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UEH Vietnam and NTU Singapore launch International MBA to develop global leaders for Vietnam

The two universities harness their distinct strengths to deliver a world-class MBA degree, enhancing upskilling opportunities for working professionals in Vietnam

University of Economics Ho Chi Minh (UEH) and Nanyang Technological University, Singapore (NTU Singapore) have jointly launched the **International Master of Business Administration (IMBA)** programme in Vietnam on 12 October 2023. The new programme, set to commence in August 2024, aims to deliver a comprehensive business education, amalgamating the collective expertise of both universities to equip participants with skills and knowledge vital for thriving in the green and tech economy. Upon successful completion of the programme's requirements, participants will be awarded the **NTU MBA Degree by NTU Singapore**. Additionally, they will receive the **Certificate of Completion in Business Administration from UEH**. This dual recognition underscores the programme's commitment to delivering a well-rounded educational experience.

The programme's launch event was jointly commemorated by the **Singapore Ambassador to Vietnam Mr. Jaya Ratnam; Deputy Director of the Southern Center for Education and Training Development of the MOET Mr. Le Thang Loi; UEH Chairman Professor Nguyen Dong Phong; UEH President Professor Su Dinh Thanh; UEH Vice President Dr. Dinh Cong Khai; Dean of Institute of Business Research Professor Vo Xuan Vinh; Dean of School of Management Dr. Ngo Quang Huan and Dean of NTU's Nanyang Business School (NBS) Professor Christina Soh**. They were joined by corporate partners and alumni from both NTU and UEH. The Vietnam government has recognised that sustainable economic growth in the 21st century must be fostered through science, technology, innovation, and digital transformation. This year, education and training have been highlighted as the key areas of collaboration during PM Pham Minh Chinh's visit to Singapore in March. With the two countries celebrating 50 years of diplomatic relations, this programme is poised to facilitate the exchange of expertise, technology, and investment opportunities, promoting mutual growth and development for both countries.

UEH President Professor Su Dinh Thanh said: "The collaboration between UEH and NTU Singapore will bring together the expertise of our two institutions to drive global

knowledge exchange, develop leadership, and cultivate talents to contribute to the economic growth of both nations. The collaboration between the two universities will provide participants with a holistic learning experience. By bringing together faculty from both institutions, the programme combines global perspectives with a strong grasp of the local context in Vietnam.”. At UEH, the programme is facilitated by Institute of Business Research and School of Management – University of Economics Ho Chi Minh.

Benefits of the IMBA Programme

The IMBA programme's interdisciplinary curriculum places a specific emphasis on technology and innovation. First, it aims to provide participants with a robust foundation in business principles while ensuring a comprehensive understanding of current and future technologies and innovations. For instance, the “technology and innovation strategy” module introduces participants to cutting-edge technological advancements, including machine learning, artificial intelligence, cyber-physical systems, horizontal and vertical system integration. This allows participants to grasp the potential impact of these advancements on businesses and encourages innovative thinking to enhance productivity, achieve high performance, improve efficiency, and strengthen their companies' competitiveness.

Second, as a premier business school within a leading technological university, NBS is perfectly positioned to offer the NTU-UEH International MBA. **Professor Christina Soh, Dean of NTU Singapore's Nanyang Business School**, said: “The programme's comprehensive range of modules, each designed to address distinct aspects of business and management, will empower aspiring leaders with the adaptability and foresight needed to thrive in today's rapidly changing business landscape. UEH's faculty has a deep understanding and hands-on experience of Vietnam's local business environment, encompassing cultural, economic, and political nuances. NTU's faculty contributes evidence-based knowledge and global insights to enrich this programme. Through this collaboration, we strike a harmonious balance between acting locally and thinking globally.”

Third, both universities also recognise the demands of working professionals and have responded by adopting a hybrid teaching model. This approach combines 60% in-person classes with 40% online synchronous seminars, enabling in-person interactions, collaborative learning experiences, and real-time engagement via online seminars. This flexible approach empowers working professionals to excel in their careers while gaining transformative education that accommodates their busy schedules.

The medium of instruction for the programme will be English. Prospective participants must hold a bachelor's degree from a recognised university or institution and have at least two years of full-time work experience. Additionally, participants will undergo an

executive assessment designed to evaluate their cognitive and analytical abilities. This assessment provides insights into applicants' aptitude for the programme and their potential for success in a rigorous academic setting.

NTU and UEH are accepting applications for the IMBA programme now. Interested candidates can find out more information at: <https://ntu.sg/nbs-imba>

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About University of Economics Ho Chi Minh, Vietnam (UEH)

For more than 47 years of establishment and development, the University of Economics Ho Chi Minh (UEH) has been evolving to meet market demands, contributing to Vietnam's economic development and expanding human knowledge. Up to now, UEH proudly stands as one of the seven higher education institutions in Vietnam following the "Multi-disciplinary and multi-major university" model, which is consistently in line with advanced global university systems.

UEH targets 5 positioning values including: (1) Training global citizens, acting for sustainable development; (2) Research for the public benefit; (3) From circular campus to green university; (4) Prioritize sustainable development; (5) Community of people inspiring art and change for sustainability.

UEH has achieved remarkable outcomes in education, scientific research, and community development: The first and only economics university in Vietnam entered the Top 401+ QS Asia 2023 rankings; Top 1 best universities in Vietnam according to U-Multirank 2022 rankings; Top 8 best universities in Vietnam, leading Economics, Management, Business and Law schools for 4 consecutive years according to the 2022 Webometrics rankings; Top 298 best universities in Asia according to SCImago 2022; Leading 9 Universities in Vietnam, among the Top 301 - 400 leading Universities in the world contributing to the 17 sustainable development goals of the United Nations according to THE Impact Rankings 2023...

For more information, please visit www.ueh.edu.vn

About Nanyang Technological University, Singapore

A research-intensive public university, Nanyang Technological University, Singapore (NTU Singapore) has 33,000 undergraduate and postgraduate students in the Engineering, Business, Science, Medicine, Humanities, Arts, & Social Sciences, and Graduate colleges.

NTU is also home to world-renowned autonomous institutes – the National Institute of Education, S Rajaratnam School of International Studies and Singapore Centre for Environmental Life Sciences Engineering – and various leading research centres such as the Earth Observatory of Singapore, Nanyang Environment & Water Research Institute and Energy Research Institute @ NTU (ERI@N).

Under the NTU Smart Campus vision, the University harnesses the power of digital technology and tech-enabled solutions to support better learning and living experiences, the discovery of new knowledge, and the sustainability of resources.

Ranked amongst the world's top universities, the University's main campus is also frequently listed among the world's most beautiful. Known for its sustainability, NTU has achieved 100% Green Mark Platinum certification for all its eligible building projects. Apart from its main campus, NTU also has a medical campus in Novena, Singapore's healthcare district.

For more information, visit www.ntu.edu.sg.

About Nanyang Business School

Consistently ranked among the world's premier business schools, Nanyang Technological University's Nanyang Business School (NBS) has been preparing leaders for business and public service, advancing global management knowledge and practice for decades. Being fully integrated into Nanyang Technological University, we draw on the strengths of one of Asia's most comprehensive research-intensive universities to provide holistic, interdisciplinary business education. NBS believes that responsible and culturally sensitive leadership in business and government is key to securing a sustainable future for a globalised world. Through our teaching and research, we are well-placed to empower the next generation of business leaders to innovate for the future, lead with impact, and transform with cultural dexterity.

For more information, visit www.ntu.edu.sg/business