest efficiency, targets, and ethical standards. (C4, VQF-K3, EQF-K3)</p> <p>PLO1.8 Understanding emerging issues related to adaptation under technological science, climate changes, and society. (C4, VQF-K3, EQF-K3)</p> <p>PLO1.9 Improving capacity to lead a team or an organization to implement assigned tasks. (C4, VQF-K3, EQF-K3)</p>
Skills (S)	<p>PLO2.1 Improving research capacity, particularly in searching skills to find and use different information sources for analyzing, assessing, criticizing public policies as well as making decisions in public management. (C4, VQF-S2, EQF-S2)</p> <p>PLO2.2 High competence in building and implementing plans and strategies in public sector. (C4, VQF-S4, EQF-S4)</p> <p>PLO2.3 High competence in making effective decisions, including problem identification, analysis and assessment, critical thinking, writing and</p>

	<p>communication, team working and high English language proficiency. (C4, VQF-S2, EQF-S2)</p> <p>PLO2.4 High competence in determining and building an organization's capacity to adapt to any changes. (C4, VQF-S4, EQF-S4)</p> <p>PLO2.5 High competence in leadership and organization development. (C4, VQF-S4, EQF-S4)</p>
Responsibility and Autonomy (C)	<p>PLO3.1 Have awareness in continuous learning aiming at working efficiency improvement. (C4, VQF-C2, EQF-C2)</p> <p>PLO3.2 Capacity to work independently but work and cooperate effectively in teamwork with high individual responsibility. (C4, VQF-C2, EQF-C2)</p> <p>PLO3.3 Have awareness in social responsibility, appropriate behavioural ethic, community contributions, and public service motivation. (C5, VQF-C2, EQF-C2)</p> <p>PLO3.4 Have awareness in change management, particularly in guiding, supporting to improve innovation and local development. (C4, VQF-C4, EQF-C4)</p> <p>PLO3.5 Embracing differences, taking into account individual responsibility and get involved in any discussion. (C4, VQF-C2, EQF-C2)</p>

Bachelor of Arts in Economics (since 2023) – Applied Economics illustrated that the graduation rate is higher than 96%. As far as the employment in Master MPM programme is concerned, it is 100% employed (based on 2023 alumni survey), where 49% of graduates are also promoted.

Appraisal:

The qualification objectives of both study programmes – BoE and MPM are explained and convincingly presented in relation to the target group, targeted professional field and societal context of the discipline. They embrace academic proficiency, comprehensive employability, as well as the development of the individual student’s personality.

The subject-specific and extra-curricular qualification objectives and skills to be acquired correspond with the aspired level at graduation, which varies between 97.6% (2022) and 96.7% (2023) - for the Bachelor of Economics (BoE) programme and 100% for the Master of Public Management (MPM) programme. Both programmes take into account the requirements of the national qualification framework.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
1.1* Objectives of the study programme (Asterisk Criterion)			X		

1.2 International orientation of the study programme design*

The international orientation of UEH programmes is coming from its University vision:

“a multidisciplinary and sustainable university with a reputable academic influence in Asia and worldwide”.

Thus, this vision is translated to both of its programmes in its study design.

Bachelor of Arts in Economics (BoE)

According to UEH, it is increasingly important for graduates to navigate not only the domestic market but also regional and international markets. Through its academic programmes, UEH aims to encourage the development of study programmes, particularly those that include established double degree options or are organised in collaboration with various partner universities. The University also encourages its students to actively participate in national and international competitions, as well as cultural exchanges, including both inbound and outbound activities.

The programme is evolving toward a more international orientation. Since 2023, students in the Economics programme have been able to choose a semi-English track, in addition to the standard programme, as outlined in Decision No. 1081, signed on 19 April 2023. According to the presentation by the BoE programme for experts, the programme is divided into three tracks:

- Standard – taught in Vietnamese
- Advanced – bilingual instruction
- Elite – taught in English

Students in the programme also have the opportunity to pursue a Dual Degree in Economics between UEH and Portland State University (PSU), under the Memorandum of Agreement (MOA) between PSU and UEH, Contract No. 1049037.

To enhance global integration, the programme is actively seeking partnerships with foreign universities to facilitate exchange programmes, allowing students to study abroad for at least one semester. The programme has already signed a Memorandum of Agreement with the Indonesian University of Padjadjaran (UNPAD), offering students the opportunity to study at the partner's campus for one semester. Furthermore, the programme is negotiating with other Asian universities, such as Khon Kaen University (Thailand), to establish student exchange programmes between the two institutions.

Master of Arts in Public Management (MPM)

The University actively encourages students of MPM to participate in national and international competitions and cultural exchanges, including both inbound and outbound activities. The most recent international student exchange programme was held for students between UEH-SOG and the College of Local Administration (COLA) of Khon Kaen University (KKU) (Thailand).

The Master of Public Management programme promotes the international orientation in terms of a global perspective on public management and leadership. This international focus is integrated into the curriculum and programme design in the following areas:

- International orientation
- International faculty
- Global case studies
- International collaboration
- Guest lectures
- Comparative analysis

Each area include more activities:

(1). International Orientation: is ensured through the requirement to use English to communicate in the international environment with the particular knowledge of a public management.

(2) International Faculty: The programme brings in experienced faculty members with diverse international backgrounds and expertise in various aspects of public management. This diversity ensures that students receive a balanced education with the international perspectives (lecturers graduated from international university).

(3) Global Case Studies: The curriculum includes the analysis of international case studies, exploring and sharing the best practices, challenges, and innovations in public management from around the world (with majority case studies coming from Harvard Business Publishing).

(4) International Collaboration: Opportunities for international collaboration and research are encouraged. Students are engaged in joint research projects, exchange programmes, or internships with partner universities / institutions abroad, fostering cross-cultural learning and networking (Hatfield School of Government, Portland State University (PSU) and College of Local Administration (COLA) of Khon Kaen University (KKU) - Thailand).

(5) Guest Lecturers: International experts and practitioners are invited as guest lecturers to share their insights and experiences. These interactions expose students to diverse viewpoints and real-world applications of public management concepts (USAID’s Provincial Capacity Building Project).

(6) Comparative Analysis: Courses in this programme also involve comparative analysis of policies, governance structures, and management approaches in different countries. This analytical framework enables students to identify lessons that can be applied globally. (currently follow up the curriculum with Mark O. Hatfield School of Government (PSU), Maxwell School - Syracuse University -SU).

Appraisal:

The programme design of both programmes – BoE and MPM appropriately takes into account the required international aspects, with respect, too, to its graduates’ employability. The **recommendation** made by the team of experts for the Bachelor of Economics (BoE) programme is to seek more viable partnerships in terms of geographical proximity (geographical distance) as well as the cost of living.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
1.2*	International orientation of the study programme design (Asterisk Criterion)			X		

1.3 Positioning of the study programme

Positioning of the study programme on the educational market

Bachelor of Arts in Economics (BoE)

The Bachelor of Arts in Economics programme (BoE) strategically positions itself within the Vietnamese educational market. This positioning takes into consideration the specific educational landscape in Vietnam, where numerous universities offer BA programmes in the fields of Economics due to the growing demand for economic expertise in Vietnam, connected with a rapid economic growth and transformation of country. UEH is tailoring its curriculum to address the unique economic challenges and opportunities in Vietnam, to contribute to the

development of a highly skilled workforce capable of driving economic development of Vietnam.

The positioning of BoE's University programme is based on the listed following factors:

1. **Interdisciplinary Approach:** This programme blends Economics and other key disciplines, such as: business management, political science, and data analytics.

This approach equips UEH graduates with a versatile skill set that is highly attractive to employers across various industries in Vietnam.

2. **International Collaboration:** International collaboration (for example: with the American University - Portland State University) demonstrates the university's commitment to internationalization. It provides UEH students with a global perspective, which is especially valuable in Vietnam's increasingly globalized economy.

3. **Cutting-Edge Research:** The BoE faculty is actively engaged in research addressing Vietnam's economic challenges and contributes to national development. This faculty also collaborates with international partners to enrich the academic discourse on Vietnam's economic landscape.

4. **Innovative Teaching Methods:** This programme incorporates innovative teaching methods to prepare students to tackle complex, real-world economic issues, aligning its graduates with the evolving needs of Vietnam's job market.

Master of Arts in Public Management (MPM)

The Master of Public Management (MPM) programme is strategically positioned to cater to individuals seeking advanced education in public administration and leadership, particularly in the southern region of Vietnam. Thus, MPM is positioning its programme as the following factors:

1. **Advanced education** in public administration and leadership, with a focus on the southern region of Vietnam.
2. **Pioneering programme**, which is distinguished by its integration of contemporary, internationally acclaimed management theories and practices into its teaching and learning framework.
3. **Programme with its distinctive educational approach** with a focus on good governance and leadership excellence and practical application of contemporary management and leadership concepts, alongside the incorporation of international best practices. It effectively bridges the gap between traditional public administration programmes and the dynamic demands of modern governance.
4. Programme primarily targets prospective students with an experience in the **public sector or non-profit organisations**.
5. By aligning its curriculum with global management standards and practices, the MPM programme equips its graduates with the skills and knowledge needed to excel in various public management roles, particularly in areas like **innovation and digital transformation**.

This strategic positioning highlights the programme's commitment to preparing students for the complexities of public administration in the 21st century. This positioning on educational market makes MPM graduates invaluable contributors to Vietnam's governance landscape.

Positioning of the study programme on the job market for graduates („Employability“)

Bachelor of Arts in Economics (BoE)

The programme BoE is strategically designed to equip graduates for success in an evolving job market, aligning its qualification objectives with the expectations of employers. This approach to employability of graduates meets and exceeds the quality standards set by the accreditation organisation. The programme provides with a diverse skills' set, including:

- *Economic Expertise*: A deep understanding of economic principles for roles in policy analysis and financial management.
- *Analytical Skills*: Training in data analysis and decision-making, highly valued across industries.
- *Interdisciplinary Knowledge*: Versatility from the programme's interdisciplinary approach.
- *Communication and Soft Skills*: Proficiency in teamwork, problem-solving, and critical thinking.
- *International Perspective*: Exposure to global viewpoints through collaboration with Portland State University.

Graduates secure roles in various sectors, including government, financial institutions, and multinational corporations, in positions like *Business Analysts, Financial Planners, and Risk Analysts*.

They are prepared for these roles to do market analysis, risk assessment, and economic research across financial institutions and government bodies. Some graduates also pursue academic and research careers.

UEH also monitors the job market, and maintain strong industry links, adjusting a curriculum.

Master of Arts in Public Management (MPM)

This MPM study programme offers a part-time Master programme, with the qualifications needed by mid-career and senior managers in the public sector, and as a result, most MPM working students, can join the programme.

Besides, the MPM programme is designed in response to the local authorities' demand for developing public sector human resources. Students who enrol in the MPM programme do so either to enhance their skills for their current career or to make a transition into new, desirable roles, as well as to pursue their promotions. Many MPM graduates have successfully been promoted to higher positions in the public sector as a result of this programme.

With the knowledge and skills gained from the MPM programme, particularly in decision-making, graduates are equipped to work in a wide variety of organisations, including central and local governments, international organizations, NGO projects, state-owned enterprises, and private companies. They are also well-prepared to pursue PhD programmes in development economics or public management, both domestically and abroad. Additionally, MPM graduates have the opportunity to become university lecturers and researchers.

Many MPM graduates hold key positions in local governments, as well as in large state-owned, private, and international companies or organizations across Vietnam.

Positioning of the study programme within the HEI's overall strategic concept

The UEH has developed the draft of its Development Strategy for the period 2020-2025, with a vision to 2030. The SER (p.2) of BoE refers to the fact that it “*continues to review, supplement, perfect and announce the vision and mission*”, and both vision to 2030 and mission for the period of 2020-2025 have been under their constant review since 2020 year.

During the presentation of both programmes, the vision and mission of the University have been officially presented (please, see Information, p. 8). In addition, the following values were defined by UEH:

Values:

- *Progressiveness and resourcefulness*
- *Academic freedom*
- *Principles of Ethical Practices and Integrity*
- *Accountability*
- *Celebrating Differences*
- *Solidarity-Collaboration*

Bachelor of Arts in Economics (BoE)

The Economics programme has been strategically positioned within UEH's broader framework to contribute effectively to the University's mission and long-term objectives. As an integral part of the academic portfolio, the programme plays a vital role in advancing UEH's strategic goals. Its qualification objectives are closely aligned with UEH's mission and strategic planning.

The programme's curriculum, international focus, and commitment to employability support UEH's vision of becoming a leading institution in higher education, known for producing globally competent graduates. By incorporating international partnerships and aligning with global standards, the programme further advances the University's goal in its internationalisation.

With its distinct role in UEH's academic strategy, the Economics programme reflects the University's commitment to quality education and the development of skilled graduates. Its curriculum, inspired by renowned international universities, strengthens UEH's academic portfolio and enhances its position within Vietnam's higher education landscape.

Master of Arts in Public Management (MPM)

The overall strategy of UEH University is to become the leading university in training and research in management, economics, and business administration in Vietnam and Asia. The three key focuses of UEH's development strategy are:

- *internationalisation, interdisciplinarity, and sustainability.*

UEH has been pursuing these goals by developing training curricula aligned with regional and international higher education standards, in line with global trends in advanced education. The MPM programme explains how it is aligned with this strategy. First, it has developed a public management curriculum that meets international standards. Second, it focuses on providing highly skilled experts to various sectors of the economy, including central and local governments, academic institutions, and research institutes for socio-economic development, which is one of UEH's objectives. Third, most MPM lecturers are graduates of international universities, and teaching materials are adapted from developed countries, bringing up-to-date and diverse knowledge to the MPM

programme. In recent years, the MPM programme has updated its curriculum to integrate interdisciplinary principles in its training, research, focusing on innovation and digital transformation

Appraisal:

The reasons given for the positioning in the educational market of this study programme are plausible. The team of experts **recommends** to Bachelor-degree programme to investigate the employability (in terms of various skills) more carefully through the improvement of surveys.

The arguments in support of graduate employability on the basis of the stated qualification objectives are convincingly presented. The future fields of employment for graduates are plausibly set forth.

The study programme is convincingly integrated into the HEI's overall strategic concept. The study programme's qualification goals are in line with the HEI's mission and strategic planning. The team of experts **recommends** to Bachelor programme to identify the target groups in a more narrow, and concise way.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
1.3	Positioning of the study programme					
1.3.1	Positioning of the study programme in the educational market			X		
1.3.2	Positioning of the study programme on the job market for graduates („Employability“)			X		
1.3.3	Positioning of the study programme within the HEI's overall strategic concept			X		

2 Admission

Bachelor of Arts in Economics (BoE) and Master of Arts in Public Management (MPM) are completely different in terms of its admission, governing regulations, a frequency of enrolment (BoE – annual; and MPM – two enrolment per year), application requirements, selection criteria, programme focus and intended student profile.

Admission requirements *

Bachelor of Arts in Economics (BoE)

UEH clearly defines and revises its admission requirements and student recruitment policy on an annual basis to ensure compliance with the Ministry of Education and Training (MoET) regulations and adaptability to recent changes in the labour market. The University's admissions process applies to all majors and study programmes offered by the University. Each year, the University issues its Admission Regulation at the beginning of the year, which serves as the basis for enrolment in that academic year. The enrolment regulation is developed in accordance with MoET regulations and tailored to meet the desired number of selected candidates while ensuring the qualifications of the admitted students.

In the past two years, students applying for Bachelor's programmes have to meet the UEH entrance requirements through one of six methods. There are following options:

1. Direct admission, based on the Ministry of Education and Training (MoET) regulations.
2. Candidates holding a foreign high school diploma.
3. Exceptional candidates with a high GPA from grades 10 to 12.
4. Candidates with a GPA of Block A00 (Maths, Physics, Chemistry), A01 (Maths, Physics, English), D01 (Literature, Maths, English), or D07 (Maths, Chemistry, English) of 6.5 or above in grades 10 to 12.
5. Candidates who take the competency assessment examination, organised by the Vietnam National University - Ho Chi Minh City, and achieve the required score or higher (e.g., 870 points for 2021).
6. Candidates who meet the minimum score set by UEH for each programme in the National High School Graduation Exam (2021).

In the past, during the COVID-19 pandemic, UEH provided an additional option for candidates who met **only** some conditions.

The University's admission policy is officially posted on the University website. Detailed admissions information is also available not only on the UEH website, but through other public sources as well. The posted information includes details about intake policies as well as updates on candidates' status (e.g., their likelihood of being admitted). With the high admission standards, UEH is consistently ranked among the top universities for selecting highly qualified students. This range of admission scores places UEH among the top 10% of the National High School Graduation Exam results. The programme accepts applications from candidates in one of the four following subject blocks:

- A00 (*Maths, Physics, Chemistry*),
- A01 (*Maths, Physics, English*),
- D01 (*Maths, Literature, English*),
- D07 (*Maths, Chemistry, English*).

The admission scores have remained consistently high over the years. The set of these subject blocks are chosen to identify candidates who demonstrate strong logical and critical thinking

skills, as well as proficiency in English. These qualifications enable students to excel in the Economics programme and work towards achieving its goals.

Master of Arts in Public Management (MPM)

The Ministry of Education and Training (MOET) has promulgated the Academic Requirements for Master's programmes, mandating rigorous adherence by all Higher Education Institutions (HEIs). Subsequently, UEH has issued its own set of "Regulations", which encompass the initial elements of Academic Requirements, which serve as the comprehensive framework governing all academic aspects of Master's programmes at the institution.

Admission is based on an entrance exam for Vietnamese candidates and a profile evaluation for foreign applicants, who wish to study for a Master's degree at UEH. The entrance examination consists of three subjects (the same used in interviews for foreign students):

- Foreign language proficiency test, Level B1 (CEFR)/3/6 (CEFR-V)
- GMAT
- Public Management

The Master of Public Management programme holds enrolment twice a year. The application portfolio of applicants must include:

- An application form with a personal photo certified by the head of agency where the candidate works;
- Two copies of the university's graduation degree and one copy of the bachelor's graduation transcript (with certified copies).

For candidates applying to the Public Management major, they must hold a university degree or meet the conditions for recognition of a university degree (equivalent/or higher qualification) in Public Administration, State Management, Economics, or the fields of business and management. Candidates with degrees in other fields must take the additional subjects: Advanced Mathematics, Probability & Statistics, Microeconomics, Macroeconomics, Management, Principles of Finance and Banking.

- A certificate supplementing knowledge if candidate do not hold a university degree in a field;
- A certificate or proof of foreign language exemption (if applicable);
- Personal profiles verified by the place of employment or by the local unit of residence;
- A physical check-up certificate;
- Two 4x6 portrait photos

Counselling for prospective students

Every year, UEH has a clear policy regarding the number of accepted students, priority policy, etc., based on MoET's permission. The information is defined, published and updated in documents for annual admission, UEH's website, and leaflets.

Bachelor of Arts in Economics (BoE)

The policy is transparent and communicated clearly. Every year, in March, UEH conducts various admission consulting sessions in several regions of Vietnam to inform potential students and their parents about the policies related to entrance admissions

UEH also places emphasis on traditional methods, such as organising direct counselling sessions at numerous high schools, Career Counselling events, and participating in the Enrollment Festival.

The UEH consulting team attends the Festival to provide candidates with helpful information, answer questions, and advise on suitable industries and careers before they make essential enrolment decisions. Additionally, after each enrolment round, UEH holds a meeting to review experiences and develop more effective consulting strategies for potential candidates in future counselling efforts.

Candidates can contact UEH with any inquiries. To ensure that applicants' inquiries are promptly addressed, various counselling services and helpdesks are available through:

- Phone calls to the UEH Office (office hours);
- Online consultation on the UEH website;
- In-person consultation by visiting the UEH Office;
- Questions via the UEH Facebook (fan page)
- Website: <https://tuyensinh.ueh.edu.vn/>
- Facebook: <https://www.facebook.com/tvts.ueh/>

Addresses:

- HCMC: 59C Nguyen Dinh Chieu Street, Vo Thi Sau Ward, District 3, HCMC
- Vinh Long University branch: 1B Nguyen Trung Truc Street, Ward 8, Vinh Long City, Vinh Long Province.

Phones:

- (0283) 8230082 - Ext: 121, 122 (HCMC)
- (0270) 3823359 – 3823443 (Vinh Long City)

Master of Arts in Public Management (MPM)

Counselling services for prospective applicants are available throughout the entire year. The administrative staff at UEH Graduate School of Government extend counselling support to potential students through various channels, including

- in-person consultations at the School of Government
- office,
- telephone correspondence,
- email,
- social media platforms (such as Facebook)
- the UEH GS website (accompanied by a dialogue box for telephone counselling at: (028) 38.235.277 – 38.295.437 - 08.1900.5476
- or online counselling at <http://sdh.ueh.edu.vn/>

This service is accessible both on weekends and weekdays. The disseminated information include details about the admission procedures, entrance examinations, academic programs, scholarships, financial aid, credit transfer opportunities, Master programmes, and career prospects.

Faculty members actively engage in programme promotion through face-to-face information sessions. Their counselling efforts primarily revolve around elucidating the programme's objectives, employment prospects, programme content, and strategies for success in the programme. By disseminating current programme details, course outlines, tuition fees, and additional support information for quality programmes on UEH endeavours to provide accessible and comprehensive information for prospective students and the general public.

This approach ensures that potential candidates are well-informed about prerequisites, jurisdictional considerations, and the admission processes. Additionally, the informational leaflets are distributed to potential candidates and UEH Bachelor degree holders, allowing them to review the details at their convenience for further consideration.

In contrast to conventional master's programmes, the MPM programme at UEH distinguishes itself by offering admission consultation services specifically tailored to the public management master's programme. This is facilitated through collaborative relationships established between UEH and local businesses, as well as government agencies. UEH has collaborated with state management agencies to formalise an agreement for the commencement of classes and the enrolment of current civil servants to partake in the programme.

The consultation content outlines the advantages that the training programme offers to the locality through the development of skilled personnel. In brief, UEH, together with its Graduate School, strives to maintain continuous availability for prospective students and promptly responds to inquiries related to the Master of Public Management (MPM) programme.

The counselling options are tailored to the specific needs of the target group, with admission announcements and programme leaflets distributed to provincial human resources offices, companies, and graduates holding a bachelor's degree from UEH.

Selection procedure (relevant for both programmes)

Bachelor of Arts in Economics (BoE)

UEH has a policy regarding both the selection criteria and procedures. The selection procedures are reviewed and adjusted over time through meetings that summarise enrolment activities and determine enrolment quotas. The admission requirements are revised periodically to align with the programme's strategic goals. The selection procedures are transparent to ensure that qualified students are admitted.

In addition, changes in the admission policy reflect UEH's adaptive responses to new market demands and evolving circumstances. Since 2018, UEH has implemented additional enrolment methods beyond the traditional method based on high school graduation scores. In the last two years, UEH has adopted six enrolment methods (described above, at the beginning of Admission).

In 2021, due to the impact of Covid-19, UEH introduced one more selection method - with three conditions (a) candidates who are not accepted by other enrolment methods; (b) candidates who are eligible to take the second round of graduation exam 2021; (c) candidate who have the results of their grade from 6.5 or higher.

When applicants have the same score, UEH selects successful candidates based on sub-criteria such as high school GPA, social priorities, etc. In any case, the total number of admitted candidates shall not exceed the quota registered and approved by the Ministry of Education and Training (MoET).

Once the Admission Committee approves the final admission results, the Department of Undergraduate Training publishes the list of accepted students for specific majors on the website: <https://tuyensinhdaihoc.ueh.edu.vn/>.

The admitted students can follow the application procedures provided at the following link: <https://nhaphoc.ueh.edu.vn/tu-van-truoc-nhap-hoc/dai-hoc-chinh-quy-quy-trinh-va-ho-so-nhap-hoc/>.

After each enrolment round, the Department of Undergraduate Training at UEH compiles reports that summarise the current year's enrolment results, evaluates the outcomes (including recruitment and enrolment consulting activities), analyses the advantages and disadvantages of the enrolment process, and outlines the enrolment plan for the following year

Master of Arts in Public Management (MPM)

In the selection process of applicants at UEH, the President of UEH is entrusted with the responsibility of defining and overseeing the administration of an entrance examination. This directive is designed to uphold fundamental principles of transparency, security, gravitas, and academic quality. To support this effort, the President defines various aspects of the examination, including its duration, the internal rules for examination venues, the required standards for monitoring process, and other relevant matters outlined in the Regulations.

For each examination, the Admission Council shall be established. The Chairman of the Admission Council shall be responsible for the organization of examination in complying with the provisions of the Regulations, especially with the test design and candidate selection procedures

The formulation of entrance examination subjects aligns with the objectives of the Master of Public Management (MPM) programme. Candidates go through the assessment based on foundations of public management. An ongoing evaluation of the examination subjects and criteria, undertaken biennially, ensures alignment with programme's objectives and effectiveness. This review is synchronized with the curriculum review process. During the meeting of the Admission Council, convened to assess examination results for admission, the examination formats and content are thoroughly examined and adjusted as necessary.

Students of MPM programme are selected based on the following requirements:

1. Candidates must receive a score at least 50% in each exam to be eligible for selection.
2. Based on the quota for each programme set by MOET and the total score of two core exam subjects (excluding foreign language subjects other than English), the Admission Council will determine the minimum admission score.
3. If multiple candidates have the same total score, the following priority will be given to successful candidates:
 - a) Female candidates;
 - b) Candidates with higher marks in core subjects;
 - c) Candidates exempt from the foreign language exam/or with higher foreign language scores.

Effective from 2022 onward, UEH admit graduate students through a comprehensive application review process. Admission decisions will be contingent on the assessment of candidate profiles, university academic achievements, and compliance with the foreign language requirements specified for the chosen application direction.

Professional experience * (Asterisk Criterion for master programmes that require professional experience): *not relevant for Bachelor of Arts in Economics*

Master of Arts in Public Management (MPM)

The Master of Public Management (MPM) programme, with an applied focus, is designed to enhance the managerial and leadership capabilities of officials in public organisations, particularly at the local government level, as well as in non-governmental and non-profit organisations. The programme equips participants with analytical and critical thinking skills specific to the public sector. It emphasises applying knowledge, methods, and leadership skills

to formulate and implement organisational policies or plans and effectively deploy policies at the local level to meet development needs sustainably and equitably.

A strong focus is also placed on fostering ethical behaviour, responsibility, and integrity among officials and public servants in serving the public interest.

Most MPM students are working professionals, bringing valuable experience to the programme. These professionals collaborate with recent graduates, who, with their updated management knowledge, contribute solutions to contemporary issues. Applicants with a Bachelor of Arts (BA) in Economics, business-related fields, or public administration, who have performed well academically, are exempt from work experience requirements. However, applicants from other backgrounds must have a minimum of two years of work experience.

Ensuring foreign language proficiency *

Bachelor of Arts in Economics (BoE)

To enrol at UEH University, applicants must have completed their high school education and submit their high school diplomas during registration. Since some specialised courses are taught in English and many textbooks are in English, applicants must meet specific English proficiency requirements. A minimum high school GPA:

- GPA of 5 in English is required for the standard programme;
- GPA of 7 is required for the semi-English programme.

Since 2018, the graduation requirement for English has been a TOEIC score of 500, which increased to 550 in 2023 for the standard programme. For the semi-English programme introduced in 2023, the required TOEIC score is 650.

Table 2.5 demonstrates the minimum English requirements and how they have increased since 2023, enabling students to develop international skills and improve employability. This combination of international content, a diverse faculty, and global guest speakers creates a good curriculum. It provides students with a comprehensive international education that goes beyond basic standards, making internationality a core strength of the programme.

Table 2.5 Minimum English requirements before 2023 and from 2023

	Standard Programme		Partial- English Programme
	Before 2023	From 2023	Since 2023
Minimum English requirement, equivalent to:	TOIEC 500	TOIEC 550, TOEFL iBT55, IELTS 5.0, VPET 45, PTE 40	TOIEC 650, TOEFL iBT70, IELTS 5.5, VPET 55, PTE 48

In line with UEH’s focus on internationalisation, applicants are encouraged to submit any relevant international certificates. English proficiency has become a key criterion for selection, as the University moves towards global integration. Academic and English qualifications are assessed concurrently for admission, with English forming part of the entrance examination.

Candidates with international English qualifications may transfer points according to UEH regulations. These changes reflect the increasing importance of English in the global economy, driven by the demand from employers for graduates with strong English skills.

Master of Arts in Public Management (MPM)

According to the Ministry of Education and Training (MOET) regulations, applicants for Master's programmes must demonstrate foreign language proficiency at a level equivalent to 3/6 or B1.

The following languages are accepted:

English, Russian, French, Chinese, German, and Japanese.

The same language must be used for both the entry and exit language requirements. Applicants who hold certificates verifying their language proficiency may be exempt from the foreign language portion of the entrance examination, which includes reading comprehension and writing. This exemption must be supported by documented evidence, such as the admission announcement, portfolio, and the MPM 2020 programme.

Successful completion of the foreign language test is required before the applicant's performance in the other two exam subjects is evaluated against the marks set by the Admission Council.

Transparency and documentation of admission procedure and decision *

Bachelor of Arts in Economics (BoE)

In line with a policy and regulations of the Ministry of Education and Training (MoET), UEH has an Admissions Policy for first-year students that ensures transparency in the admissions process and clarifies whether candidates meet the academic requirements. UEH adheres to the regulations of MoET, accepting enrolments nationwide and utilising admission results according to the specific methods of enrolment.

Information related to the admissions process and policy, at both the University and school levels, is made publicly available on the UEH website:

- <https://tuyensinh.ueh.edu.vn>),
- (<https://www.facebook.com/tvts.ueh/>) via social media platforms like Facebook:
- (<https://tuyensinhdaihoc.ueh.edu.vn>) – to seek admission counselling or training programmes via the online registration form on the admissions portal
- as well as through printed materials such as leaflets and brochures

The information provided on the website covers all intake policies, any changes to them, and the status of candidates (e.g., their acceptance probability).

To officially enrol as a UEH student, successful applicants must complete the admission process within a certain time (indicated) after receiving the admission letter. This process, consisting of three steps, is provided in detailed on the website (<https://tuyensinh.ueh.edu.vn>):

Step 1: Confirm admission online through the website (<https://nhaphoc.ueh.edu.vn>) and pay the tuition fee.

Step 2: UEH checks and confirms the candidate's information. UEH will review the candidate's profile and respond with an update via email and SMS within three days of the student completing their declaration.

Step 3: Successful candidates submit their admission documents to UEH, including:

- A complete set of printed admission documents:

Student Profile, Registration Form for study programme, UEH Offer Letter, certified copy of academic transcript, certified copy of high school graduation certificate or original temporary high school graduation certificate, birth certificate, profile of priority candidates (if applicable), certified copy of English language certificate (IELTS/ TOEFL) (if applicable), original health certificate, and health insurance card.

These enrolment results are verified and are subject to inspection and oversight by the audit units of the Ministry. They must also be reported to and approved by the Ministry of Education and Training (MoET). All documents collected from students during the admission process, in both electronic and paper formats, are properly documented and accessible to relevant staff. Once the selection process for UEH entry is complete, the admissions decision, including detailed information on the outcome, will be issued by UEH and publicised on the UEH website (<https://tuyensinhdaihoc.ueh.edu.vn>), along with a list of successful applicants. Admission letters are also sent to applicants by post and email.

Master of Arts in Public Management (MPM)

UEH issues an enrolment announcement at least three months prior to the entrance examination date. The enrolment notice is prominently displayed on bulletin boards, distributed through leaflets, and made available on the School of Government's website:

Example of 2023: <https://sdh.ueh.edu.vn/thac-si/thong-bao-tuyen-sinh-dao-tao-trinh-do-thac-si-dot-2-nam-2023.html>

The enrolment announcement covers the examination prerequisites (including exam subjects), content details, and the format of examination papers. It also specifies the required application documents, outlines the examination schedule, provides information on the timing of the results announcement, and details the course commencement date and duration.

The Admissions Council is formed for each examination, where the Chairman of Admissions Council is responsible for organising the examination, overseeing the marking process, and conducting the selection process in accordance with the established regulations. The Chairman will report the examination results to the President, propose methods for determining admission marks, and present a preliminary list of successful candidates.

The President will decide on the methods used to determine admission marks, approve and sign the list of successful candidates, and publicly announce the results on the UEH website. The Graduate School will notify admitted candidates of their acceptance (at least, 15 days before the designated admission date). Subsequently, the President will issue formal decisions officially recognising the enrolment of candidates who have completed the registration process in the Master's courses.

The list of admitted Master's students will be reported to the Ministry of Education and Training (MoET). The examination results, along with the notice of the accepted marks, are published on the Graduate School's website and reported to the Ministry of Education and Training (MOET).

Appraisal:

The admission requirements are defined and comprehensible. The national requirements are presented and taken into account.

Applicants can directly turn to a student counselling service, or to another helpdesk at UEH, for clarification of specific questions, of personal aptitude, of career perspectives etc. Personal dialogue between applicants and UEH is provided by defined office hours, by telephone and via e-mail.

The selection procedure is transparent and ensures that qualified students are admitted.

The team of expert made **a recommendation** for Bachelor of Arts in Economics (**BoE**) programme:

given the different admission methods, the University needs to analyse relationship between these methods and performance of students, and adjust the admission methods accordingly.

The admission requirements (required language proficiency level or required result in a concrete language test) or preparatory language courses ensure that students are able to successfully complete the study programme (courses, additional literature, utilisation of counselling services and extracurricular activities).

The admission procedure is described, documented, and accessible for interested parties. The admission decision is based on transparent criteria and is communicated in writing.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
2.1*	Admission requirements (Asterisk Criterion)			X		
2.2	Counselling for prospective students			X		
2.3*	Selection procedure (if relevant)			X		
2.4(*)	Professional experience (if relevant; Asterisk Criterion for master programmes that require professional experience)			X		BoE n/r
2.5*	Ensuring foreign language proficiency (Asterisk Criterion)			X		
2.6*	Transparency and documentation of admission procedure and decision (Asterisk Criterion)			X		

3. Contents, structure and didactical concept of the programme

3.1 Contents

Logic and conceptual coherence *

Bachelor of Arts in Economics (BoE)

The curriculum of the Economics programme at UEH is aligned with the programme’s qualification objectives, ensuring that students acquire the necessary competencies and skills for a wide range of career paths.

The BoE programme consists of three main blocks:

- General Knowledge, which covers foundational subjects in Economics and Business;
- Applied Economics Knowledge, including core courses ranging from Corporate Finance and Financial Markets to Applied Macroeconomics and Personnel Economics;
- Internship, involving the completion of a graduate thesis and an internship report.

The development of the programme follows a structured and logical process, beginning with the identification of learning outcomes, followed by the selection of appropriate educational models, and culminating in the creation of a comprehensive curriculum, including its structure, courses, and credits.

The first step involves defining the Programme Learning Outcomes (PLOs). These outcomes are established based on key factors such as the specific requirements of the national qualifications framework, the demands of the professional field, and the broader societal context of the discipline. These elements ensure that the programme is aligned with both industry standards and academic expectations. Then educational modules are designed to satisfy the PLOs, as illustrated in Figure 3.1:

Figure 3.1 Educational models required to achieve programme learning outcomes

Programme Learning Outcomes (PLO)	Educational Models
	GENERAL EDUCATION
PLO1.1: Apply fundamental knowledge in economics and related fields including finance and accounting, business administration, management, law in economics and business.	Nations political and socio-economic (PLO1.1; PLO 1.3)
PLO1.2: Analyze in-depth knowledge of microeconomics, macroeconomics as well as important areas of economics.	Foreign Language (PLO3.1)
PLO1.3: Understand basic knowledge of social and political theory.	Economics (PLO1.1)
PLO1.4: Apply knowledge of information technology, statistics, mathematics in economics, data analysis and scientific research methods in economics and business.	Mathematics and Applied Statistics for Business and Economics (PLO1.1; PLO1.4)
	Business and Law (PO1.1; PLO1.3; PLO2.2; PLO3.1)

PLO1.5: Apply knowledge of project planning and management, planning - strategy to organizations in the public and private sectors.	Skills (PLO2.2; PLO2.4; PLO2.5; PLO3.1; PLO3.2)
PLO2.1: Possess the ability to analyze, problem-solve, market analysis, and policy analysis. PLO2.2: Exhibit entrepreneurship, leadership, and time management skills. PLO2.3: Demonstrate critical thinking, logical reasoning, and creativity. PLO2.4: Work effectively in teams, independently, and demonstrate adequate soft skills. PLO2.5: Communicate effectively, present, persuade, synthesize analytical reports, and possess strong communication and information transmission skills. PLO2.6: Master academic reading and writing skills, proficient in both Vietnamese and English.	MAJOR Analytical instruments (PLO 1.4; PLO 2.3; PLO 3.3) Data Science in Economics, Investment and business and Research Metodology) PLO1.4; PLO1.5; PLO2.1; PLO2.5; PLO3.4; PLO3.5)
PLO3.1: Have responsibility and cooperation in teamwork, flexible in handling work. PLO3.2: Be devoted and willing to share knowledge with those eager to learn. PLO3.3: Proactively set direction and maintain individual perspectives in work. PLO3.4: Learn from experience and progress in career. PLO3.5: Demonstrate openness, emotional stability and responsibility to the community and nation.	MINOR Applied Economics (PLO1.2; PLO 2.3; PLO 2.6) Economic Policies (PLO1.3; PLO 2.3; PLO 3.3)
	Required
	Physical education, national security and Defence

Source: Educational modules for achieve learning outcomes, Economics programme (2022)

The Curriculum Overview for the BoE programme, which incorporates interdisciplinary knowledge, is provided in Table 3.1 (a) below.

According to Table 3.1, the BoE programme comprises a total of 120 national credits, distributed across educational modules as detailed in the Curriculum Overview with 50 credits for General Education and 10 credits for Internship/Thesis, which is consistent with all other programmes at UEH. Additionally, the programme allocates 39 credits to the major knowledge block and 21 credits to the minor knowledge block, as outlined in the programme specification.

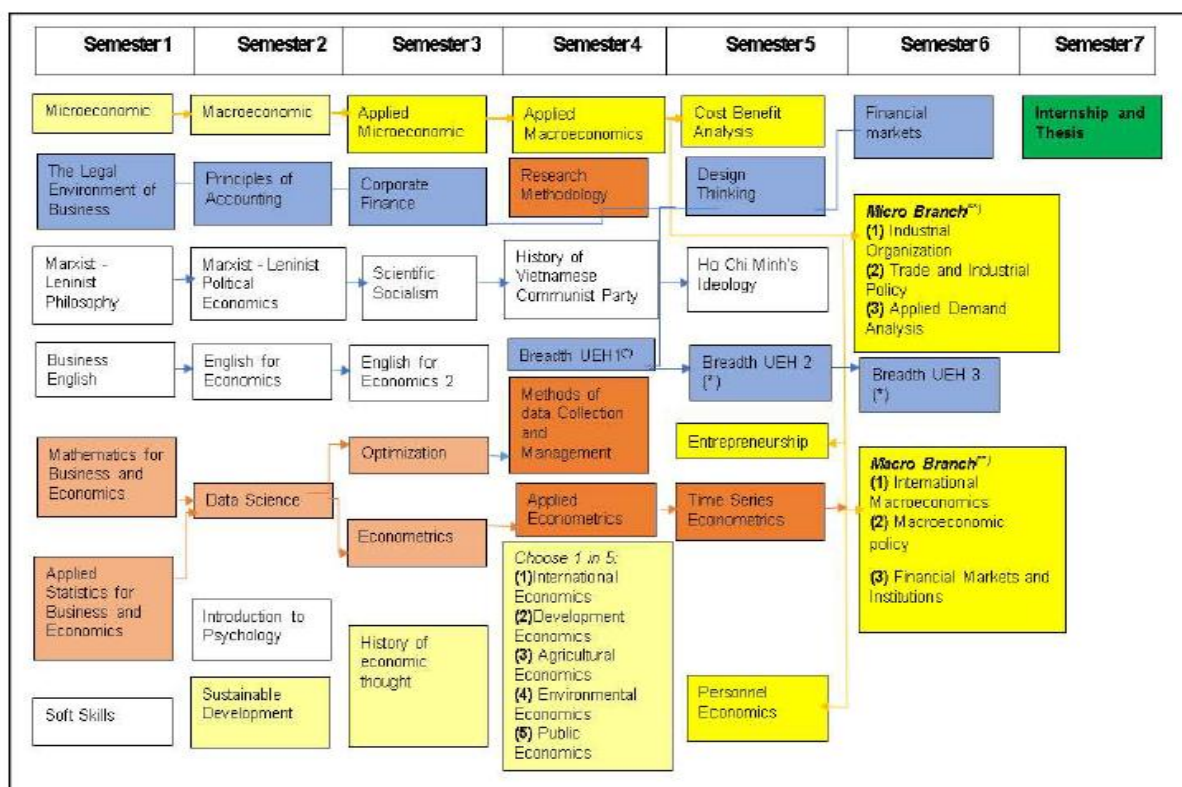
Table 3.1 (a): Curriculum Overview of Economics programme: Structure, Courses, and Credits

Educational modules	Number of courses	Total credits	Proportionate (%)
General education	20	50	41.66
Nation's political and socio-economic	5	11	9.17
Foreign language	3	10	8.33
Introduction to Economics	2	6	5.00
Mathematics and Applied Statistics for Business and Economics	3	8	6.66
Business and Law	2	6	5.00
Entrepreneurship and Soft Skills	2	3	2.5
Introduction to Psychology, Sustainable Development and Design Thinking	3	6	5.00
Economic Fundamentals	13	39	32.5
In-depth knowledge of finance, economics, and market analysis	5	15	12.5
Quantitative methods and research	5	15	12.5
Specialized areas of economics	3	9	7.5
Specialization Stage	7	21	17.5
Applied Economics	4	12	10.00
Specialized in Macroeconomics/ Microeconomics and policy	3	9	7.5
Intership/ Thesis	1	10	8.33
Total	41	120	100

Source: Economics programme, 2023 (SER, p. xi)

As the programme mapping in the Figure 3.2, the Economics programme is arranged into approximate schedule that ensures the scientific order of the courses and the workload of students in a semester.

Figure 3.2. Programme mapping with all courses



This programme mapping has been adjusted since 2023 with three new courses including Introduction to *Psychology*, *Sustainable Development* and *Design Thinking*. These contents are balanced, logically connected, and oriented to learning outcomes.

Master of Arts in Public Management (MPM)

The MPM programme is designed to equip students with knowledge, analytical skills, and leadership and management expertise in the public sector, helping to improve their capacity to organise, implement plans, and achieve strategic goals effectively. The programme which was established in 2014, is based on the Ministry of Education and Training (MoET)’s regulations. This programme aims to provide students with the economic, social, legal knowledge, and management skills necessary to implement social development strategies efficiently, equitably, and in pursuit of sustainable development goals.

The curriculum is regularly reviewed and updated in line with Ministry of Education and Training (MoET) regulations. Decision No. 3232/QĐ-ĐHKT-ĐBCL stipulated a minimum of 45 national credits for the MPM programme. By 2019, this was increased to 60 credits under Decision No. 3577/QĐ-ĐHKT-ĐBCLPTCT. By 2022, the MPM programme expanded to 65 credits, in accordance with MoET regulations on master’s programmes (23/2021/TT-BGDĐT).

In response to technological advancements, new subjects have been added to the programme, such as Digital Transformation in the Public Sector and Innovation Leadership for Public Organisations. Thus, currently, the MPM programme comprises 65 credits. Each curriculum’s revision involves comparing and contrasting domestic and foreign programmes.

The Table 3.1 (b) includes MPM Programme’s Curriculum Overview with the following areas:

Table 3.1 (b) MPM Curriculum Overview: Structure, Courses, and Credits

Educational modules	Number of courses	Courses	National Credits	Proportionate (%)
1.Basic	3	Philosophy, English, Research Methods for Public Management	11	17%
2.General knowledge	4	Microeconomics for the Public Sector, Macroeconomics for the Public Sector, Introduction to Public Policy, Law and Public Policy	8	12%
3.Core/Specified knowledge	6	Public Management, Public Governance, Strategic Management for Public Organizations, Human Resource Management for Public Organizations, Leadership in the Public Sector, Change Management	18	28%
4. Electives	5 electives out of 15 listed courses	One (1) selective course: Financial Management for Public Organizations, Program Analysis and Evaluation, Public Project Appraisal, Project Management	15 depends on selected courses	23%
		Two (2) selective courses: Marketing in the Public Sector, Negotiation and Communication, Collaborative		

		Governance, Public Policies for Rural/Agricultural Development		
		Two (2) selective courses: Urban Management, Regional and Local Development, Innovation Leadership for Public Organizations, Digital Transformation, Ethics in Public Administration		
6. Thesis, Seminar, Major Project/ Graduation Project	3	3 (Basic) + 4 (General Knowledge) + 6 (Core) + 5 (Electives out of 15) + 3 (Internship/Thesis)	13	20%
TOTAL	21	21 courses in total	65	100%

Each area – from *Basic knowledge* till *Internship* has its own logic and coherence:

1. **Basic Knowledge:** This section follows MoET and UEH regulations for all application-oriented master’s programmes. It includes three subjects with **11 credits**, representing **17%** of the programme (achieving: PLO1.1, PLO3.1, etc.)
2. **General Knowledge:** This component introduces advanced knowledge to deepen understanding of economics, law, and management. It comprises four subjects with 8 credits, or 12.3% of the programme (targeting: PLO1.2, PLO1.3, etc.)
3. **Specialised/Core Knowledge:** This section focuses on management, leadership, and operations in public organisations, aimed at enhancing management skills, critical thinking, and problem-solving in the public sector. Six subjects account for 18 credits, or 28% of the programme (aiming: PLO1.4, PLO1.5, PLO1.6, etc.)
4. **Electives:** This component allows students to gain additional knowledge in economics, law, and management through 15 credits of elective subjects. These subjects account for 23% of the programme (focusing on PLO1.7, PLO1.8, PLO1.9, etc.).
5. **Internship and Graduation:** This section focuses on applying current knowledge from society and the economy, alongside providing essential skills for writing a graduation thesis. It totals 13 credits, representing 20% of the programme.

From 2022 up to today, MPM (as well as Executive MPM) were modified and upgraded to 65 credits. In developing and adjusting the programme, MPM programme seeks input from employers and lecturers, to ensure the curriculum remains relevant. For instance, the recent inclusion of *Digital Transformation* in the Public Sector and *Innovation Leadership for Public Organisations* was prompted by the Vietnamese government’s push for innovation and digital transformation.

Rationale for degree and programme name*

Bachelor of Arts in Economics (BoE)

The programme was called “Applied Economics” from 2016 until 2023, and since 2023, its name has been changed to “Economics”. The degree awarded by the programme is a “Bachelor of Arts in Economics”. The name was changed to ensure consistency between the programme title and the degree awarded. Before 2023, several programmes within the School of Economics (SoE) awarded a “Bachelor of Arts in Economics”. However, from 2023 onwards, only the Economics programme carries this degree title.

The changes in the degree and programme name align with the curriculum in the Specific Programme and the Programme Learning Outcomes (PLOs). The programme follows standards for knowledge, skills, and attitudes at level 6 in the Vietnam Qualifications Framework (VQF) under Decision 1982. It includes compulsory economics courses like: *Microeconomics, Macroeconomics, and the History of Economic Thought*, as well as electives such as: *International Economics and Public Economics*. The PLOs emphasise applying fundamental knowledge and analysing core areas of *economics*.

The name “*Economics*” was chosen to reflect the curriculum's focus, based on key considerations:

1. Institutional Mission: It aligns with UEH’s focus on economic education and research.
2. Market Recognition: “Economics” is widely understood and recognised by students and employers.
3. International Appeal: The name holds global relevance, supporting our vision to attract international students.
4. Academic Consistency: The degree title “BA in Economics” reflects the programme’s academic level.
5. Specialisation: The term allows for specialised tracks within the field of economics.
6. Stakeholder Involvement: Faculty, students, and experts were involved in choosing the name.
7. Cultural Relevance: The name respects local conventions while maintaining global relevance.
8. Accreditation: It complies with national and regional education standards.

In conclusion, the name “Economics” reflects the programme’s focus on providing high-quality, globally relevant education in economics, and preparing graduates for their careers.

Master of Arts in Public Management (MPM)

The programme title - “Master of Public Management” (MPM), and its code, - 8340403, which corresponds to *Administration - Management* at the Master’s level, follows the existing discipline classification for postgraduate levels issued by the Ministry of Education and Training (MoET) in Circular 09/2022/TT-BGDĐT.

In terms of knowledge, the MPM programme provides both theoretical and practical knowledge, ranging from basic to advanced, related to the field of public management. It also emphasizes interdisciplinary knowledge, including economics, law, and management.

The MPM programme aims to equip students with the ability to think critically and analyse issues in the public sector to meet social development needs effectively, sustainably, and equitably. It also focuses on developing professional standards and ethical behaviour in serving the public, fostering the attitudes and dedication of officials and civil servants towards public service and integrity.

In line with the academic standards set for Master's level programmes, the programme requires a minimum workload of 65 credit units, as stipulated in Decision No. 889/QĐ-ĐHKT-ĐBCLPTCT. The curriculum consists of prerequisite courses and a mandatory thesis component, following the guidelines set forth by the Ministry of Education and Training (MoET).

Integration of theory and practice *

Bachelor of Arts in Economics (BoE)

The components of both theory and practice are integrated throughout the Economics programme. Courses combine theoretical learning with practical application, such as case studies, group projects, and presentations.

First of all, from the first year, students are engaged in data analysis and apply their knowledge to real-world issues in advanced courses like *Applied Macroeconomics* and *Industrial Policy*. This integration is reflected in assessments, which include multiple-choice questions and essays to test both the theoretical understanding and practical application.

Second, *Internships* link theory to practice. Students prepare an Internship Report, where they analyse their role and contributions in a business.

Third, in addition to Internship, there is a Thesis, which includes both a research and recommendations. Both options (second and third) allow students to apply academic knowledge, develop professional skills, and enhance their writing abilities, preparing them for their future careers.

Master of Arts in Public Management (MPM)

Most students in the programme are civil servants with over two years of work experience, and therefore, the integration of theory and practice on this programme is a key focus. This is reflected in the learning outcomes (PLO2.1, PLO2.2, etc.). The emphasis on theory versus practice varies from subject to subject.

- Specialized courses like “Law and Public Policy” are more theoretical, while other seminars are very practice-oriented.
- Lecturers encourage discussion of current issues and employ various interactive teaching methods like presentations, collaborative learning, practical observation, and role-playing. For instance, in “Public Project Appraisal”, students have the role-play scenarios to better understand real-life appraisal processes.
- Guest speakers and field trips further enhance the practical learning experience.

Interdisciplinary thinking

Bachelor of Arts in Economics (BoE)

The curriculum features integrated courses and modules essential for achieving learning outcomes, blending economic theories with insights from other disciplines. For example, the “*Economics and Sustainable Development*” course explores the relationship between economic growth and sustainability, helping students understand its economic, environmental, and social impacts.

Interdisciplinary thinking is suggested through collaborative research projects, encouraging students from different minors to tackle complex issues by integrating knowledge from economics, business, and social sciences. Seminars related to “*Small Talks, Big Ideas*” series, also foster interdisciplinary dialogue among students from various fields.

Students can further develop interdisciplinary skills by selecting three courses from other UEH programmes, combining economics with other disciplines. Through coursework, research projects, guest lectures, and seminars, the programme equips graduates to approach economic challenges with a comprehensive perspective, demonstrating a commitment to fostering interdisciplinary thinking.

Master of Arts in Public Management (MPM)

The MPM curriculum is inherently interdisciplinary. The programme development team has a

clear understanding of the knowledge civil servants require to perform their duties effectively, and in addition to general knowledge, the programme's subjects are designed around three main pillars: *economics, management, and law*. Interdisciplinary learning is also evident in subjects that draw on various areas of knowledge.

For instance, the syllabus for the Digital Transformation in the Public Sector course includes content related to technology, institutions, management, and leadership. Similarly, in the Urban Management course, students gain multidisciplinary knowledge to address economic, social, and environmental challenges in urban areas. The learning outcomes clearly demonstrate the interdisciplinary nature of the curriculum. For example:

- PLO1.2 refers to economic knowledge (*Microeconomics and Macroeconomics*)
- PLO1.3 reflects a legal knowledge (addressed "*Introduction to Public Policy*" and "*Law and Public Policy*").
- PLO1.4 focuses on *knowledge management* (incorporated in *Public Management, Public Governance, and Human Resource Management for Public Organisations*)
- PLO1.8 aims to enhance decision-making capacity through integrated knowledge, a skill developed in the *Leadership in the Public Sector* module.

Ethical aspects

The ethical aspects are emphasized in both Schools' programmes, especially in writing assignments and doing research. All subjects apply *Turnitin* to check the plagiarism in the submitted paper of the students. These ethical aspects are considered as an integral part of each course. Both Schools of Economics and Government use *Turnitin* to detect plagiarism, and all theses must meet the anti-plagiarism standards under thesis submission.

Bachelor of Arts in Economics (BoE)

In the Economics programme at UEH, ethical aspects are integrated to foster a sense of responsibility. The programme aligns with the UEH *Code of Conduct*, promoting integrity among students, faculty, and staff. Courses like "*the Legal Environment of Business*" introduce ethical principles. *Civic Week* further emphasises ethics in student performance evaluations. Honesty in exams is enforced through strict regulations, and "*Turnitin*" service is used to prevent plagiarism in writing assignments and research.

These strategies ensure that graduates develop not only technical skills but also a strong ethical foundation.

Master of Arts in Public Management (MPM)

The School of Government also makes reference to the official decision regarding Turnitin services: Decision 4621/QĐ-ĐHKH-VSDH. Students are responsible for avoiding plagiarism, as outlined in the provided regulations. The programme MPM approaches Ethics from *academic* and *professional* fields:

Academic Ethics:

- At UEH, all students, faculty, and staff are required to pursue academic research with integrity and honesty. In the MPM programme, courses such as Research Methodology for Public Management and Thesis Guidance clearly explain academic ethical issues. UEH strictly prohibits any form of academic dishonesty. Students must also obtain informed

consent from participants in their studies, providing key information such as names, email addresses, and confidentiality terms.

Professional Ethics:

- Ethical considerations are embedded in most MPM course contents and reflected in the CLOs. Two key PLOs, PLO1 and PLO3.3, emphasise the importance of professional ethics, honesty, and social responsibility. Graduates are expected to uphold integrity, contribute to the public good, and promote a democratic and progressive society. Courses like Ethics in the Public Sector, Leadership in the Public Sector, and Public Project Appraisal address ethical issues such as poverty, inequality, and human development. For example, Public Project Appraisal uses case studies to explore health and education challenges for ethnic minorities and disadvantaged communities.

Methods and scientific practice *

Bachelor of Arts in Economics (BoE)

The Economics programme at UEH equips students with the skills to conduct scientific research, emphasizing methods and scientific practice. Key courses like *Research Methodology, Data Collection, and Econometrics* provide a foundation in research techniques. Students of BoE are trained in data analysis tools such as:

- *STATA, R, and Python* to apply statistical methods in real-world contexts.

Students apply this knowledge in specialised courses, conducting research on topics like trade policy, using both quantitative and qualitative methods. They engage in empirical projects and access databases like JSTOR to enhance their work. The programme culminates in a thesis or capstone project, where students conduct in-depth research on economic issues.

Students collaborate with faculty on research projects, participate in seminars, and compete in research prizes. Workshops on essential research skills further support their development. The programme prepares students for scientific inquiry in research, policy, and related fields.

Master of Arts in Public Management (MPM)

The University's MPM programme employs various teaching methods and scientific practices, clearly reflected in the learning outcomes and content of the training programme. Courses aligned with learning outcomes (such as PLO2.1 or PLO2.3) for training students in problem-solving skills, conflict resolution, change management, and the application of leadership techniques to manage and inspire teams to reach organisational goals.

Students acquire essential methods and scientific practices through courses such as Research Methods for Public Management and Course Projects. These courses equip students with strong cognitive competence, mastery of research tools and methods, writing skills, quantitative analysis abilities, and proficiency in using statistical software.

Students also gain exposure to research methods through interactions with professors and researchers from various countries. They are invited to participate in academic exchanges and attend scientific activities and seminars hosted by School of Governance (SOG).

All students are required to complete a thesis with a comprehensive literature review, research framework, solid analysis, and persuasive, applicable discussions of implications. Students are guided step-by-step through the thesis writing process and the Instructions for Conducting Master's Theses.

Examination and final thesis*

Bachelor of Arts in Economics (BoE)

The regulations No. 3816 on examinations include procedures for conducting, assessing, and evaluating final and graduation exams. Decision No. 2902 regulates the development, management, and use of the exam questions databases, as well as the organisation of computer-based multiple-choice exams. During the year of Covid-19, UEH issued Decision No. 1843, which introduced regulations for organizing online exams to adapt to the new situation.

The assessment of learning outcomes is conducted through midterm and final marks. Methods are outlined in the syllabus and aligned with course learning outcomes and Bloom's taxonomy. Midterm assessments for examination include:

- *tests, case studies, presentations, essays, and engagement activities.*
- The final mark is based on the *final exam, typically multiple-choice, essay, or a mix*, set by the Head of Academic Divisions and described in the syllabus.

The graduation thesis, paired with internships, is assessed through midterm and final marks. Criteria include participation, submission quality, and thesis evaluation by two lecturers based on professional knowledge and research standards. Discrepancies between lecturers' marks must not exceed *two points*.

Master of Arts in Public Management (MPM)

General examination and thesis regulations are outlined in Decision No. 3816/QD-DTKT-KHDTKT. It covers responsibilities for exam scheduling, exam supervision, and rule violations. Lecturers plan assessments based on these regulations, including written/oral projects, assignments, midterm, and final exams.

For the thesis, students collaborate with supervisors to define research problems, conduct a literature review, and develop methodologies. The thesis must be submitted by the 5th semester and defended publicly.

A five-member committee, including two external experts, evaluates the thesis based on a set of criteria. The thesis must be original, scientifically presented, and comply with intellectual property laws. Students may revise and defend their thesis twice and are encouraged to publish their research. Final exams account for 50% of the total course grade, while various assessment methods—including exams, projects, or papers—are used depending on the course's learning outcomes.

Appraisal:

The curriculum adequately reflects the qualification objectives of the study programmes. The contents of the courses are well-balanced, logically connected and oriented towards the intended learning outcomes. The areas of specialisation enable students to acquire additional competences and skills.

Theoretical questions are, where possible, explained by means of practical examples.

The team of experts developed a **recommendation** for the Bachelor programme in Economics (BoE) to enhance more practical exercises (*case studies, internship*, more exposure to the business environment for Bachelor programme) to motivate students for earlier experience.

There is evidence that the programmes foster interdisciplinary thinking. Ethical implications (such as those arising from economic or legal perspectives) are communicated effectively.

Students acquire methodological competences and are enabled to do scientific work on the required level.

The experts also prepared a **recommendation for both programmes** to assess whether research, technical, technological skills and practices are still in line with the corresponding labour's market / employer's requirements.

All exams, as they are defined for the courses, are suited in format and content to ascertain the intended learning outcomes. The requirements are in accordance with the desired qualification level. The exams are characterised by a wide variety of test formats. The final theses are evaluated based on previously published and coherently applied criteria, rules, and procedures.

The team of experts proposed a recommendation for both the BoE and MPM programmes to make learning outcomes measurable. Thesis is also mandatory and should not be interchangeable with an internship report for both programmes.

The panel of experts recommends the **following conditions** for the MPM programme:

(a) the higher education institution (HEI) should minimize the use of examinations with multiple-choice questions and require a compulsory thesis with clear evaluation criteria, including scientific analysis;

(b) the HEI should make the learning outcomes measurable to enhance the critical thinking skills of MPM graduates

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.1	Contents					
3.1.1*	Logic and conceptual coherence (Asterisk Criterion)			X		
3.1.2*	Rationale for degree and programme name (Asterisk Criterion)			X		
3.1.3*	Integration of theory and practice (Asterisk Criterion)			X		
3.1.4	Interdisciplinary thinking			X		
3.1.5	Ethical aspects			X		
3.1.6*	Methods and scientific practice (Asterisk Criterion)			X		
3.1.7*	Examination and final thesis (Asterisk Criterion)			X (BoE)	X (MPM)	

3.2 Structure

Modular structure of the study programme *

Modular structure of both programmes - BoE and MPM is presented in Table 3.2

Table 3.2 Projected time, credits and courses for both programmes - BoE and MPM

Projected study time for programmes	BoE: 3.5 years MPM: 2 years
Number of credits (national credits and ECTS credits)	BoE: 120 Vietnamese credits (216 ECTS);

	MPM: 65 Vietnamese credit points (117 ECTS) <i>Note:</i> 1 Vietnamese credit is equivalent to 1.8 ECTS
Workload per credit (for both programmes - BoE, MPM)	1 credit point - 15 working hours in class (50 minutes) & 30 hours (35-max): self-study
Number of modules/courses	BoE: 4 modules (41 courses) MPM: 4 modules (21 courses)
Time required for processing the final thesis/project and awarded credits	10 credits 14 credits (Six months as a minimum)
Number of contact hours	8.25 hours/week on lectures; 19.25 hours/self-study & teamwork. Total In-Class Lecture Hours = 120 credits × 15 academic hours/credit = 120 credits × 15 × 5/6 hours = 1500 hours

Bachelor of Arts in Economics (BoE)

The Economics programme at UEH is designed to ensure students can complete their studies within 3.5 years, with 120 credits distributed over 7 semesters.

Curriculum Overview:

- Total Credits: 120 VN credits.
 - Distribution: 50 credits in general education, 39 - in economic specialisations, and 21 - in specialisation stage and 10 - in thesis / internship.
 - Credit Allocation: Each credit is 50 hours of study (lectures, self-study, and assessments)
- Table 3.1 (in previous chapter) demonstrates a structure of Economics programme in details.

Modular structure:

- *General Education:* Includes Political Science, Foreign Language, and core modules in Economics and Business Law.
- *Economic Fundamentals:* Includes Corporate Finance, Financial Markets, and electives, with a focus on market analysis and policy.
- *Specialisation:* 21 credits for core courses and 10 credits for Internship and Thesis. Includes Applied Microeconomics, Macroeconomics, and various specialisation options.

Additional Elements:

- Physical Education, National security and defence: Included to support holistic student development.

The curriculum is designed to align with qualification objectives, ensuring graduates are well-prepared for careers in economic analysis and policy.

The BoE programme has 120 credits (216 ECTS) in total, and it allocates 50 credits to General Education and 10 credits to Internships/Thesis. In addition, 39 credits are assigned to the major knowledge block, and 21 credits to the minor knowledge block, as outlined in the Programme Specification.

Self-Study and Teamwork Hours: 1 (one) credit - 35 academic hours of self-study or teamwork.
Total Self-Study and Teamwork Hours = 120 credits × 35 academic hours/credit = 120 × 35 × 5/6 hours = 3500 hours

The structure of Business Economics programme is presented below in Table 3.2 (for 2023).

Table 3.2 Structure of Economics programme (2023)

Educational modules	Number of courses	National Credits	Proportionate (%)
1.General	20	50	41.7%
2.Economic Fundamentals	13	39	32.5%
3.Specialisation Stage	7	21	17.5%
4. Internship/ Thesis	1	10	8.3%
Total	41	120	100%

Source: Economics Programme (2023)

These components are well-balanced, logically connected, and aligned with the intended learning outcomes. The curriculum is structured in the way to ensure a logical sequence of courses and a manageable student workload each semester.

Recently the programme has been updated. The programme mapping updated and presented in Table 3.2.1, below with the inclusion of the following three new courses:

- *Introduction to Psychology,*
- *Sustainable Development, and*
- *Design Thinking.*

In addition, it demonstrates which knowledge and skills are gained as a result of each course for modules of general education, economic fundamentals, specialisation and internship.

Table 3.2.1. Educational modules and Programme Learning Outcomes Matrix, BoE

Order	Course code	Course name	Programme Learning Outcomes															
			Knowledge (PLO1.*)					Skills (PLO2.*)						Autonomy and Responsibility (PLO3.*)				
			1	2	3	4	5	1	2	3	4	5	6	1	2	3	4	5
1		Marxist - Leninist philosophy	H	S	S	P	P	H	H	H	H			H		H	H	H
2		Marxist - Leninist Political Economics	H		S		S	S	S	H	S			H		S	H	H
3		Scientific socialism	H		H			S	S	H	S			H		S	H	H
4		History of Vietnamese Communist Party	H		H			H	S	H	S			H	H	S	H	H
5		Ho Chi Minh's Ideology	H		H			H	S	H	S			H		S	H	H
6		Business English			P	P				P	P			P				
7		English for Economics 1								P	P			P				
8		English for Economics 2		P						S	S			P				

9	Microeconomics	H	H	S	S		P		S	P	P	S	P	S	S	S	H
10	Macroeconomics	H	H	S	S		P		S	P	P	S	P	S	S	S	H
11	Mathematics for Business and Economics	H	S	H	S	S	H	S	P	H	H	H	H	H	S	S	H
12	Applied Statistics for Business and Economics	H	S	H	S	S	H	S	P	H	H	H	H	H	H	S	H
13	Data Science	H	S		S		S		S	H	H		S	H	S	S	H
14	The Legal Environment of Business	H	H	H	S	H	S			H			S	H	H	S	H
15	Principles of Accounting	H	H	H	S	H	S			H			S	H	H	S	H
16	Entrepreneurship	H	H	P	H		H	H	S	H			H	H	H	H	H
17	Soft Skills	H	S	S	P		H	H	H	H			S	H	H	H	H
18	Corporate Finance	H	H	H	S	H	S			H			S	H	H	S	H
19	Introduction to Psychology	H	S	S	P		H	H	H	H			S	H	H	H	H
20	Sustainable Development	H	H	H	S		S		P	S	S	S	P	S	S	S	S
21	Design Thinking	H	H	P	H		H	H	S	H			H	H	H	H	H
22	Financial markets	H	H	H	S	H	S			H			S	H	H	S	H
23	Breadth UEH 1	P	P	S	S	H	S	P	P	P			P	P	P	P	P
24	Breadth UEH 2	P	P	S	S	H	S	P	H	P			H	P	P	P	P
25	Breadth UEH 3	P	P	S	S	H	S	P	H	H			H	H	P	P	P
26	Optimization (Linear programming)	S	H	P			S		S	P	P	P		S			S
27	Research Methodology	H	S	H	S		H	H	H	P	H	P	H	H			
28	Econometrics			H	S		H	S	S		S		H	H			
29	Applied Econometrics	P	P	P	P		P	P	S	H	H	S	S	P	H	H	H
30	Time Series Econometrics			H	S		H	S	S		S		H	H			
31	Methods of Data Collection and Management			H	H		S	S	S	S	P	P		P			S
32	International Economics	H	H	H	S	P	H	S	H	S	H	S	S	P	H	H	S
33	Development Economics	H	H	H	S		S		P	S	S	S	P	S	S	S	S
34	Agricultural Economics			H	H		P		S	P	S	S	P		S	S	H
35	Environmental Economics			S	H		S	S	H	S	H	S	P	S	S	S	H
36	Public Economics			S	H		H	H	H	S	H	S	H	H	S	H	H
37	History of economic thought			S	S				S	S	S	S	P	S	S	S	S
38	Applied Microeconomics	S	S	H	S	P	P	H	H	P	S	S	H	S	S	S	S
39	Cost Benefit Analysis			S	H		S	H	H	S	H	S	P	S	S	S	H
40	Applied Macroeconomics	H	H	H	S	S	H	P	S	S	H	S	P	S	S	P	P
41	Personnel Economics	H	H	S			P		S	S	P		P	S	S	P	P
42a	Industrial Organization	S	H	P	P	P	P	P	P	P	P	P	P	P	P	P	P
43a	Trade and Industrial Policy	H	H	H	S	S	H	P	H	P	H	H	P	S	S	P	P
44a	Applied Demand Analysis	P				P		P		P	P		P		P	P	
42b	International Macroeconomics	H	H	H	S	S	H	S	H	S	H	S	S	S	H	S	S
43b	Macroeconomic policy	H	H	H	S	P	H	P	S	S	S	S	P	P	P	P	P
44b	Financial Markets and Institutions	H	H	H	S	S	H	P	S	S	H	S	P	S	S	P	P
45	Internship and Thesis	H	H	H	H		H	H	H	H	H	H	H	H	H	P	H

Source: Economics Programme (2023)

Abbreviation:

P: Partial supported

S: Supported

H: Highly supported

Master of Arts in Public Management (MPM)

Established in 2014, the MPM programme, based on MoET regulations, equips students with the knowledge and management skills required for equitable and efficient social development, aligned with sustainable development goals.

The curriculum is regularly updated to comply with Ministry of Education and Training standards, reflecting socio-economic trends and government direction. Initially set at 45 credits by Decision 3232/QĐ-ĐHKT-ĐBCL, it increased to 60 credits in 2019 and 65 credits by 2022. New subjects, such as Digital Transformation in the Public Sector and Innovation Leadership, have been introduced, influenced by global technology trends.

The current programme consists of 65 credits, divided as follows:

- **Basic knowledge:** 11 credits (Philosophy, English, Research Methods), 17% of the total, addressing learning outcomes PLO1.1, PLO3.1.
- **General knowledge:** 8 credits (Microeconomics, Macroeconomics, Public Policy, Law), 12.3%, covering PLO1.2, PLO1.3.
- **Specialised/Core:** 18 credits (Public Management, Governance, Leadership, etc.), 28%, targeting PLO1.4, PLO1.5, PLO1.6.
- **Electives:** 15 credits, 23%, with options depending on student preferences, aimed at PLO1.7, PLO1.8, PLO1.9.
- **Internship and graduation:** 20%, focusing on current socio-economic issues and thesis preparation.

Table 3.2.2. Educational modules and Programme Learning Outcomes Matrix, MPM

Course code	Course name	Program learning outcomes																			
		PLO 1.1	PLO 1.2	PLO 1.3	PLO 1.4	PLO 1.5	PLO 1.6	PLO 1.7	PLO 1.8	PLO 1.9	PLO 2.1	PLO 2.2	PLO 2.3	PLO 2.4	PLO 2.5	PLO 3.1	PLO 3.2	PLO 3.3	PLO 3.4	PLO 3.5	
1	Philosophy	H	P								P					H	P	P	P	H	
2	English for Public Management	P	P	P	P	P		P	P	P	S	P	P	P	P	H	P	P	P	H	
3	Research Methods for Public Management			H	P	P	P	S	P	P	H	P	H	P		H	H	S	S	H	
4	Microeconomics for the Public Sector	S	H	H				P			H		S			H	S	S	S	H	
5	Macroeconomics for the Public Sector	S	H	H				P			H		S			H	S	S	S	H	
6	Introduction to Public Policy	S	H	H	S	H	P	S			H	H	S	H		S	S	S	S	S	
7	Law and Public Policy	S	H	H	S	S					H	S	S			H	H	H	H	H	
8	Public Management				S	H		H	H	S	H	H	H	H	S	H	H	H	H	H	
9	Strategic Management for Public Organizations				H	P	S	S	S	S	H	P	P	H	P	H	S	H	H	H	
10	Human Resources Management for Public Organizations				S	H	S	H	H	S	H	H	H	H	S	H	H	H	H	H	

Course code	Course name	Program learning outcomes																		
		PLO 1.1	PLO 1.2	PLO 1.3	PLO 1.4	PLO 1.5	PLO 1.6	PLO 1.7	PLO 1.8	PLO 1.9	PLO 2.1	PLO 2.2	PLO 2.3	PLO 2.4	PLO 2.5	PLO 3.1	PLO 3.2	PLO 3.3	PLO 3.4	PLO 3.5
11	Leadership in the Public Sector				S	S	S	S	S	H	H	S	H	H	H	H	H	H	H	H
12	Public Governance				S	H	P	H	S	S	H	H	H	H	S	H	H	H	H	H
13	Change Management in the Public Sector				S	H	S	H	H	S	H	H	H	H	S	H	H	H	H	H
14	Financial Management for Public Organizations				S	H	S	H	S	S	H	H	H	H	S	H	H	H	H	H
15	Program Analysis and Evaluation		S	H	S	S		S	S	P	H	S	H	P	S	H	S	S	S	H
16	Public Project Appraisal		S	H	S	S	P	H	S	P	H	H	H	H	S	H	H	S	H	H
17	Project Management		S	H	S	S	P	H	S	P	H	H	H	H	S	H	H	S	H	H
18	Marketing in the Public Sector				S	H	S	H	S	S	H	H	H	H	S	H	H	H	H	H
19	Regional and Local Development		P	H	P	P		P	P	P	H	H	S	P	P	H	S	S	H	S
20	Public Policies for Rural and Agricultural Development		P	H	P	P		P	P	P	H	H	S	P	P	H	S	S	H	H

(continuation)

Course code	Course name	Program learning outcomes																		
		PLO 1.1	PLO 1.2	PLO 1.3	PLO 1.4	PLO 1.5	PLO 1.6	PLO 1.7	PLO 1.8	PLO 1.9	PLO 2.1	PLO 2.2	PLO 2.3	PLO 2.4	PLO 2.5	PLO 3.1	PLO 3.2	PLO 3.3	PLO 3.4	PLO 3.5
21	Negotiation and Communication				S	H	P	H	S	S	H	H	H	H	S	H	H	H	H	H
22	Collaborative Governance in the Public Sector				H	H	S	H	H	H	H	H	H	H	S	H	H	H	H	H
23	Urban Management				P	H	S	H	H	S	H	H	H	H	S	H	H	H	H	H
24	Innovation Leadership for Public Organizations	H	S	P	S	S	H		H	P	P	S	S	P	S		H	H	H	S
25	Digital Transformation in the Public Sector	H	P	P	H	P	H	H			H	P	H	H		H	H	P	H	
26	Ethics in Public Administration				S	S		S	S	S	P		S	S	H	H	H	H	H	H
27	Seminar	P	P	H	S	S	S	H	S	S	S	S	S	S	S	S	S	S	S	P
28	Big project	P	P	H	S	S	S	H	S	S	H	H	H	S	S	S	S	S	S	P
29	Graduation project	P	P	H	S	S	S	H	S	S	H	H	H	S	S	S	S	S	S	P

Abbreviation:

P: Partial supported

S: Supported

H: Highly supported

The curriculum is regularly reviewed with input from employers and lecturers.

Study and exam regulations *

Bachelor of Arts in Economics (BoE)

UEH's study and exam regulations are comprehensive and legally binding, adhering to national requirements. Detailed in Decision No.1796/QĐ-ĐHKT-ĐT (30 June 2021) and aligned with Vietnamese higher education law. These regulations are available on the

Department of Undergraduate Training's website. They outline students' rights and obligations, ensuring compliance and recognising those who meet graduation criteria.

The regulations, based on Circular No.08/2021/TT-BGDĐT (18 March 2021), cover study objectives, programmes, assessment, and graduation criteria.

Key points include:

- Participation in student exchange programmes and internships without extending study duration.
- Grades are given using a relative or ECTS system, with evaluations detailed in Decision No.1796/QĐ-ĐHKT-ĐT. Courses require at least two evaluation components.

Exam regulations are governed by Decision No.3816 and Decision No.2902 covering exam operations and question bank management. During COVID-19, Decision No.1843 are introduced for online exams.

The Department of Undergraduate Training, in collaboration with relevant departments, provides information on the academic year, timetables, assignments, the use of *Turnitin*, and graduation regulations. These well-defined regulations ensure clarity for students and uphold educational quality and integrity.

Master of Arts in Public Management (MPM)

UEH's study and exam regulations are comprehensive and based on the national requirements. Decision No.1796/QĐ-ĐHKT-ĐT (30 June 2021) is aligned with Vietnamese Higher Education Law, these regulations are available on the Department of Undergraduate Training's website. They outline students' rights and obligations, ensuring compliance and recognising those, who meet graduation criteria.

The regulations, based on Circular No.08/2021/TT-BGDĐT (18 March 2021), cover study objectives, programmes, assessment, and graduation criteria. There are key points emphasized:

- Participation in student exchange programmes and internships without extending study duration.
- Grades are given (also with ECTS system), with evaluations detailed in Decision No.1796/QĐ-ĐHKT-ĐT. Courses require at least two evaluation components.

Exam regulations are governed by Decision No.3816 and Decision No.2902 covering exam operations and question bank management. During COVID-19, Decision No.1843 introduced online exams.

As with the BoE, this MPM programme, in collaboration with relevant departments, provides information on the academic year, timetables, assignments, the use of *Turnitin*, and other regulatory matters. These regulations ensure clarity for students and uphold educational quality and integrity

Feasibility of study workload *

Bachelor of Arts in Economics (BoE)

The Economics programme at UEH is designed to ensure a manageable study workload, allowing students to complete their studies within the projected 3.5 years. As detailed in the Curriculum Overview, students can complete the programme within this timeframe. The 120 credits are distributed across 7 semesters.

Credits are typically distributed at around 20 VN credits per semester, based on student workload. The *second semester* has 17 VN credits to accommodate Military Security Education. From *the fifth semester* onwards, the credit load decreases due to more intensive coursework and time needed for career preparation.

Workload details are based on Ministry of Education and Training regulations, and one (1) Vietnamese credit is 1.8 ECTS.

- Total Credits: 120 credits.
- Total In-Class Lecture Hours: 120 credits × 15 hours/credit = 1,800 hours.
- Self-Study and Teamwork Hours: Each credit requires 35 academic hours, in total - 4,200 hours (120 credits × 35 hours/credit).
- Programme Duration: Designed for 3.5 years (42 months).

Average Weekly Hours:

- In-Class Lectures: 1,800 hours / 42 months / 4.33 weeks ≈ 8.25 hours per week.
- Self-Study and Teamwork: 4,200 hours / 42 months / 4.33 weeks ≈ 19.25 hours per week.

Students should spend about

- *8.25 hours per week* on lectures and *19.25 hours on self-study* and teamwork. This distribution ensures the study workload is feasible, allowing students to manage their time and complete the programme on schedule.

BoE programme is proceeding from the following *feasibility factors*:

- *Curriculum Design*: Structured with 120 credits, with clear academic requirements.
- *Self-Study and Teamwork*: Encourages responsibility and collaboration.
- *Examinations*: Regular assessments to track progress.
- *Support Services*: Academic and counselling support to address challenges.
- *Workload Calculation*: Aligned with the programme's duration, with a realistic workload.
- *Continuous Evaluation*: Regular review of workload and student feedback to make necessary adjustments.

The Economics programme at UEH is designed to be completed within the projected time frame, with a system for tracking and adjusting student workload based on feedback and evaluations.

Master of Arts in Public Management (MPM)

The number of credit units and course workload are designed according to current regulations of the MoET and UEH. The total workload of the MPM programme is 65 credits, with 58 credits allocated to coursework and 7 credits for the thesis.

On average, students take *20 credits* per semester and can complete the programme in two years (24 months). If a student fails a course, they may retake it with the next cohort or in joint Master's programmes. Recent graduates typically take about *30 months* to finish their studies.

The MPM programme ensures the workload is feasible by considering the circumstances of working students, who may reside in Ho Chi Minh City or other provinces in Southern Vietnam, as well as their socio-economic background and academic ability. Students can enrol in a maximum of *five courses* per semester, with classes scheduled on weekends, possibly starting on Friday evenings. This allows students to complete readings and assignments during the weekdays. Faculty leaders also encourage lecturers to adjust assignments and group work,

especially at busy times such as the end of the year when students are focused on final reports at their organisations, allowing for deadline extensions if necessary.

Since its inception, the MPM programme has provided support to ensure students can complete their studies successfully. Information on the programme, *including course descriptions, learning outcomes, credit points, delivery methods, assessments, and required reading lists*, is provided in advance to help students prepare. A variety of assessment methods are used to distribute the academic workload more evenly. Instead of focusing solely on final exams, assessments are spread throughout the study period. For instance, some modules require students to prepare and deliver oral presentations, complete group projects, and work on small assignments. Students earn points through these activities, not just the final exam.

Equality of opportunity

Bachelor of Arts in Economics (BoE)

The Economics Programme is gender-neutral, with over 50% female participation, as shown in Statistical Data. The programme ensures equal opportunities for all students, in line with UEH's policies on admissions, scholarships, and support for those in special circumstances. UEH follows Ministry of Education and Training regulations for direct admission of candidates who have excelled in previous studies or work, those returning from military service, severely disabled individuals, foreign applicants, and those from poor or ethnic minority backgrounds. UEH complies with the regulations of the Ministry of Education and Training on direct admission for: (a) candidates who have achieved excellent results in previous studies and work,

- (b) candidates who were admitted into UEH, but had to suspend their studies because of military service,
- (c) candidates who are severely disabled,
- (d) candidates who are foreigners wishing to study in Vietnam, and
- (e) candidates from poor areas or ethnic minorities.

Scholarships are available for students with good academic performance, disabilities, or financial difficulties. These are regulated by UEH's guidelines, which outline scholarship types, funding sources, and eligibility criteria.

UEH's departments assess individual cases to provide suitable support, particularly for disabled students, during their studies and exams.

The Department of Undergraduate Training, Department of Scheduling - Testing, Department of Student Affairs, and Office of the School of Economics regularly update and receive student information.

Master of Arts in Public Management (MPM)

UEH ensures non-discrimination in admissions based on religion, gender, socioeconomic background, marital status, age, or difficult circumstances. Priority is given to ethnic minorities and specific groups, including:

- (1) ethnic minority applicants,
- (2) those with two years' work in remote areas,
- (3) children of martyrs,
- (4) war invalids and similar beneficiaries,
- (5) armed forces or labour heroes,

(6) children of those affected by toxic chemicals in wartime. These candidates receive bonus marks in entrance exams.

Disabled students receive special consideration for financial support, admissions, and study assistance. UEH aims to admit students dedicated to completing the programme through a transparent admission process. Students in difficult situations (e.g., single parents, illness) may request financial aid or academic support.

The MPM programme also prioritises gender equality, with women comprising 45.52% of the graduates. It actively seeks to increase female participation.

Appraisal:

The structure of both programmes - BoE and MPM - support the smooth implementation of the curriculum and helps students to reach the defined learning outcomes. The programme consists of courses and assign credits per course on the basis of the necessary student workload. Practical components, are designed and integrated in such a way that credits can be acquired. The course descriptions provide detailed descriptions of intended learning outcomes and the information defined in the ECTS Users' Outcome. The components of programmes are well-balanced, logically connected, and aligned with the intended learning outcomes. The curriculum is structured in the way to ensure a logical sequence of courses and a manageable student workload.

There are legally binding study and exam regulations which contain all necessary rules and procedures and take into account, where applicable, national requirements.

The study programme is designed so that students can study for a certain time at other HEIs or do intern-ships without any extension of their overall study time.

The feasibility of the study programme's workload is ensured by a suitable curriculum design, by an adequate number and frequency of examinations, by appropriate support services as well as academic and general student counselling.

When reviewing the workload, the HEI takes into account evaluation findings, including student feedback and the programme's success rate. The panel of experts is informed that students find the study programmes and its workload manageable (please, see in details 5.1 "Quality Assurance and quality development with respect to contents, processes and outcomes"). However due to the observed discrepancy between survey data and interview responses for programmes (students reported over 40 hours per week in surveys, but mentioned only several hours per week during interviews), the panel of experts recommends aligning the workload with credit points. UEH does not currently record student workload. The panel of experts make **a condition** to improve the questionnaire design in order to address the issues of workload better.

The HEI ensures gender equality and non-discrimination. Students with disabilities are provided with affirmative actions concerning time and formal standards/requirements throughout the programme and examinations. Students in special circumstances, such as single parents, foreign students, students with a migration background and/or from so-called non-academic backgrounds, are particularly assisted.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.2	Structure				
3.2.1*			X		
3.2.2*			X		
3.2.3*				X	
3.2.4			X		

3.3 Didactical concept

Logic und plausibility of the didactical concept *

Bachelor of Arts in Economics (BoE)

Teaching and assessment methods are clearly outlined in each course syllabus and communicated to students, who evaluate them after completion. These evaluations are reviewed by the Dean, Head of Economics, and lecturers for course adjustments. The programme uses diverse teaching methods, including lectures, case studies, and group work, tailored to each course's objectives and fostering active student engagement. Blended learning via the Learning Management System (LMS) is common, with flexibility for online or hybrid classes during Covid-19.

The curriculum development process ensures a strong link between skills, outcomes, and teaching methods. Case studies and practical projects connect theory to practice, providing students with both knowledge and real-world application skills.

Master of Arts in Public Management (MPM)

The curriculum is reviewed every one or two semesters. During this process, programme leaders discuss content adjustments and update course materials, often consulting experts or employers. Curriculum updates may also be discussed at scientific council meetings.

In addition to teaching, lecturers engage in research, often discovering new resources or using their own research as course materials. References come from various sources, including the UEH smart library, which provides access to journals and publishers. Lecturers are encouraged to select materials published within the last five years and may request new books through the programme Director. Course materials are outlined in the syllabus and shared with students

Course materials *

Bachelor of Arts in Economics (BoE)

The programme combines printed materials, textbooks, and digital media aligned with its objectives to support student learning. All course materials are clearly outlined in the syllabus and communicated to students.

In the first two years, textbooks are usually in Vietnamese, while later years require English textbooks, accessible via LMS for easier blended learning. These materials encourage

independent study, with additional resources like instructor manuals, slides, and case studies sourced from reputable publishers.

Every two years, the library announces updates for new materials, and lecturers register their requests. The Scientific Council reviews and approves these materials to ensure they align with learning outcomes. English textbooks are available in the library, and all course materials are digitally accessible to students.

Master of Arts in Public Management (MPM)

The programme directors adjust content and updating materials during the curriculum revision. Input from experts or employers may also inform updates. Lecturers, in addition to teaching, engage in research and may discover new resources or use their own research for course materials.

The UEH smart library provides access to journals and publishers, and annually announces new book acquisitions. Lecturers are encouraged to choose recent references and can request new materials through the programme director. Course materials, including required readings, are shared with students in the syllabus. The programme uses a combination of printed materials, textbooks, and digital media to support students' learning, all aligned with the programme objectives and learning outcomes. Course materials are clearly outlined in the syllabus and communicated to students.

In the first two years, textbooks are in Vietnamese, while later years require English textbooks, available digitally on the LMS for blended learning. These user-friendly materials promote independent study, and additional resources like manuals, slides, and case studies are sourced from reputable international publishers.

Every two years, new teaching materials are reviewed and updated by the SoE's Scientific Council. English textbooks are stored in the library for borrowing, and all course materials are digitally accessible to students.

Guest lecturers

Bachelor of Arts in Economics (BoE)

Guest lecturers are invited based on their professional qualifications, their relationship with the SoE, and visiting costs, while adhering to UEH regulations. They contribute by teaching entire courses or delivering specific lectures within existing ones. Despite the ample resources of the Department, School, and UEH, the programme rarely requires guest lecturers for full courses. PhD students and retired lecturers from the SoE are also invited, alongside leading economists and researchers who participate in seminars. These sessions allow students to engage with prominent figures from various fields. Guest lecturers enhance the Economics programme by sharing specialised knowledge in professional practice, scientific work, or areas like culture and politics, offering real-world context and diverse perspectives.

Master of Arts in Public Management (MPM)

The MPM programme regularly invites lecturers from partner universities or independent experts to update and broaden students' practical knowledge. This approach provides students with comprehensive insights from diverse economic and social contexts.

Visiting lecturers must hold a doctorate or be a professor/associate professor with extensive subject-related experience. Before confirming their appointment, leaders of the School of Governance (SOG) or programme directors review their CVs and discuss relevant experience

and research. Guest lecturers may teach an entire course or part of it, either in-person or online. Some, being overseas Vietnamese, can teach in Vietnamese; if not, an interpreter is provided. Their diverse international perspectives bring fresh insights to the classroom. Additionally, experts are invited to present on contemporary public sector issues, and the programme includes a dedicated 3-credit practical seminar.

Appraisal:

The didactical concept of the study programme is described, and oriented towards the programme objectives. It allows for the application of different teaching and learning methods, such as, case studies or practical projects. Students are encouraged to take an active role in creating the learning process.

The team of experts provides the following **recommendations** from employers and experts regarding the refinement of the didactical concept of both programmes. There is a need to improve project and teamwork skills to address gaps in communication abilities. While there is good integration between macroeconomics and applied macroeconomics, as well as microeconomics, the modules introduce too much new material. Applied macroeconomics should focus more on case studies and projects, rather than on additional content. The fundamental courses, such as basic and advanced macroeconomics, also require more concise adjustments to the teaching approach.

The accompanying course materials are oriented towards the intended learning outcomes and correspond to the required qualification level. They are up to date and digitally accessible for the students. They are user-friendly and encourage students to engage in further independent studies. At the same time, only textbooks are listed.

For blended-learning/distance learning study programmes – both of them, the following applies: when compiling the course materials, the specific didactical requirements are taken into account; they are well-designed and neatly reproduced.

Guest lecturers are invited for both programmes and contribute to the students' qualification process with their special experience, either from professional practice or scientific work, but also, for example, from culture and politics.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.3 Didactical concept					
3.3.1* Logic and plausibility of the didactical concept (Asterisk Criterion)			X		
3.3.2* Course materials (Asterisk Criterion)			X		
3.3.3 Guest lecturers			X		
3.3.4 Lecturing tutors					n/r

3.4 International outlook

International contents and intercultural aspects *

Bachelor of Arts in Economics (BoE)

International content is a key part of the curriculum. The course materials are updated to reflect global trends in Economics and align with international programmes, ensuring compatibility with global standards and intercultural environments. Examples are provided with comparison

of contents of University of Queensland, Australian National University (ANU), University of Melbourne’s programmes. The curriculum design, modelled on prestigious institutions like ANU and Melbourne University, integrates international perspectives from the start, exposing students to global best practices.

Internationality is further enhanced by the diverse faculty, many local graduates are coming from the global international universities. They bring various teaching styles, research methods, and practical examples that help students navigate intercultural settings. Regular guest speakers from abroad also contribute to the programme, enriching students’ understanding of global economic issues.

A major objective is to equip graduates with skills for international and intercultural work. English proficiency is vital, with admission and graduation requirements updated accordingly. Since 2023, the minimum TOEIC score for graduation has risen from 500 to 550. In line with UEH's QD1081-QD-DHKT-DT-QD regulation, a Partial English Programme (PEP) was introduced in 2023, demanding higher English standards and requiring students to complete at least five modules in English. English reference materials are also included from the second year. Table 2.5 (please, see the sub-chapter on “Ensuring foreign language proficiency”) also demonstrates the minimum English requirements, and how they are increased since 2023, enabling students to develop international skills and improve employability.

Master of Arts in Public Management (MPM)

One of UEH's strategies is to integrate and internationalise teaching and research. This focus is reflected in programme development, teaching, research, and international partnerships. When revising the MPM programme, usually there is reference to global benchmarks, such as public administration programmes from Portland State University and Syracuse University. School of Government (SoG) collaborates with international institutions based on Memorandum of Understanding or Memorandum of Agreements.

Memorandum of Understanding (MOU) is signed with Portland State University, Khon Kaen University (KKU), as well as the USAID and CELG and COLA-KKU.

The second approach is the internationalisation of faculty members. In terms of the MPM academic profiles, the internationality of the faculty is demonstrated in Table 3.4, which shows that more than 50% of the faculty members come from foreign universities and have also defended their PhDs abroad.

Table 3.4 MPM Faculty members’ academic profile

Faculty members	Number	Academic degrees and titles		Graduated from	
		PhD	Prof., Assoc. Prof.	Foreign countries	Vietnam
Full time	27	20	7	14	13
Visiting	2	2		2	
Total	29	22	7	16	13

Thirdly, recognising Vietnam's trade openness and cultural integration, the MPM programme emphasises adaptability and connectivity in its learning outcomes. Innovation and cooperation are key themes in courses such as Collaborative Governance, Negotiation, and Innovation Leadership. To support integration, lecturers provide course materials in English and regularly update readings with new research. In subjects like Leadership in the Public Sector, case studies are used to analyse international decision-making contexts.

The MPM programme adapts to regional needs with elective subjects. For example, in the Mekong Delta, Agricultural Economics is offered due to its focus on rural livelihoods, while Urban Management is more relevant for urban learners.

Internationality of the student body

Bachelor of Arts in Economics (BoE)

The international composition of the student body aligns with the programme's objectives. According to the Programme Learning Outcomes (PLOs), students must apply knowledge in English, because PLO 2.6 requiring proficiency in academic reading and writing in both Vietnamese and English. In the stage of specialization, students should synthesise English documents for assignments and projects, such as literature reviews in the *Research Methodology* course. Courses like *International Economics* and *Trade and Industrial Policy* further emphasise the international focus.

While most students are local, 12 students from Queensland University of Technology participated in an exchange under the *Colombo programme* in December 2022. A Memorandum of Agreement (MOA) with Portland State University offers students a Dual Degree option. The partnerships with universities in Thailand and Indonesia (University of Padjadjaran University (UNPAD)) are being negotiated to facilitate student exchanges.

Direct interactions with international students are limited so far. Efforts are ongoing to integrate international perspectives through course content, materials, and evaluations. Increase the internationality of the student body in terms of intake and incoming exchanges should also be addressed at the institutional level.

Master of Arts in Public Management (MPM)

In recent times, the MPM programme has trained the key officials for neighboring countries, such as Laos and Cambodia. The list of students are provided with 13 students (mainly, during

2021-2022 years). International students will have time to learn Vietnamese before participating in the MPM programme. Currently, graduates from the MPM programme have their responsibilities in local governments in the mentioned countries of Laos and Cambodia.

Internationality of faculty

Bachelor of Arts in Economics (BoE)

The international composition of the SoE, with lecturers from various countries and those with international academic and professional experience, fosters the development of global competencies. Highly qualified Vietnamese lecturers, many with years of overseas experience, along with professors from renowned universities, enhance teaching quality and provide students with practical experiences for future success.

Out of the 30 PhD-holding lecturers at the School of Economics, 18 earned their PhDs abroad, in countries such as: the USA, Japan, Australia, Canada, Russia, and across Europe. In the Economics Division, half of the PhD lecturers studied abroad.

Master of Arts in Public Management (MPM)

UEH has policies to attract international lecturers through recruitment and exchange programmes with global universities. According to UEH regulations, School of Government (SoG) primarily hires lecturers who have graduated from prestigious universities worldwide. Many faculty members have studied or conducted research abroad in regions such as the US, Europe, and Asia.

UEH and School of Government have signed Memorandums of Understanding (MOUs) with leading universities, enabling lecturer exchanges and collaborative research. Recently, several lecturers had experience of teaching and research at partner institutions. Lecturers are also encouraged to attend international conferences with funding support or reduced teaching hours, and in 2019 School of Government hosted the Government Performance Management and Leadership conference, with 73 papers from international authors.

School of Government (SoG) regularly invites international lecturers for short-term courses and seminars to enhance faculty capacity. Additionally, school's lecturers and foreign scholars pursue long-term research collaborations.

Foreign language contents

Bachelor of Arts in Economics (BoE)

Foreign language content in the curriculum is primarily delivered through course materials. As outlined in SER (p. 40), textbooks are collected from the top universities at the global level. In the first two years, most textbooks are translated into Vietnamese, while original English texts are introduced from the third year. From the stage of specialisation, most lectures and materials are predominantly in English.

Since 2021, students can register for elective modules taught entirely in English, aimed at equipping them to work in English-speaking environments. Since 2023, a partial-English Programme offers five compulsory courses in English (15 credits) after the general education phase.

English proficiency is evaluated through international and national certificates like *TOEIC*, *TOEFL*, *IELTS*, and *Cambridge English*. The graduation requirement for English proficiency has recently increased from a TOEIC score of 500 to **550** for the standard programme and **650** - for the Partial-English Programme. In some courses, group projects require students to source updated information in both Vietnamese and English. These assignments allow students to engage with diverse perspectives and improve their English presentation skills.

Master of Arts in Public Management (MPM)

In the MPM programme, students need to demonstrate their foreign language capability through the PLO2.3 learning outcome. First, when participating in the entrance exam, students must meet the foreign language score requirement. Next, in the training programme, students have to complete a foreign language course with four CPs (4 credit points). In addition, students are encouraged by instructors to improve their knowledge of a foreign language, usually English, by providing materials in English.

Students can be exempted from studying foreign languages according to MoET regulations. This applies to students who have graduated from a bachelor's degree abroad, hold a diploma in foreign languages, or have met foreign language standards equivalent to the B1 European reference framework. Most students who receive exemptions possess strong foreign language skills, sufficient to support their studies and research.

Foreign language skills, particularly English, are also emphasised, with many materials provided in English. Courses such as Introduction to Public Policy and Public Governance, which focus on analysing and evaluating public policies, as well as Negotiation and Communication, Strategic Management, and Leadership in the Public Sector, require the use of foreign language materials.

Appraisal:

International contents are an integral part of the curriculum. Students are thus prepared for the challenges in an international working environment. Through practical examples, students are enabled to act in an intercultural environment.

As for the internationality of the student body, the current composition is still in the planning stages. **The recommendation** (not a condition) from the panel of experts is that goal-oriented measures should be taken to promote internationality at the institutional level.

The team of experts provides **another recommendation** for the Bachelor programme BoE: Several courses should be taught in English, and more international students should be invited from abroad (the priorities of UEH should be defined here). The international composition of the faculty - specifically, teachers with international academic and professional experience, including those from various countries - promotes the acquisition of international competencies and skills. The measures taken are goal-oriented.

International contents are in integral part of the curriculum. Students are thus prepared for the challenges in an international working environment. Through practical examples, students are enabled to act in an intercultural environment.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.4 Internationality					

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.4.1* International contents and intercultural aspects (Asterisk Criterion)			X		
3.4.2 Internationality of the student body			X (MPM)	X (BoE)	
3.4.3 Internationality of faculty			X		
3.4.4 Foreign language contents			X		

3.5 Multidisciplinary competences and skills *

Bachelor of Arts in Economics (BoE)

The Bachelor's in Economics programme emphasises the development of multidisciplinary skills, including communication, public speaking, cooperation, and conflict resolution, in line with the programme's objectives. Like other programmes at UEH, it includes compulsory courses in Soft Skills and Entrepreneurship, which focus on enhancing these abilities.

- Communication Skills: Students improve communication through presentations, debates, and group discussions, as well as written and oral assignments, fulfilling PLO 2.5.
- Public Speaking Skills: Regular presentations and seminars help students build clarity and confidence in public speaking, addressing PLO 2.4, 2.5, and 2.6.
- Cooperation Skills: Group projects foster teamwork and delegation, meeting PLO 2.4 requirements.
- Conflict Resolution Skills: Case studies and role-playing teach students to resolve conflicts, aligned with PLO 2.1 and 2.2.

These skills are integral to the programme, equipping graduates for diverse professional environments.

Master of Arts in Public Management (MPM)

Multidisciplinary competencies are addressed in several PLOs (2.1 to 2.5) of the MPM programme. Many subjects are designed to enhance these skills.

The Self-evaluation report (SER) describes that MPM programme develops the following skills: such as “independent study” / “self-directed learning” (so-called “self-research”, SER, p. 33), information gathering, writing, and teamwork. Group work, essays, presentations, and projects are integral to most courses. Foreign language skills, particularly English, are emphasized, with materials provided in English and a dedicated 4-credit English course.

- PLO2.1 and PLO2.3 focus on analysing and critiquing public policies through courses like *Introduction to Public Policy* and *Public Governance*.
- PLO2.2 and PLO2.4 cover decision-making, strategy, and negotiation in subjects like *Strategic Management* and *Change Management*.
- PLO2.5 highlights leadership skills: like in the *Leadership in the Public Sector* course.

These competencies are crucial for effective public management and leadership.

Appraisal:

The students acquire communication and public-speaking skills as well as cooperation and conflict handling skills in accordance with the module/course descriptions. This is supported by means of suitable didactical and methodological measures.

The acquisition of further multidisciplinary competences, such as leadership skills and broad contextual knowledge, is ensured. As far as the Master students (MPM) are concerned, the **team of experts** came to the conclusion that not all skills are met. Therefore, the following **condition** was made for Master (**MPM**) programme: communication skills are to be addressed through the more interactive elements of the courses – with more presentations with teamwork and with suitable didactical concepts.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.5*	Multidisciplinary competences and skills (Asterisk Criterion)			X (BoE)	X (MPM)	

3.6 Skills for employment / Employability *

Bachelor of Arts in Economics (BoE)

The employability of graduates from the Economics programme is a key focus, ensuring they are well-prepared for diverse professional opportunities.

The programme combines theoretical knowledge with practical application, bridging the gap between academic concepts and real-world challenges. This approach enhances problem-solving skills relevant to the field of economics. Additionally, the programme develops multidisciplinary skills, emphasising collaboration, communication, and adaptability—qualities highly valued in today’s labour market. By aligning with industry trends and employer needs, the programme equips students to excel in various economic roles.

The programme incorporates feedback from graduates and employers. The School’s Scientific Council meets twice a year to review the curriculum and propose updates if necessary.

Every three years, UEH’s Department of Quality Assurance and Curriculum Development reviews all programmes to ensure they meet current business and employment needs.

In the final semester, students gain practical experience through internships and project work, culminating in a report or thesis demonstrating their ability to apply theoretical knowledge. Graduates are also encouraged to obtain additional certificates, such as the Internet and Computing Core Certification and language competency certificates, to enhance their career prospects.

Master of Arts in Public Management (MPM)

The Economics programme prioritises employability, preparing graduates for diverse career opportunities. It combines theoretical knowledge with practical application, bridging academic concepts and real-world challenges to enhance problem-solving skills.

The programme also fosters multidisciplinary competencies, including collaboration and adaptability, which are crucial in today’s job market. It stays current by incorporating industry feedback and trends, ensuring graduates are well-equipped for various economic roles.

Curriculum updates are informed by feedback from graduates and enterprises. The School’s Scientific Council reviews the programme twice a year, proposing changes as needed. Every

three years, UEH’s Department of Quality Assurance updates programmes to align with business and employment trends.

In their final semester, students gain practical experience through internships and project work, culminating in a report or thesis that demonstrates their applied knowledge. Additional certificates, such as the Internet and Computing Core Certification and language proficiency, are also encouraged to boost career prospects.

Appraisal:

The promotion of employability – for instance through the integration of theory and practice and through the promotion of multidisciplinary competences and skills – runs as a common thread of the study programme through all its modules/courses. The team of experts **suggests:** more soft skills should be addressed (communication, modern methods, change management)

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.6*	Skills for employment / Employability (Asterisk Criterion)			X		

4. Academic environment and framework conditions

4.1 Faculty

*Structure and quantity of faculty in relation to curricular requirements**

Each programme defines structure and quantity of faculty in its way (Figure 4.1 vs. Table 4.1.1)

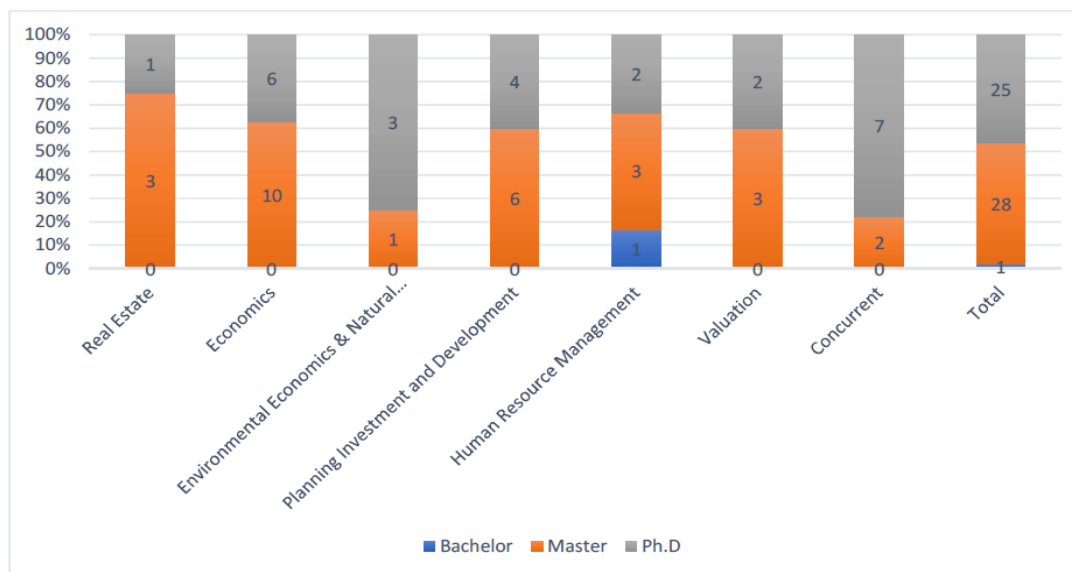
Bachelor of Arts in Economics (BoE)

The School of Economics (SoE) at UEH currently employs 54 full-time lecturers, including nine (9) who hold concurrent management positions at the University. The Division of Economics has the largest faculty within SoE, with 16 full-time tenured lecturers, most of whom have international academic backgrounds:

- Nine (9) faculty members have received international MBAs, and
- Eighteen (18) faculty members have obtained PhDs abroad.

Figure 4.1 provides information on the structure and quantity of faculty.

Figure 4.1 The structure of faculty and numbers.



Note: teachers who teach in the Master's programme, also teach in the Bachelor's degree programme.

The School of Economics (SoE) at UEH currently employs 54 full-time lecturers, including nine (9) who hold concurrent management positions at the university. The Division of Economics has the largest faculty within SoE, with 16 full-time tenured lecturers, most of whom have international academic backgrounds: nine (9) faculty members hold international MBAs, and 18 faculty members have received PhDs abroad.

The programme ensures students achieve the intended qualifications with a diverse faculty, most of whom - 18 faculty members, hold PhDs from overseas (see Table 4.1.2). Lecturers from the Division of Economics are responsible for teaching economics-related courses, both within and across programmes at UEH. General education subjects are taught by instructors from other academic units.

Most of the core and specialised economics modules are delivered by lecturers from the Division of Economics. The School of Economics (SoE) benefits from the available human resources at UEH, relying heavily on full-time lecturers. Their commitment ensures higher teaching quality and stronger dedication to their roles.

Master of Arts in Public Management (MPM)

The School of Government (SoG) has

- 27 full-time lecturers and
- 2 visiting faculty members from various local and international institutions who teach courses and supervise theses
- Structure is defined according to academic qualification of faculty (see Table 4.1.1).

Faculty needs to be assessed, and workloads are periodically evaluated to ensure alignment with departmental and programme requirements.

UEH sets clear standards for lecturers, requiring 270 teaching hours and 586 research/administrative hours per academic year. Lecturers are also expected to contribute to community service and other professional activities (8 hours/week).

Faculty responsibilities include *teaching, supervising and evaluating theses, conducting research, tutoring, consulting students, organizing conferences, and peer reviewing articles*. They also participate in MPM programme reviews and curriculum development. Additionally, guest speakers, both local and international, are invited to share practical and academic insights.

Academic qualification of faculty *

Bachelor of Arts in Economics (BoE)

The School of Economics (SoE) and the Division of Economics have a pool of qualified staff, including 30 PhD holders (one (1) - Professor and 3 three (3) - Associate Professors). Qualification of faculty is provided in Table 4.1.2:

Table 4.1.2 Bachelor of Arts in Economics (BoE)

Country of Degree	Bachelor	Master	Ph.D	Total
Australia	0	2	4	6
Canada	0	0	1	1
Columbia	0	1	0	1
USA	0	0	1	1
Netherlands	0	2	2	4
Japan	0	0	2	2
Sri Lanka	0	2	1	3
Sweden	0	0	2	2
Germany	0	2	0	2
Vietnam	1	14	12	27
Russia	0	0	3	3
UK	0	0	1	1
Belgium	0	0	1	1
Total	1	23	30	54

UEH maintains a set of standards for lecturers for all schools, therefore for BoE and MPM, described in Table 4.1.2. (below), that cover teaching, research, and community service. Lecturers are required to fulfil:

- 270 teaching hours and 586 administrative hours per academic year.

In addition to academic standards, the programme meets professional field requirements by inviting local and international experts for seminars and training. UEH follows a strict, transparent recruitment process outlined in its regulations. UEH requires lecturers with Master's degrees to obtain a PhD within five years and meet at least a B2 level in English (C1 for those teaching in English).

UEH and SoE support faculty development through higher education opportunities and participation in academic forums and conferences. Faculty undergo regular performance assessments and evaluations to determine salary increases or additional income. For the last two years, SoE was ranked highest in UEH's Objectives and Key results (OKR) performance. All lecturers in the Division of Economics have ORCID and Google Scholar profiles, and many collaborate with international researchers, mainly in environmental and sustainable development projects. Faculty members are also engaged in national and international research projects.

The job placement project defines competency requirements for roles: department leaders, heads of divisions, and lecturers, approved by the UEH Council in Resolution No. 02 (May 22, 2017).

There are three job categories: Lecturer, Researcher (Senior/Junior), and Research Fellow with full description of requirements indicated in Table 4.1.3

Table 4.1. 3 Description of requirements for lecturers / researchers

Lecturer	Researcher		Research Fellowship
	Senior Researcher	Junior Researcher	
A PhD Degree (exceptions to a Master Degree need to have the School's the explanations and approval) from one of the Top 500 Best Universities in the world (according to World QS-ranking), and can meet one of the following criteria, at time of application: (a) at least one published article in any internationally-indexed journals and two articles in nationally-recognized journals in the last 3 years at time of application; (b) at least two published articles in any internationally-indexed journals in the last 3 years at time of application; (c) at least 10 years of teaching experience at local and international universities that are similar in range with UEH.	At least 5 published articles in internationally-indexed journals per SCI/SCIE or SSCI in the last 5 years, including at least 3 articles in SCI or from Q3 or higher in SCIE, SSCI (Q2 for Mathematics).	At least 2 published articles in internationally-indexed journals per SCI/SCIE or SSCI in the last 5 years, including at least 1 article in SCI or from Q3 or higher in SCIE, SSCI (Q2 for Mathematics).	(a) At least a PhD or higher; (b) Authored or co-authored at least 3 ISI publications within the last 5 years; (c) Have had scientific reputation properly assessed through the H-index coefficient at 3 or higher; (d) Established a research plan in collaboration with UEH over a period of 3-5 years; (e) Possess good morale, integrity, transparency, fairness, objectivity and high sense of responsibility; (f) Knowledgeable in all legal aspects and possess satisfactory level of expertise in research as required with scientific studies duties.

Master of Arts in Public Management (MPM)

As required by MOET, the academic faculty needs to hold Doctorate degrees and to conduct research to be eligible to participate in the programme.

Table 4.1.4 Academic profile of MPM faculty members.

Faculty members	Number	Academic degrees and titles		Graduated from	
		PhD	Prof., Assoc. Prof.	Foreign countries	Vietnam
Full time	27	20	7	14	13
Visiting	2	2		2	
Total	29	22	7	16	13

Table 4.1.5 demonstrates a focus on international publications, and their growing numbers.

Table 4.1.5 Faculty publications

Articles in journals indexed in Scopus, ISI, ESCI	2018	2019	2020	2021	2022	2023
No.	62	88	120	117	126	131

Description of requirements for lecturers / researchers are the same as for the School of Economics – provided in Table 4.1. 3 above.

Pedagogical / didactical qualification of faculty*

Bachelor of Arts in Economics (BoE)

The pedagogical and didactical qualifications of the faculty meet the study programme's objectives. School of Economics (SoE) and its Division of Economics employ experienced, full-time lecturers, consistently rated highly in student surveys. In 2022-2023, 90% of lecturers received a teaching quality score above 6/7. SoE earned top school recognition in recent years. To improve teaching skills, UEH supports lecturers with ongoing training in curriculum development, assessment, and blended learning. Faculty qualifications align with government standards, and UEH requires 10+ years of teaching experience for lecturer recruitment.

Master of Arts in Public Management (MPM)

The pedagogical and didactical qualifications of the faculty align with the study programme's objectives and government standards. UEH requires at least 10 years of teaching experience for lecturers and ensures all SoG faculty hold pedagogy certificates. With 50% of faculty holding doctoral degrees from top global universities and 24% as Associate Professors, the team exceeds MOET standards. The 29-member faculty, including visiting professors, brings diverse expertise. To enhance teaching quality, UEH offers ongoing training and promotes innovative methods like case studies, technology integration, and flipped classrooms, ensuring dynamic and practice-oriented learning.

Practical business experience of faculty

Bachelor of Arts in Economics (BoE)

School of Economics (SoE) focuses on research with practical policy implications for local governments and contributions to academic theory. The school collaborates with UEH institutions like HAPRI, led by the current Dean, and EfD, led by the former Dean. HAPRI advises local governments, while EfD handles international projects. SoE faculty actively participate in practical projects, including those with the University Network for Strengthening Macro-financial Resilience to Climate Change. Lecturers also contribute to national and international seminars as chairs or keynote speakers.

Master of Arts in Public Management (MPM)

School of Government (SoG)'s lecturers bring practical experience from working in public and private organizations, enhancing the connection between theory and practice in their teaching. SoG also invites experts from various sectors to deliver lectures, enriching both faculty and student knowledge with real-world insights. Faculty members participate in research projects annually, further boosting their ability to teach and guide students in practical problem-solving.

Internal cooperation*

At the university level, UEH organizes events like Vietnamese Teachers' Day, the Lunar new year, and the academic year's opening and university anniversary celebrations to foster connections and share achievements and plans. UEH holds meetings to update lecturers on new plans and foster connections.

Bachelor of Arts in Economics (BoE)

Internal cooperation within the School and Department is fostered through various activities. Monthly school meetings allow members to discuss curriculum, teaching issues, and propose solutions. Recently, specialized groups were formed to focus on tasks like local government advisory research, international publications, and exchange programmes. A key indicator of this cooperation is the number of international publications by the Division of Economics.

Cooperation is crucial in maintaining quality of this programme. The curriculum is regularly updated by a team of school leaders and the Scientific Committee. Division members collaborate to align syllabi with overall objectives, with teaching assignments coordinated by division heads and the dean. Faculty members also collaborate on research projects, forming strong teams, and are encouraged to join international research fellowships.

Each trainee lecturer has at least 60 hours of teaching within their department annually for feedback and experience-sharing. Cross-evaluation in course assessments helps unify teaching standards within SoE.

Master of Arts in Public Management (MPM)

Cooperation among lecturers at School of Government (SoG) occurs through various activities. Periodic school meetings allow members to discuss curriculum, teaching, learning, and research issues, and propose solutions together. Lecturers also co-teach courses to combine different teaching styles and expertise, providing professional development and mentorship opportunities.

The SoG curriculum is regularly updated through informal annual meetings and formal reviews every two years. Faculty members are encouraged to share ideas and contribute to programme development in these meetings. Lecturers are also encouraged to join

international research fellowships and collaborate on joint research projects through the Department of Research Management and International Cooperation.

Student support by the faculty *

Related to both programmes: student support is regularly provided by lecturers, academic advisors, and administrative staff to help students succeed. At the institutional level, UEH has been implementing a Learning Management System (LMS) since 2016 and online teaching methods for many years, especially during the COVID-19 pandemic period. LMS has been applied effectively, to inform subject materials to students clearly and conveniently.

Lecturers use the diverse applied software in distance teaching to support students flexibly such as Google Meet, Google Classroom, Zoom, Zalo, Microsoft Team, etc. Students are guided how to use Microsoft Teams (MT) and Learning management system (LMS) (MT example: [https://cنتt.ueh.edu.vn/tin-tuc/\[danh-cho-sinh-vien\]-huong-dan-su-dung-microsoft-teams-4010](https://cنتt.ueh.edu.vn/tin-tuc/[danh-cho-sinh-vien]-huong-dan-su-dung-microsoft-teams-4010)), and LMS example: <https://lms.ueh.edu.vn/course/view.php?id=14>)

Bachelor of Arts in Economics (BoE)

SoE encourages students to share their concerns and contact lecturers or staff for help, either in person or through email, LMS, or phone, provided at the start of each course. Students also benefit from a network of peers through activities organized by the *Youth Committee* and academic clubs (like *YoRE*).

UEH monitors the quality of student support services through surveys of administrative staff, academic advisors, and lecturers. SoE consistently receives high ratings, often above 6/7, reflecting the quality of its services.

SoE students can book appointments for academic advising, with each class assigned an advisor for two meetings per semester. Support services are accessible during and after office hours via hotline, fan-page, forum, email, and the School's online system. Students can access relevant information online or consult staff individually or via class monitors.

Master of Arts in Public Management (MPM)

The School's Learning Management System (LMS), email, and social media also facilitate communication. Students are encouraged to engage with staff comfortably to resolve issues, either in person or via email, LMS, or phone. Course lecturers and tutors, listed in syllabi, are available for support, accessible during office hours or via email and *Zalo*. Once research areas are defined, students are assigned a thesis advisor to guide and provide feedback. Students are also encouraged to participate in seminars and conferences announced on the website

Appraisal:

The structure and number of the faculty correspond to the programme requirements and ensure that the students reach the intended qualification objectives. The faculty's composition, consisting of full-time and part-time (visiting) lecturers, guarantees that both the academic standards and the requirements of professional practice are fully satisfied.

For BoE programme, the academic qualification of the faculty corresponds to the requirements and objectives of the study programme. The HEI verifies the qualifications of the faculty members by means of an established procedure. Specific measures for the further qualification of the faculty members are implemented.

At MPM programme, it **exceeds** quality requirements. The faculty's outstanding academic qualification is underlined by scientific publications. The pedagogical and didactical qualification of the faculty correspond to the requirements and objectives of the study programme. The HEI verifies the qualifications of the faculty members by means of an established procedure. The HEI ensures that assessors are familiar with existing testing and examination methods and receive support in developing their own skills in this field. Specific measures for the further qualification of the faculty members are implemented.

The practical business experience of the faculty corresponds to the requirement of the programme to integrate theory and practice.

The faculty members cooperate with each other for the purpose of tuning the modules/courses towards the overall qualification objectives. Meetings of all those teaching in the programme take place regularly.

Student support is an integral part of the services provided by the faculty. It is offered on a regular basis and serves to help students study successfully.

Regarding student support by the faculty, it **exceeds** expectations. The faculty members are available for the students outside the specified office hours as well. The students are "fully content" with the support they receive.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.1	Faculty					
4.1.1*	Structure and quantity of faculty in relation to curricular requirements (Asterisk Criterion)			X		
4.1.2*	Academic qualification of faculty (Asterisk Criterion)		X (MPM)	X		
4.1.3*	Pedagogical / didactical qualification of faculty (Asterisk Criterion)			X		
4.1.4	Practical business experience of faculty			X		
4.1.5*	Internal cooperation (Asterisk Criterion)			X		
4.1.6*	Student support by the faculty (Asterisk Criterion)		X			
4.1.7(*)	Student support in distance learning (only relevant and an Asterisk Criterion for blended-learning/distance learning programmes)					n/r

4.2 Programme management

Programme Director *

UEH issued a standard regulation for all Schools about the programme director in April 2020 which governs criteria, responsibilities and benefits of a programme director as in the Quality Assurance Handbook. A programme director is expected to hold PhD degree in the programme areas (or closely related), with a minimum of five years of professionally-related experience. He/she serves as the principal liaison between the programmes, departments that participate in the programme, and the rest of the Schools.

The following main tasks are included:

1. Enhancing the academic quality of the programme via regular review of its curriculum;

2. Managing the programme to ensure course coverage, and proposing changes;
3. Organizing professional activities;
4. Encouraging school professional development and exchange of ideas
5. Managing each sector/major-based profession.

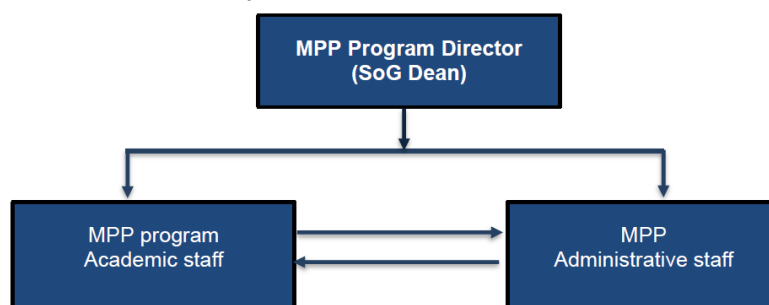
Bachelor of Arts in Economics (BoE)

The programme director is responsible for reporting to the Dean of the School of Economics (SoE), the School's scientific committee, and the University. His performance is subject to the annual review by the school administrators, the Union, and other administrators of programmes and departments of the School (SoE).

Master of Arts in Public Management (MPM)

The programme director of the Master programme can be the Dean of School of Government who is mainly in charge of the operation and management and administration. The SoG Dean has the last voice and can be considered as Programme director of the MPM programme. The relationship between the program Administrative and Academic is presented in Figure 4.2.1:

Figure 4.2.1 The relationship between Administrative and academic activities



Process organisation and administrative support for students and faculty

Bachelor of Arts in Economics (BoE)

SoE has two full-time administrative staff that are responsible for areas: academic management, research, international cooperation, student service and other sub-areas. The administrative staff is responsible for the facilitation of the programmes and provides both students and academics with the information and resources they need, such as: - *programme schedule, learning outcome, unit guide, and textbook.*

In addition, they support SoE to organize seminars about research and teaching as well as the signing ceremony of the partnership agreement. The administrative staff are responsible for: - *study and extracurricular activities, informing students on enrolment, timetabling, examination schedules.*

Support staff from other departments have mastered the processes of *training programmes, quality accreditation, operational processes, statistics, lecturers and students' issues, etc.*

Administrative staff are available at the office during working hours, five days per week. In addition, they provide online support whenever teachers or students need assistance. The administrative staff act as service providers for students and faculty and are evaluated annually by lecturers and students.

UEH and SoE have also developed online services for lecturers and students (<https://ueh.edu.vn/nguoi-hoc>) that include enrolment, timetabling, examination schedules, e-

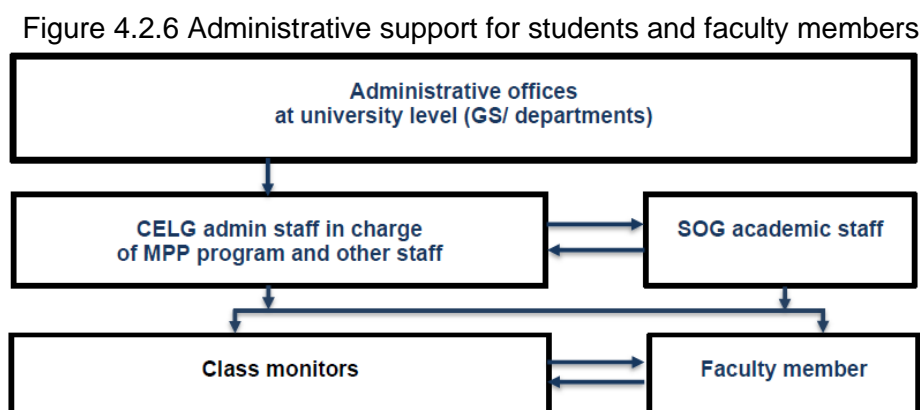
learning, consulting, research activities, extracurricular activities, career opportunities, and more. Currently, UEH maintains a digital database that provides all kinds of support information for lecturers and students, accessible at www.hotro.ueh.edu.vn.

Master of Arts in Public Management (MPM)

The administrative support offered to students and faculty members are of three levels.

- *At the University level*, relevant support to the SoG for all can be reached through library, infra-structure maintenance, finance via online or face to face meeting with the instruction on website: <https://ueh.edu.vn/nguoi-hoc/>
- *At the School level* (where the SoG serve as the main administrative and academic support provider), staff in the Administrative Office coordinate with the SoG Dean and Programme Director to support students and faculty members in their learning and teaching activities
- *At the class level*, students receive the support needed, and the faculty members assist in ensuring this. The classes are monitored in a Zalo group (**Note: launched in 2012, Zalo is a Vietnam-based social favourite platform, with text, voice and video calls, sharing files and group chats**) with the Programme Director and SOG Dean to communicate any issues in a timely manner.

Figure 4.2.6 reflects how the administrative support offered to students and faculty members.



Appraisal:

The programme director coordinates the activities of everyone involved in the programme and ensures that the programme runs smoothly.

Faculty members and students are supported by the administration in the organisation of the study programme. Sufficient administrative staff is available. Decision-making processes, authority, and responsibilities are clearly defined. Teachers and students are included in the decision-making processes where their areas of work are involved.

The opportunities of electronic service-support are used and supplement personal one-to-one counselling. The HEI offers the administrative staff opportunities for continuous professional development.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.2	Programme management					
4.2.1*	Programme Director (Asterisk Criterion)			X		

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.2.2 Process organisation and administrative support for students and faculty			X		

4.3 Cooperation and partnerships

Cooperation with HEIs and other academic institutions or networks (* for cooperation programmes)

Global integration is one of the key missions of UEH, which aspires to internationalisation.

Bachelor of Arts in Economics (BoE)

Firstly, the Economics Programme has developed a dual degree with Portland State University (PSU) based on a signed Memorandum of Agreement (MOA). Under this agreement, students can study in the Economics Programme at UEH for 2.5 years, then continue their studies at PSU for 1.5 years to obtain a Bachelor of Economics degree from PSU.

Secondly, a Memorandum of Understanding (MOU) has been signed between SoE and Indonesia's Universitas Padjadjaran (UNPAD), offering students the opportunity to spend a period studying abroad.

Thirdly, UEH has a partnership with the National Economics University (NEU) in Hanoi for student exchange, allowing students to spend a semester studying at another university.

Master of Arts in Public Management (MPM)

UEH/School of Government (SoG) signed four agreements with international HEIs, and some of them have developed into fruitful activities. The cooperation has contributed to the programme in the following aspects: curriculum development, enhancement of the international environment, joint research, and joint conferences activities.

SoG organises other activities as workshops, student, staff exchange, and joint research programmes based on the signed Memorandum of Understandings (MOUs).

For instance, the workshop on “Enhancing Service Quality in the Public Sector through Evidence-Based Management” was conducted in collaboration with Portland State University (PSU). Another example of an exchange programme—“A Roadmap towards SDGs”—was organised at Khon Kaen University in Thailand in December 2023. This programme was an international student exchange initiative between UEH-SoG and the College of Local Administration (COLA) of Khon Kaen University (KKU).

It provided an ideal environment for developing both professional and soft skills, fostering global thinking, and acting locally with international colleagues. The First International Conference on Public Affairs (ICPA2024) will take place at the same location on December 12-13, 2024.

The University also develops academic cooperation with local HEIs in organising conferences. In addition, the practical applications from research results of conference’s papers may shorten the gap between theory and practice of public management. At the same time, the new findings from research results of conference’s papers are also a useful resource for lecturers to orient new research problems for students to help them improve their research capability.

Cooperation with business enterprises and other organisations (* - for educational and vocational programmes, franchise programmes)

Bachelor of Arts in Economics (BoE)

Regarding cooperation with business enterprises and other organisations, the School of Economics (SoE) has signed MOUs with business organisations that potentially provide internship opportunities for students, as well as partnerships with a diverse range of universities (<https://ueh.edu.vn/hop-tac/doi-tac/>).

The Department of Communication and Marketing will gather information about employment opportunities and collaborate with the Department of Student Affairs (DSA) to support students in their internships. Table 4.3.1 lists partner organisations and the dates of signing the Memorandums of Understanding (MOUs) with business enterprises.

Table 4.3.1 Cooperation with partner organisations

No	Partner Organization	Excutive Period of time	Date of signature	Link to file
1	Remap corporation Nhan Kiet Human resource	2023-2026	23-Jun-23	
2	Co.Ltd	2023-2027	6-Nov-23	
3	Savills Corporation	2022-2026	12-Sep-22	
4	RealPlus Corporation	2022-2026	12-Sep-22	
5	Nguoi Ban Vang Corporation	2022-2024	23-Nov-22	
6	Diginet Corporation	2021-2026	19-Mar-21	

Master of Arts in Public Management (MPM)

The School of Governance maintains a close connection with local authorities, state management agencies, business enterprises, and organisations, as they recognise their important role in providing concepts for developing the curriculum and sharing valuable management practices with graduates. At the same time, the provinces require UEH/SoG to provide training for their human resources, especially in the fields of public management and public policy. The Master's programmes regularly invite experts to present their public management practices at seminars for sharing with Master's students.

Appraisal:

The scope and nature of cooperation between UEH and other academic institutions and networks relevant for the programme are plausibly presented. The agreements forming the basis of the cooperation are documented. The cooperation is actively pursued and has a clear impact on the conception and implementation of the study programme. All such activities contribute to the development of the students' qualification and skills.

The scope and nature of cooperation with business enterprises and other institutions relevant to the programme are plausibly presented. The agreements forming the basis of the cooperation are documented. The cooperation is actively pursued and has a clear impact on the conception and implementation of the study programme. All such activities contribute to the development of the students' qualification and skills.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.3 Cooperation and partnerships					
4.3.1(*) Cooperation with HEIs and other academic institutions or networks (Asterisk Criterion for cooperation programmes)			X		
4.3.2(*) Cooperation with business enterprises and other organisations (Asterisk Criterion for educational and vocational programmes, franchise programmes)			X		

4.4 Facilities and equipment

Quantity, quality, media and IT equipment of teaching and group rooms *

Since 2015 UEH has been focusing on developing of the short-term, medium-term, and long-term infrastructure's development strategies:

- "Master plan for UEH facilities up to 2020";
- "UEH Development strategy from 2015 to 2020, with a vision to 2025", and the latest
- "UEH Development strategy for the period of 2020 – 2025, with a vision to 2030".

In the context of these strategies, physical infrastructure is one of the most specifically planned foundations with clear and focused activities to meet the criteria and standards of the land area entirely, area for study, cultural and sports activities, dormitory, and library.

UEH ensures three factors of the planning and development of facilities which include: (1) construction planning; (2) function, functional area standards; and (3) the correlation between architectural space and modern teaching equipment.

All UEH Campuses are equipped with modern and professional teaching, learning, and working equipment. In detail, all classrooms and working rooms have projectors, air conditioners, and smart podiums; innovative control equipment for building management (smart magnetic lock); replace working equipment in all schools' offices (e.g. All-in-one computers, internet and Wi-Fi systems, air conditioners, working furniture).

Bachelor of Arts in Economics (BoE) and Master of Arts in Public Management (MPM)

A new complex at Campus 232/6 - Vo Thi Sau was renovated, consisting of the 3-star UEH Boutique Hotel, Institute of Innovation, and Smart City and Management Institute.

The dormitory at 135 Tran Hung Dao and at 43-45 Nguyen Chi Thanh was renovated with a modern and high-class standards and full facilities: student reception room, canteen, laundry room, and multi-purpose medical room, ATM booth, and exercise room. There are also elevators, fire protection systems, an automatic fire alarm and exit system, and a bright basement for parking. The Office of UEH Campus in Vinh Long was completed and used with a spacious and attractive appearance and multi-functions. The online meeting room was completed; the working rooms and classrooms were repaired and upgraded.

The conference halls have a capacity of 166 to 922 seats at Campus A and B. The Smart Light Hall at Campus B is especially suitable for organising modern and luxurious events on an international level. Formal and professional meeting rooms, conference rooms have

capacities from 16 to 166 seats. The utility services such as: *sound system, projector, air conditioner, LED screen, TV, teaching and working facility systems, security surveillance cameras, elevators*. UEH internet network system is operated by a server system, transmission line system, and Wi-Fi system with 481 hotspots across ten campuses. UEH aims to develop a centralised study, research space, limiting the separation of campuses, teaching, learning, research, and working spaces (See: Table 4.4.1) with a functional space (Table 4.4.2)

Table 4.4.1 Facilities of the campus in UEH

Location	Campus	Area (m ²)
Campus A, the Headquarter – Dist.1	A	4,287.4
Campus B, the complex of teaching and learning activities – Dist.10	B	5,441.9
Construction area	B1	22,602.7
Construction area	B2	10,362.9
Campus D, International School of Business – Dist.1	D	800.5
Campus E – Dist.1	E	485.7
Campus H – VNP and VUW Program & EEPSEA	H	520.3
Dormitory Tran Hung Dao – Dist.1	KTX	661.7
Dormitory Nguyen Chi Thanh – Dist. 5	KTX	881.8
Campus Vo Thi Sau, UEH Boutique Hotel, UEH Institute of Innovation, UEH Institute of Smart City and Management – Dist. 3	V	1,749.9
Campus Duong Dinh Hoi, Centre for Physical Training – Dist. 8	TDTT	11,773.2
Campus N – the new complex of teaching and learning activities – Dist. Binh Chanh	N	111,340.0
Campus Vinh Long, Province Vinh Long, Mekong Delta	PHVL	29,454.2

Table 4.4.2 Functional space, UEH

Functional space	Rooms, Total capacity
Working room	251 rooms
Classroom	193 rooms, 18,234 seats
Halls, meeting rooms	27 rooms, 2,020 seats
Language, computer room	23 rooms, 1,023 seats
Library	17 rooms, 1,701 seats
Tran Hung Dao Dormitory	90 rooms, 765 vacancies

The University's equipment for teaching, learning, and scientific research fully meets the programme requirements. The total number of rooms and total capacity across all UEH campuses, including the Vinh Long Campus, are listed in Table 4.4.2.

The Nguyen Van Linh Campus (in the south of Ho Chi Minh City) covers a total area of 11.34 hectares and has been completed. The central administrative building and modern classrooms are already in use. UEH continues to invest in constructing additional facilities, including a dormitory, a multi-purpose gymnasium, a football field, and new classrooms.

At the 279 Nguyen Tri Phuong Campus, a new, modern, multi-functional 15-storey building has been constructed. It provides offices for faculty members, modern classrooms, online meeting rooms, a library, and conference halls. This building was built on half of the total 0.54-hectare area in the heart of District 10. In 2021, the older offices and classrooms were renovated.

4.4.2 Access to literature (Asterisk Criterion)

Both: Bachelor of Arts in Economics (BoE) and Master of Arts in Public Management (MPM)

UEH has the library and learning materials center with number of seats at 1,701, number of computers used for searching of 38 and the area of 3,424 m², is big enough to satisfy the students' demand for accessing to literature and self-study as well.

The opening hours of the library:

- Campus B's library is open from 8am to 6pm every day (except weekends)
- South City Campus's library is open from 8am to 4pm every day, because the South City Campus is currently used for teaching activities during office hours.

During the semester exam period, these libraries are open even on Saturday and Sunday.

The Library connects the database with more than 90 publishers of prestigious American and European universities such as Cambridge University, Harvard University, Oxford University, etc. Students can register for self-study rooms, look up documents online on the website and receive enthusiastic support from library staff.

UEH library also has abundant resources such as textbooks, monographs, references, study materials, research topics, journals, including Vietnamese and English for students' learning and researching as follows:

- E-library (including databases from sources: self-construction, paid, open source, shared electronic TV project): 183
- Open-source databases: 181
- Data sets for research: 02
- Printed materials: 65,907 documents (including books, textbooks, dissertations, dissertations, scientific research topics, journals and other documents)
- Endogenous documents: 17,308 documents including international publications, dissertations, scientific research topics, conference documents and articles in UEH's
- JABES (Journal of Asian Business and Economic Studies)
- Number of books and electronic textbooks: 306,471
- Number of electronic journals: 132,774
- Number of books, magazines, e-books, databases in libraries: 483,698

There are about 1,900 and 650 respondents satisfied and very satisfied with documents provided by the library accounting for a total rate of 73% of the total survey respondents.

Appraisal:

The teaching rooms and labs are equipped with state-of-the-art technology. For special contents of the curriculum (e.g. business games, role-playing game, virtual elements), the HEI possesses appropriate rooms which possess the specific technical components needed.

For blended-learning/distance learning programmes, the following applies additionally: Additional support is offered to the students outside normal working hours.

The opening hours of the library take students' needs sufficiently into account. Access to the literature and journals as well as to digital media (e.g. electronic media, databases) is ensured.

The literature expressly required for the study programme is available in the library and also kept up to date.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.4	Facilities and equipment					
4.4.1*	Quantity, quality, media and IT equipment of teaching and group rooms (Asterisk Criterion)		X			

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.4.2* Access to literature (Asterisk Criterion)			X		

4.5 Additional services

Career counselling and placement service

Bachelor of Arts in Economics (BoE)

Department of student affairs are responsible for the career counseling and placement services to promote their employability. Department of student affairs provides sufficient professional resources for Career counselling and placement service. From 2016-2021, Department of student affairs conducted 73 programmes to take 3,567 students on field trips at 31 enterprises, 753 programmes to introduce the internship enterprises for 676 students and 5 programmes for career day with about 45 firms participating in each programme. It also conducted 1,068 placement programmes during the period which are offered to the students and graduates on an individual basis.

In addition, some lecturers of the school who have close relationships with some enterprises can introduce students to contact and practice at those enterprises. Students can access the list of businesses posting job vacancies through the website:

- <https://vieclam.ueh.edu.vn>
- <https://ueh.edu.vn/hop-tac/doi-tac/>
- <http://comm.ueh.edu.vn/#>

They also can find jobs or internship enterprises through academic competitions coordinated businesses, such as the Alumni Activities.

Master of Arts in Public Management (MPM)

The same as above. Note: the Master graduates usually all have jobs. In fact, the majority of participants in the MPM program are middle-management officials from provinces such as *Tien Giang, Khanh Hoa, and Ho Chi Minh City*, etc who have been selected for training under Decree 101/2017/ND-CP regarding the training and development of officials and civil servants.

Alumni Activities

Bachelor of Arts in Economics (BoE)

UEH Alumni is established on a voluntary basis for the purpose of gathering and connecting student generations of the UEH with the desire to share experiences, create an environment for communicating and finding opportunities for cooperation and mutual support each other in work and life; at the same time supporting the development of UEH. UEH Alumni has the regulations with the information posted on the website of <https://ueh.edu.vn/hop-tac/cuu-sinh-vien/>

UEH Alumni has the roles and tasks as follows:

Roles:

- Connecting generations of students to contribute to the development of UEH
- Promote the role of former students in the process developing UEH and the country
- Expanding solidarity, connecting with intellectuals to economic development activities and contributing to the education, research and economic development of the country.

Tasks:

- Organizing activities and events to meet the needs and interests of members: sports activities, travel, academic exchange, sharing of life experiences, social work, business connections contribute to economic development for the community and members.
- Organizing activities to exchange information on advances in related fields: economics, business administration and law; coordinating in training and scientific research between UEH and the locals, as well as between UEH and enterprises.
- Building an effective communication channel to connect members
- Supporting each other in life, study, work and business.
- Mobilizing resources to contribute to the development of UEH and the community.

Master of Arts in Public Management (MPM)

In addition to the UEH Alumni Association (described above), the School of Government (SoG) aims to create a reconnection hub for Master's alumni. The School has been building its graduate network for some time. Every year, an alumni gathering is organised, where current students and alumni collaborate on various activities, including outdoor events, sports competitions, professional development seminars, and a shared lunch. Alumni activities can be accessed via the Facebook fan page. Additionally, alumni are invited by email to attend free seminars at UEH, - SoG for their professional development

Appraisal:

Career counselling and placement services are offered to the students and graduates to promote their employability. The HEI provides sufficient resources.

An alumni organisation has been set up with the aim of developing an alumni network.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.5 Additional services					
4.5.1 Career counselling and placement service		X			
4.5.2 Alumni Activities		X			

4.6 Financing of the study programme *

Bachelor of Arts in Economics (BoE)

The study programme is fully supported by strong financial backing from UEH. The school generated revenue of 1,000 billion VND in 2022, and all operating costs are covered by the UEH financial budget. This plan is scheduled and approved annually with the agreement of all staff. Regulations on financial management are outlined in the Internal Spending Rules. These regulations are shared with all staff for their feedback before being officially issued. Additionally, UEH's study programme is funded for the entire accreditation period, ensuring that students who cannot afford the tuition fees can complete their studies through bank loans or by working hard to secure scholarships

Master of Arts in Public Management (MPM)

The same (as above) is valid for this programme. Students, intake 2022, pay the tuition fees for their Master programmes, which cost around 30,750,000 Vietnam annually and 61,500,000 Vietnam dong for the whole study programme (source: <https://ueh.edu.vn/quy-che-cong-khai/>). The tuition fee contributes 66.57% of the total revenue. UEH also receives the government budget (0.44%) and research projects and technology transfer (25,16%).

Appraisal:

The income generated by the programme ensures that each cohort of students starting during the accreditation period can complete their studies.

The panel concluded that UEH should expand opportunities for research funding through third-party financing to become a top research university. UEH could consider allocating one to two percent of its budget for external funding.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.6*	Financing of the study programme (Asterisk Criterion)			X		

5. Quality assurance and documentation

Quality assurance and quality development with respect to contents, processes and outcomes*

Bachelor of Arts in Economics (BoE) and
Master of Arts in Public Management (MPM)

The quality assurance concept applied at UEH follows the PDCA (Plan–Do–Check–Act) cycle, a four-step model aimed at implementing continuous improvement. This approach is applied to processes that seek to improve continuously, with planning, standardisation, documentation, and accurate measurements being essential practices. Internal quality assurance at UEH, including the School of Economics (SE) and the School of Government (SG), is regulated by Decision No. 1494/2021 on quality assurance activities.

Both schools (SE and SG) have a quality assurance system that includes the following structures:

- Quality Assurance Council (QAC)
- Department of Quality Assurance (QAD) – Curriculum Development and Quality Assurance Team

School members and students are actively involved in the respective committees to plan and assess quality assurance and development procedures.

UEH implements various measures to systematically monitor and improve the quality of its programmes in terms of content, processes, and outcomes:

1. The Decision on quality assurance and its development concept and procedures for the programme was put into effect on 26 April 2021 (No. 1494/QD-DHKT-DBCLPTCT) under the title: "Promulgating Educational Quality Assurance."
2. A plan for enhancing the quality at the institutional and programme levels was issued on 04 April 2023 (No. 713/QD-DHKT-DBCLPTCT).
3. A Decision on the content quality of each course, focusing on editing and checking course syllabi, was issued on 08 May 2023 (No. 1209/QD-DHKT-DBCLPTCT).
4. A Decision on quality assurance and development procedures for all programmes, from Undergraduate to PhD, was issued on 22 August 2023 (No. 3125/QD-DHKT-DBCLPTCT).

The programmes also consider evaluation results and analyses related to student workload, success rates, graduate employment, and student demographics. Feedback from surveys varies; for instance, feedback on graduate employment rates may take between 3 months to 1 year to collect.

All survey data is stored by the Department of Quality Assurance – Curriculum Development for five years, and all reports are retained for two quality accreditation cycles.

Recently, UEH adjusted the structure of its Quality Assurance system in line with its model as a multi-disciplinary university.

Instruments of quality assurance

Bachelor of Arts in Economics (BoE) and Master of Arts in Public Management (MPM)

Instruments of Quality Assurance (QA) are demonstrated in the table 5.2 with the types of survey that take place for both programmes.

Table 5.2 Quality instruments, type of survey, and objects

Quality instruments	Frequency Type of survey	Survey objects	Quantity
Course quality survey (since 2020) by QACD	Semester Summative online survey	Bachelor students (#98% replied) Master student (#25% replied)	# 100-120 thousands online questionnaires per semester
Student workload survey (since 2023) by QACD	Semester Online survey	Bachelor students (#98% replied) Master student (#25% replied)	# 100-120 thousands online questionnaires per semester
Service quality by QACD	Yearly Online survey	Bachelor students, master students and staff	5.000-10.000 replied
Employment of within one year graduates by QACD	Each cohort (twice a year) Online and telephone surveys	Bachelor student (#20-30% replied)	4.000-5.000 graduates a year
Employer survey by QACD	5-year term Interviews and online survey	Employers that recruit UEH graduates	200-300 respondents
Employer survey by Schools (informal)	One to two year term Interviews and online survey	Employers, to understand employers' recruitment norms, to adjust programme learning outcomes	20-50 respondents per school
Alumni survey by Schools (informal)	One to two year term Interviews and online survey	Alumni, to understand employers' recruitment norms, labour market situation, to adjust programme learning outcomes	20-50 respondents per school

Evaluation by students

Bachelor of Arts in Economics (BoE) and Master of Arts in Public Management (MPM)

According to SER (p 57), the collection of feedback from students is carried out periodically. Schools are planning to submit surveys in the first and last semesters to receive evaluation by students. The collection of feedback is served for a later improvement. The survey results are to be provided to lecturers, department leaders and school leaders which serve as the basis for adjustments and improvements in the quality of the course or programmes. According to the SER, after each semester, the level of achievement of the learning outcomes of the course is evaluated by students to use for later improvement. The survey results are compiled into

specific reports, indicators and scales. The results of the survey are compiled according to the department and each lecturer.

Evaluation by faculty

School of Economics and School of Government do the procedures in different ways in terms of contents, procedures and organisation.

- The *School of Economics* follows a more structured and formal evaluation process, with multiple layers of assessment and a clear hierarchy. The focus is on comprehensive evaluation covering various aspects of teaching and programme management, with well-defined standards and public recognition for high performers.
- *The School of Government* adopts a more flexible and iterative approach, emphasizing continuous improvement and stakeholder feedback. The process is organised around regular meetings that promote open discussion and collegiality, with a focus on adapting the curriculum to meet changing demands and enhance program quality.

Both approaches have their own strengths: the School of Economics' method ensures consistent evaluations, while the School of Government's method fosters adaptability and responsiveness to stakeholder needs.

Bachelor of Arts in Economics (BoE)

In terms of contents, the School of Economics embeds:

- The teaching content, organisation, programme, teaching methods, courses, students, and management.
- Specific focus on evaluating lecturers, course performance, subject content, teaching methods, tests, and grading.
- The assessment content includes teaching objectives, scientific research, core competencies, and implementation of key results' objective

Regarding the procedures, in School of Economics:

- The evaluation process is structured and multi-layered.
- Faculty evaluations include assessing lecturers, course performance, and subject content.
- Feedback is implemented by the Department and School's training program.
- The Human Resource department conducts an end-of-year evaluation, starting with self-evaluation, followed by management unit-level assessment, and finally school-level assessment.
- The process is well-defined, public, and consistent across the university.

As for Organisation, School of Economics includes:

- The evaluation process, highly organized and formalized.
- Results are recorded and discussed at the management level.
- There is a clear hierarchy in the evaluation process, involving multiple levels of assessment.
- The results are made public, and high performers are recognized and honored.

Master of Arts in Public Management (MPM)

In terms of contents, Evaluation of the School of Government (MPM) covers:

- The evaluation focuses on reviewing and developing the curriculum based on stakeholder demands.
- Faculty members provide feedback on the programmes they are teaching.

- The evaluation process is organized around regular meetings and open discussions.
- Faculty members have multiple opportunities to provide input and feedback.
- The process promotes transparency and collegiality.
- The focus is on adapting and renewing the curriculum based on feedback and changing demands.

Regarding *the procedures*, the *School of Government* follows these steps:

- The evaluation process involves periodic meetings throughout the semester.
- Faculty members discuss issues related to teaching and learning activities during these meetings.
- Additional meetings are held before the semester begins to review the curriculum and plan development strategies.
- Faculty members are encouraged to provide open and collegial feedback.
- The process is flexible and iterative, focusing on continuous improvement and incorporating stakeholder feedback.

As for *organisation*, the *School of Government* operates with the following key features:

- The evaluation process is centred around regular meetings and open discussions.
- Faculty members are given multiple opportunities to provide input and feedback.
- The process promotes transparency and collegiality.
- The focus is on adapting and updating the curriculum based on feedback and evolving demands.

Table 5.2.2 Evaluation by faculty in the School of Government (part of evaluation, example)

Criteria	% of total agree and fairly agree
The contents are update to international and domestic demands	71%
The courses are interconnected and coherence	71%
The program fosters the professional skills needed for students	79%

External evaluation by alumni, employers and third parties

Both programmes emphasize the importance of alumni and employer feedback in evaluating and improving their curricula.

Bachelor of Arts in Economics (BoE)

BoE programme focuses on specific interviews with recent graduates and employers' feedback, as well as a significant survey conducted by the Department of Quality Assurance – Curriculum Development (QACD) in 2022. It assesses graduates' skills and abilities comprehensively.

Master of Arts in Public Management (MPM)

MPM Programme, on the other hand, has a more established and ongoing relationship with its alumni, and it is regularly seeking a feedback through questionnaires and meetings. It also keeps alumni informed about new programmes and encourages their continued engagement. The annual alumni survey provides detailed insights into graduates' employment status and the practical application of their skills.

Programme documentation

Programme description*

Bachelor of Arts in Economics (BoE)

The Programme profile includes the information on programme content, learning outcome, subject content, learning outcomes matrix, the course syllabus and other required documents for quality control of the programme. These documents are systematically stored in the Quality Assurance /Curriculum Department (QACD).

This dossier has been issued and published in accordance with regulations for relevant groups such as lecturers, students and businesses as prescribed and has received feedback from these groups.

Master of Arts in Public Management (MPM)

The process of content improvement is ongoing in the MPM programme. According to the 4-5 year periodic regulations, comprehensive renovations and programme-wide improvements are planned, with a review of the programme every two years, and annual assessments and reviews of individual subjects. The programme is evaluated, and individual subjects are revised on an annual basis.

For the 2020-2025 period, UEH plans several adjustments, with a significant focus on output standards and training programmes. These adjustments will be made in alignment with the Ministry of Education and Training's guiding documents, the Ministry's quality assurance standards, ASEAN University Network Quality Assurance (AUN-QA) standards, and actual market demands

Information on activities during the academic year

Bachelor of Arts in Economics (BoE) and Master of Arts in Public Management (MPM)

Students of both programmes – BoE and MPM - are informed of all activities throughout the academic year of the training programme. These activities include seminars, conferences, anniversary events, and more. Programme information is clearly published and made accessible.

The information exchange channels of UEH and the School are managed and regularly updated to ensure effective communication and interconnectivity. Information is transmitted via email to students, administrative staff, and school leaders. All activities are promptly communicated to students through

- emails,
- the website, and
- Facebook events.

Once completed, programme activities are compiled into newsletters and promotional materials for recruitment purposes. The Department of Marketing and Communication oversees and updates all information and communications.

UEH News and the UEH Newsletter are released and updated every month, while the UEH website regularly provides updates on school activities. UEH complies with regulations regarding the reporting of annual school activities, public reports, and is subject to MoET's annual audit regulations. At the end of the year, the school submits a report summarizing the year's activities for UEH to assess the achievement of its set goals.

Appraisal:

A quality assurance and development procedure, which systematically and continuously monitors and develops the quality of the programme with respect to its contents, processes, and outcomes, has been set up. It takes into account the evaluation results, success rate, and graduate employment as well as the profile of the student population. Faculty members participate in the respective committees to plan and assess the quality assurance and development procedures, with clearly defined responsibilities.

The panel of experts was informed that students generally find the study programmes and their workload manageable. However, an analysis of student workload revealed a discrepancy between survey data and interview responses (see more on the feasibility of study workload – p. 3.2). As a result, the panel of experts set a **condition** that the workload should be better aligned with the credit points. Additionally, the questionnaire design should be improved to address workload issues.

Student evaluations are conducted periodically according to a prescribed procedure. However, the outcomes are not always communicated to students or used effectively in the quality development process. The panel of experts **recommends** that students be actively involved in relevant committees and that survey results be used to address issues in the study programmes. The experts also emphasised that evaluation outcomes should be communicated to students and utilised to enhance the quality development process.

Quality control by the faculty is carried out regularly and follows a prescribed procedure. The outcomes are communicated and contribute to the quality development process. External evaluations are also conducted regularly, following the same procedural guidelines, with the outcomes used to support quality improvement.

The study programme's content, curriculum and examination scheme have been suitably documented and published (e.g. course plan and exam regulations) for BoE. However, the design and curriculum of the Master of Public Management (MPM) programme are not properly documented - its structure is not quite clear and not comprehensive. Therefore, the panel of experts **recommends the following condition:** to provide a clear and comprehensive structure.

Press relations and network communication are actively maintained. In its annual report the HEI regularly publishes current news and information – both quantitative and qualitative – about the study programmes.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
5.1* Quality assurance and quality development with respect to contents, processes and outcomes (Asterisk Criterion)				X	
5.2 Instruments of quality assurance					
5.2.1 Evaluation by students				X	
5.2.2 Evaluation by faculty			X		
5.2.3 External evaluation by alumni, employers and third parties			X		
5.3 Programme documentation					

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
5.3.1* Programme description (Asterisk Criterion)			X(BoE)	X (MPM)	
5.3.2 Information on activities during the academic year			X		

Quality profile

HEI: University of Economics Ho Chi Minh City (UEH)

Bachelor of Arts in Economics (BoE)

Master of Arts in Public Management (MPM)

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
1	Objectives					
1.1*	Objectives of the study programme (Asterisk Criterion)			X		
1.2*	International orientation of the study programme design (Asterisk Criterion)			X		
1.3	Positioning of the study programme					
1.3.1	Positioning of the study programme in the educational market			X		
1.3.2	Positioning of the study programme on the job market for graduates („Employability“)			X		
1.3.3	Positioning of the study programme within the HEI's overall strategic concept			X		
2	Admission					
2.1*	Admission requirements (Asterisk Criterion)			X		
2.2	Counselling for prospective students			X		
2.3*	Selection procedure (if relevant)			X		
2.4(*)	Professional experience (if relevant; Asterisk Criterion for master programmes that require professional experience)			X		
2.5*	Ensuring foreign language proficiency (Asterisk Criterion)			X		
2.6*	Transparency and documentation of admission procedure and decision (Asterisk Criterion)			X		
3	Contents, structure and didactical concept					
3.1	Contents					
3.1.1*	Logic and conceptual coherence (Asterisk Criterion)			X		
3.1.2*	Rationale for degree and programme name (Asterisk Criterion)			X		
3.1.3*	Integration of theory and practice (Asterisk Criterion)			X		
3.1.4	Interdisciplinary thinking			X		
3.1.5	Ethical aspects			X		
3.1.6*	Methods and scientific practice (Asterisk Criterion)			X		
3.1.7*	Examination and final thesis (Asterisk Criterion)			X (BoE)	X (MPM)	

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.2	Structure					
3.2.1*	Modular structure of the study programme (Asterisk Criterion)			X		
3.2.2*	Study and exam regulations (Asterisk Criterion)			X		
3.2.3*	Feasibility of study workload (Asterisk Criterion)				X	
3.2.4	Equality of opportunity			X		
3.3	Didactical concept					
3.3.1*	Logic and plausibility of the didactical concept (Asterisk Criterion)			X		
3.3.2*	Course materials (Asterisk Criterion)			X		
3.3.3	Guest lecturers			X		
3.3.4	Lecturing tutors					X
3.4	Internationality					
3.4.1*	International contents and intercultural aspects (Asterisk Criterion)			X		
3.4.2	Internationality of the student body			X (MPM)	X (BoE)	
3.4.3	Internationality of faculty			X		
3.4.4	Foreign language contents			X		
3.5*	Multidisciplinary competences and skills (Asterisk Criterion)			X(BoE)	X (MPM)	
3.6*	Skills for employment / Employability (Asterisk Criterion)			X		
4.	Academic environment and framework conditions					
4.1	Faculty					
4.1.1*	Structure and quantity of faculty in relation to curricular requirements (Asterisk Criterion)					
4.1.2*	Academic qualification of faculty (Asterisk Criterion)		X (MPM)	X (BoE)		
4.1.3*	Pedagogical / didactical qualification of faculty (Asterisk Criterion)			X		
4.1.4	Practical business experience of faculty			X		
4.1.5*	Internal cooperation (Asterisk Criterion)			X		
4.1.6*	Student support by the faculty (Asterisk Criterion)		X			
4.1.7(*)	Student support in distance learning (only relevant and an Asterisk Criterion for blended-learning/distance learning programmes)			X		
4.2	Programme management					
4.2.1*	Programme Director (Asterisk Criterion)			X		

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.2.2	Process organisation and administrative support for students and faculty			X		
4.3	Cooperation and partnerships					
4.3.1(*)	Cooperation with HEIs and other academic institutions or networks (Asterisk Criterion for cooperation programmes)			X		
4.3.2(*)	Cooperation with business enterprises and other organisations (Asterisk Criterion for educational and vocational programmes, franchise programmes)			X		
4.4	Facilities and equipment					
4.4.1*	Quantity, quality, media and IT equipment of teaching and group rooms (Asterisk Criterion)		X			
4.4.2*	Access to literature (Asterisk Criterion)			X		
4.5	Additional services					
4.5.1	Career counselling and placement service		X			
4.5.2	Alumni Activities		X			
4.6*	Financing of the study programme (Asterisk Criterion)			X		
5	Quality assurance and documentation					
5.1*	Quality assurance and quality development with respect to contents, processes and outcomes (Asterisk Criterion)				X	
5.2	Instruments of quality assurance					
5.2.1	Evaluation by students				X	
5.2.2	Evaluation by faculty			X		
5.2.3	External evaluation by alumni, employers and third parties			X		
5.3	Programme documentation					
5.3.1*	Programme description (Asterisk Criterion)			X (BoE)	X(MPM)	
5.3.2	Information on activities during the academic year			X		