MINISTRY OF INDUSTRY AND TRADE
UNIVERSITY OF ECONOMICS TECHNOLOGY FOR INDUSTRIES
No: 19/ĐA-ĐHKTKTCN
Implementation of the joint training program in International Business and Trade at University level

SOCIALIST REPUBLIC OF VIETNAM
Independence - Freedom - Happiness

Hanoi, November 9th 2021

PROJECT PROPOSAL

THE JOINT-TRAINING PROGRAM FOR BACHELOR OF INTERNATIONAL BUSINESS AND TRADE (IBT)

between University of Economics – Technology for Industries (Vietnam)

And Ming Chuan University – Taiwan

Major : International Business and Trade
Code : 7340121
Level : University

To: Science and Training Council
University of Economics – Technology for Industries

I. THE NECESSITY OF THE PROGRAM

In recent years, Vietnam has paid great attention to promoting international cooperation and training links with foreign countries. The government has focused on consolidating policies for this activity. The 2019 Education Law and the Law amending and supplementing a number of articles of the Law on Higher Education have been promulgated to promote university autonomy, promote education quality accreditation, and open up more opportunities for training links, attracting excellent universities in the region and the world to Vietnam. Joint training program is not only for the immediate purpose of solving learning places and meeting human resource needs for production and business establishments. It also has a further, more strategic goal, which is to import advanced educational technology, foster teaching staff and contribute to the modernization of Vietnam's higher education. The practice of training institutions in Vietnam shows that short-term and long-term goals are closely related. If you do not fulfill the task of ensuring the quality of training and supplying human resources up to international standards, you will not be able to accumulate and perform long-term tasks.

In the context that Vietnam officially joins the ASEAN Economic Community and becomes a member of the CPTPP and EVFTA, owning a degree from prestigious universities in the world will help young people have more competitive opportunity in the global career direction. Joint training programs are appearing more and more and are quickly accepted by parents and students to grasp such the need. Also, young people today absolutely have more "reasonable" and "trendy" options through other open doors. Joint training programs with outstanding advantages have been attracting the attention of many parents and senior students. It not only helps reduce the pressure of the race to university, but also gives young people the opportunity to experience an international standard learning environment, in which the teaching and learning language is entirely in English and the qualifications are under global value at a reasonable cost.

Besides, the advantage of the joint training program is the balance between theory and practice, and many internship opportunities at enterprises that will help the students early access to the real working environment, discover their potential and build relationships with future employers.

Therefore, University of Economics -Technology for Industries, Vietnam (UNETI) in conjunction with Ming Chuan University (MCU) open a joint training program, majoring in International Trade and Business, at the University level.

Taiwan on the world map is relatively small area compared to other countries in the region. Educational development is considered by Taiwan to be a top priority with the policy of "developing the country through science and education." Leading the trend toward "modern education, to the world and to the future," Taiwan higher education is the most powerful, comprehensive, and effective innovation environment, demonstrating the quality of higher education is constantly being recognized at regional and international levels.

Taiwan ranks 17th in the world and 4th in Asia (after Japan, Korea, China). This position was announced by Quacquarelli Symonds (QS) Limited, a world-class education provider. Taiwan is one of the top 20 countries with high education in this ranking (Source: www.topuniversity.com).

Established in 1957, Ming Chuan University (MCU) is one of the top-quality institutions in Taiwan. The university has 3 major campuses in Taipei, Taoyuan and Kinmen which is one of the first universities in Taiwan to be licensed to recruit international students. The university has subjects taught in English; therefore, graduates from MCU will be able to fluently use at least 2 foreign languages, English, and Chinese. The degree as well as the quality of training in MCU to meet international standards has been recognized by the US as well as more than 84 countries for training cooperation.

The joint training program between the University of Economics - Technology for Industries, Vietnam (UNETI) and Ming Chuan University (MCU) Taiwan is designed to

increase the opportunity for Vietnamese students to choose suitable learning methods. Students participating in the Joint Training Program have accessed high-quality graduate education in the region and the world at a reasonable cost. With costs ranging from 16,000 to 18,000 USD for the whole course compared to an average of 30,000 to 50,000 Euros for 1 to 2 years of study in European countries, 30,000 to 50,000 USD for 1 year of study in the United States. It can be said that the tuition fee under this joint training method is very suitable for the financial conditions of Vietnamese students.

In the process of training cooperation, in addition to absorbing modern training methods and strengthening the capacity of Vietnamese lecturers, the lecturers of both sides also have the chance to interact and exchange professional ideas to create joint research programs, to contribute to a diverse and creative academic exchange space. In addition, the implementation of the Joint Training Program is a driving force for UNETI to improve training quality and innovate training programs; modernize the source of textbooks and reference materials; upgrade educational facilities and equipment; acquiring advanced university management experiences... Since then, it has continuously affirmed the position and reputation of UNETI at national, regional, and international levels.

As the first joint training program of UNETI majoring in International Trade and Business, this program promises to create a breakthrough in training quality at UNETI. The design and operation of this joint training program completely meets the needs of students, promoting the strengths of both universities. Graduates from the Joint Training Program majoring in International Trade and Business at university level, with good moral qualities, solid political will, professional knowledge, proficient in professional skills, creative thinking, open vision will surely be an important human resource contributing to the implementation of the renovation process of socio-economic development of our country today, especially in the context of the 4.0 technology revolution and digital innovation era.

II. COLLABORATIVE PARTIES OF THE PROGRAM

1. Vietnamese Party: University of Economics – Technology for Industries (UNETI)

1.1. Information about legal status

Representative: Mr. Tran Hoang Long
Position: President
Address: No.456, Minh Khai Street, Hai Ba Trung District, Hanoi, Vietnam
Phone number: + +84-(0)24-38641504
Fax number: +84-(0)24-38643938
Website: http://uneti.edu.vn
Email: thlong@uneti.edu.vn
Establishment Decision No. 1206/2007/ QD-TTg dated September 11, 2007 by the Prime Minister.

1.2. An introduction about University of Economics – Technology for Industries

1.2.1. University Overview

- Official name: Trường Đại học Kinh tế - Kỹ thuật Công nghiệp.

- English transaction name: University of Economics – Technology for Industries.

- Address:

UNETI Campus in Hanoi:

- No. 456, Minh Khai Street, Vinh Tuy Ward, Hai Ba Trung District, Hanoi. Phone: (024) 38621504. Fax: (024) 38623938.
- No. 218, Linh Nam Road, Hoang Mai District, Hanoi. Phone: (024) 322 47103.

UNETI Campus in Nam Dinh:

No. 353, Tran Hung Dao Road, Nam Dinh. Phone: (0228) 3849706. Fax: (0228) 3845745; My Xa, Nam Dinh. Phone: (0228) 3672559.

Website: www.uneti.edu.vn

Email: web@uneti.edu.vn

Decision No. 1206/QĐ-TTg on the establishment of University on September 11th, 2007.

University of Economics – Technology for Industries (UNETI) was established under Decision No. 1206/QĐ-TTg on September 11th, 2007, signed by the Prime Minister based on upgrading the College of Economics – Technology for Industries I (formerly known School of Engineering III established since 1956). For over 65 years of construction and development, UNETI has been authorized by the Prime Minister to permit the mechanisms of self-control improvement since November 2017.

The mission of UNETI is "University of Economics – Technology for Industries is a higher education institution whose orientation is operating under the mechanisms of self-control improvement; implementing the functions of education – training, scientific research, community service to meet the society goals and the requirement of the nation industrialization and modernization".

The university's goals are to educate and train university and postgraduate labor resources. To be illustrated, UNETI learners are boosted to develop comprehensively their modesty, politics and well-evaluated working attitudes; their awareness of community service and the personal involvement in social activities; their specialist knowledge, the ability of mastering principles, social laws, skill proficiency, the capacity of working independently and creatively and problem-detecting-and-solving skills to tackle specialized issues to meet the requirement of the knowledge economy when the industrial revolution 4.0 is happening on the global.

The vision is "UNETI will have become a prestigious application-oriented university and within the top professional oriented higher education institutions by 2030".

The organization: The university is organized with a rector, 02 vice-rectors, 09 functional offices, 04 centers, 14 faculties and one Journal of Science and Technology. The organization is built based on regulations enacted by the Ministry of Industry and Trade, the Ministry of Education and Training and the university and is administered by online-functional modes.

Human resources: There are 643 lecturers and staffs, including 53 associate professors and Doctor of Philosophy (accounting for 8.24%); 499 masters (taking up to 77.6%) and the rest as postgraduate students. In addition, 150 associate professors, doctors, masters and experienced engineers from other universities, academies and enterprises are visiting lecturers. Many of UNETI lecturers regarded as professional experts in economy and technology sectors have participated in Consultancy Councils, Acceptance Councils at the level of Department, Ministry and State.

Education and training: There are 17 university training programs and 03 master training ones. UNETI has already provided labor market with bachelors from Mechanical Engineering, Accounting, Business Administration, Electronics and Telecommunications Engineering, Food Technology, Control Engineering and Automation and so on. The university brand has always been kept and developed since the enrollment results have continuously reached the permitted targets. Moreover, the enrollment sources are still abundant, and the university size is over 14.000 students.

The quality assurance: In the academic year 2017 – 2018, the university has accomplished the procedure of self-assessment, evaluation and being authorized with the certificate of standardized quality of educational institutions according to the set of quality accreditation standards promulgated by Ministry of Education and Training (Document No. 06/VBHN-BGDĐT, March 4th, 2014). Furthermore, in the academic year 2019 – 2020, the university has completed the procedure of self-assessment and get certificate for 11 training programs according to the set of quality accreditation standards issued in Circular 04/2016/TT-BGDĐT March 14th, 2016, promulgated by Ministry of Education and Training. The university has currently been preparing for the evaluation of two other training programs.

Facilities: UNETI has put the headquarter in Nam Dinh and a campus in Hanoi. There is a place of 17.000m2 at No. 353 Tran Hung Dao Street and 250.000m2 at My Xa Ward, Nam Dinh. Whereas Hanoi campus consists of 7.000 m2 at 456 Minh Khai, Hai Ba Trung District and 20.000 m2 at Linh Nam Ward, Hoang Mai District. Gross area land is total 25.412 m2. Over the past few years, UNETI has been implementing the project called "Master planning the University of Economics – Technology for Industries to 2020" with

a total investment of over 550 billion VND. Up to now it has already been completed with a 15-storey building, a 9-storey building, a 3-floor large hall and 3 workshops with an area of over 3.000 m2; 2 dormitories and infrastructure system at My Xa Campus, the landscape and surrounding in both two locations; all of which have been invested with over 250 billion VND (80% of which is accounted for the university owned capital). Besides, education facilities and equipment have been bought at the price of more than 70 billion VND. The information technology system has been invested much to meet teaching and learning process. In terms of network infrastructure, there are currently 08 servers, including 6 ones placed at 456 Minh Khai, Hanoi and 2 ones at 353 Tran Hung Dao, Nam Dinh. 08 transmission lines using FTTH fiber optic network up to 64 Mbps are installed to provide internet for all computer rooms, laboratories, halls, and dormitories; as well as maintain to operate electronic ports such as website, electronic libraries, or other utility services for all aspects in education training and scientific research in both Hanoi and Nam Dinh.

Library and Textbooks: The library center at UNETI is arranged in 03 facilities with a total area of 1284m2. To be more specific, Minh Khai Campus has an area of 179 m2: 01 open reading room, 02 warehouse rooms; Linh Nam Campus has an area of 757 m2 is arranged 01 open reading room, 01 warehouse room and Nam Dinh Campus has an area of 348 m2 being arranged with 01 open reading room to serve training and research activities of lecturers and students. The system of rooms is arranged to connect to meet students' learning needs. The library has 350 seats: Minh Khai Campus has 72 seats with 12 sets of tables and chairs; The Linh Nam Campus has 140 seats with 70 sets of tables and chairs and the Nam Dinh Campus has 138 seats with 23 sets of tables and chairs. The library has 01 modern library management software (Kipos); 1 set of servers and 13 computer sets of professional and searchable activities. In detail, Minh Khai Campus: 7 sets, Linh Nam Campus: 04 sets and Nam Dinh Campus: 02 sets; 03 security gates; 02 printers; 01 photo machine and other equipment.

The library provides textbooks, documents, and reference books to support training and research activities. In recent years, the library's learning resources have been regularly supplemented and diversified. Currently, the Library owns 7,016 printed documents which are equivalent to 46,248 copies and 1220 digital documents to serve readers. For the control and automation technology industry, the number of printed documents is 562 heads, respectively 2410 copies, and digital documents consist of 165 copies. In addition, the University has cooperated and linked to exploit 04 electronic databases of the Northern Regional University Association, the Vietnam Library Union, the Library Union of Technical Schools, and the share database project.

Website of UNETI electric library: www.lib.uneti.edu.vn

International Cooperation: University of Economics – Technology for Industries (UNETI) has promoted the expansion of cooperation with international partners regarding

developing, organizing, building, and managing joint training programs. Currently, the school is building a transactional education program for Business Commerce Major with Minh Chuan University - Taiwan, which is expected to complete and enroll in August 2021 and the transactional education program for Mechatronics Major with Korea Polytechnic University (KPU), which is expected to complete and enroll in 2022. In the lecturer and student exchange program, academic exchanges, scientific research and cultural exchanges, UNETI has firstly welcomed 02 Korean lecturers who were dispatched by KPU to teach Korean language for a period of 6 months, one from October 2019 to March 2020 and the other from February 2021 to August, 2021; secondly accepted an international student from the Lao People's Democratic Republic for Business Administration Major, in the period of 2018 - 2022 and thirdly appointed 16 UNETI students to KPU for studying and cultural exchange purposes for about 02 months, from June, 2019 to August, 2019.

Furthermore, UNETI exchanges and cooperates with domestic and foreign enterprises; organizes studying abroad consulting activities, deploys scholarship programs for oversea study in China, Taiwan, Korea, Switzerland, and scholarship between University – Enterprise programs in Japan, Taiwan, Korea, Germany, and scholarship of agreement programs in Russia, Hungary, Bulgaria, Belarus, France, China periodically for UNETI lecturers and students. At the same time, UNETI continues to implement many projects in collaboration with Jica, KDIA, ODA, ADB. Particularly, UNETI has joined and is an official member of the International Association of Universities of Food Science and Technology based in Plovdiv Bulgaria, including 18 universities from France and Germany, Russia, Turkey, Greece, Bulgaria and so on with the purpose of cooperation and exchange on scientific research, mutual support on advanced training programs and opening high-quality classes in the spirit win-win.

1.2.2. An overview of Center for International Cooperation

Center for International Cooperation (CIC) is a unit under the University of Economics – Technology for Industries. CIC's precursor was the Center for Consulting and Cooperation in Training and Retraining of Staff, established in Decision No. 25/1999/QD-BCN on May 18th, 1999, by the Minister of Industry.

- Functions and missions of the center

The Center for International Cooperation has the function of advising and assisting University of Economics – Technology for Industries in implementing programs and plans on association, training cooperation and scientific research with foreign universities, foreign organizations, and international organizations in accordance with Vietnamese law and international practices.

Making and deploying plans as well as development strategies to expand cooperation and association in the field of training and scientific research with foreign units and organizations.

Being proactive in exchanging with partners to find sources, exploit projects and programs on international cooperation; establish relationships and coordinate with units, functional agencies domestically and internationally to tackle international-cooperation-related issues.

Taking responsibility for welcoming incoming and outgoing delegations and organizing the signing ceremony with foreign partners cooperating with University of Economics – Technology for Industries.

Developing contents, implementing plans, and monitoring international cooperation activities.

Coordinating with units in the university to develop plans for participating in research projects and technology transfer implemented by international organizations, taking main responsibility for international training programs and projects.

Participating and deploying conferences and seminars related to international cooperation for training and scientific research of the university, contributing to improving the quality of lecturers and management staff.

Coordinating with other units to organize study-abroad consulting activities, sponsoring scholarships for university lecturers, teachers, and students.

CIC takes charge of consulting and assisting the Rector in the following matters:

Implementing contents on preparation, signing and deploying bilateral and multilateral agreements with cooperation partners.

Coordinating with relevant units inside and outside the university in managing projects using the Government's budget, the Ministry of Education and Training's funding and ODA capital according to the Government's regulations.

Consulting and assisting the Rector in formulating contents and plans for training cooperation and scientific research in accordance with regulations of management agencies and current laws.

Consulting and assisting the Rector to constantly innovate the method of International Cooperation; attempting to promote the center’s development to meet the integration trend and align with the international best practices.

Performing other duties assigned by the Rector.

- Scale and capacity

Center of International Cooperation is capable of:

Receiving, drafting, translating, and sending documents, letters, or emails for the university’s international cooperating activities; coordinate with other centers and offices to draft and edit the content of international scale talks and documents and submit them to the Board of the university.

Completing the procedures of immigration, plan the programs of foreign delegations to work at the university; welcoming and arranging the accommodation, working office, and visiting tour to ensure the safety and obey the regulations.

Managing other university centers and offices on international cooperation; coordinating with relevant centers and offices to supervise international students; coordinating and managing executive training programs; scientific and technology transferring programs.

Managing, inspecting, evaluating, and reporting annually to the Board of the university and the authorities according to the law on cooperation with international partners; storing and managing the information, documents, and records of international relations in accordance with current regulations.

Managing and coordinating international projects, training programs, scientific research, and scientific and technological transferring programs.

Seeking for both domestic and foreign funding to enhance the fund for international cooperating activities, scientific research by lecturers and students; sourcing to support additional facilities and equipment; well-organizing the use of facilities for international cooperating, scientific researching; and scientific - technological transferring.

Coordinating with other centers and offices to draft the contents of the conferences, memorandums, affiliate contracts and documents on international relations, submitting them to the Rector, preparing the dossiers, the procedure of obtaining a license for new programs and projects.

Coordinating with other universities to organize regional and global scientific research conferences and seminars

Promoting, signing, and implementing international cooperation programs and projects on training and scientific research.

- Study-abroad consulting services

Center for International Cooperation is operated under the provisions of Vietnamese laws in general and the law on study-abroad consulting services. Pursuant to Decree No.46/2017/ND-CP on April 21st, 2017, stipulating conditions for investment and operation in the field of education, and License ……., the business contents of overseas-study consulting services include:

Introducing and consulting education policies of foreign countries and territories; consulting students' ability and aspiration on the selection of schools, courses, professions, and appropriate level of proficiency.

Organizing advertisements, conferences, seminars, fairs, and exhibitions on studying abroad in compliance with laws.

Organizing events for overseas enrollment.

Organizing courses for Vietnamese citizens to promote necessary skills when studying abroad.

Sending Vietnamese citizens to study abroad, or to take their parents/ guardians to visit overseas training places in compliance with laws.

Implementing other activities related to study-abroad consulting services permitted by laws.

1.2.3. Training programs at UNETI

UNETI has 17 training programs at university level, 03 ones at master level. Specifically:

• 03 training programs at Master level:

- Master in Food Technology
- Master in Electrical Engineering
- Master in Accounting

• 17 University-level training programs:

- Business administration
- Business and Trade
- Accounting
- Finance - Banking
- Computer Networking and Data Communication
- Information Technology
- Mechanical Engineering Technology
- Mechatronic Engineering Technology
- Electrical and Electronic Engineering Technology
- Electronics and Telecommunications Engineering Technology
- Control Technology - Automation
- Computer Engineering Technology
- Food Technology
- Fiber and textile technology
- Textile and Garment Technology
- Tourism and Travel Service Management
- English Language

1.2.4. Business and Trade

1.2.4.1. Introduction to Business and Trade

Participating the training program of Business Commerce at UNETI, students are basically provided with commercial knowledge such as commercial administration, shopping and storage management, supply chain management, e-commerce, trade marketing, customer behavior and occupational skills such as negotiations, effective sales, problem solving and change management. Specifically, business students are offered job-related opportunities via practice activities and internship program in real enterprises as well as being instructed to use software simulation in business so as to make business decision at university.

1.2.4.2. Training and professional expertise

Bachelor of Business and Trade is:

- provided with the system of basic and modern knowledge in terms of economics, management practices of humanities and social science, with in-depth background on business commerce and commercial activities in enterprises, economic organizations. For instance, under the theme of international integration emphasizes market research, negotiating business transactions, trading goods and commercial services, and commercial activities among enterprises in general.
- able to apply various software proficiently to handle management issues in business commerce; develop business plans, communications and public relation to maintain and protect the brand for products and businesses; develop the distribution channel system, prepare enterprises' commercial infrastructure, logistics and supply chain activities; negotiate and sign economic contracts, conduct export and import goods procedure and make international payment; implement e-commerce transaction professionally.
- able to work independently or in groups under changeable working condition; are responsible for both individual and team works; instruct and supervise other colleagues to perform their assigned tasks; plan, coordinate and manage other resources, evaluate and promote the efficiency of commercial business activities.

1.2.4.3. Potential career after graduation

After graduating, Bachelor of Business and Trade can:

- Work at central or local state administrative agencies: working in positions such as trade policy making, managing commercial enterprises.
- Work at enterprises: working in positions such as trade administrators, in business department, business management, customer management, import and export business, market development, warehouse or shipping department.
- Work at multi-national companies, foreign-invested enterprises: working in managing and supervising sales or research and development department.
- Work at overseas Vietnamese trade agencies and international trade organizations: working in international trade development department as commercial counselor or commercial attaché.
- Work in research institutes of universities and colleges: teaching and researching commercial fields.

1.2.4.4. Social demand for Business and Trade

Business and Trade is one of the two training programs run by Faculty of Business Administration, University of Economics – Technology for Industries. Faculty of Business Administration has adjusted and designed two training programs with two intensive modules regarding business commerce and e-commerce to meet the training needs of the society. This has confirmed the educational quality of business commerce major which has been trained. To be illustrated, this major has satisfied students' learning needs and every agency and business' demand for human resources in the market economy today.

1.2.4.5. Textbooks and references (**Appendix 01**)

2. Foreign Partner: Ming Chuan University Taiwan (MCU)

2.1. Information about legal status

Representative: Ms. Pei-Di Shen
Position: President
Address: No.05, De Ming Road, Gui Shan District, Taoyuan City, Taiwan.
Phone number: 886 3 3507001
Fax number: 886-3-359-3891
Website: http://www.mcu.edu.tw/
Email: oas@eta.mcu.edu.tw
Establishment license: Official letter No. 1021614181 dated December 19, 2013, by the Ministry of Education - People's Republic of China.

2.2. An introduction about Ming Chuan University Taiwan (MCU)

- 美國分部 (Michigan Location): Gilbertson Hall, Saginaw Valley State University, 7400 Bay Road, Saginaw, MI 48710 U.S.A.
Telephone: 1-989-964-2497 (U.S.); +886 2 2882-4564 (Taiwan)
- Taipei: 250 Zhong Shan N. Rd., Sec. 5, Taipei 111, Taiwan
Telephone: +886 2 2882-4564
- Taoyuan: 5 De Ming Rd., Gui Shan District, Taoyuan City 333, Taiwan
Telephone: +886 3 350-7001
- Jihe: 3F-8F, No.130, Jihe Rd., Shihlin District, Taipei City 111, Taiwan
Telephone: +886 2 2882-4564
- Kinmen: 105 De Ming Rd., Jinsha Township, Kinmen County 890, Taiwan
Telephone: +886 355-233

- **Theory-based and application-oriented education**

MCU educational principle insists on theory-based, application-oriented education, which coordinates professional courses, utility courses (four years of English courses and three years of information technology courses) and general education to ensure that all of its graduates benefit from theory-based, application-oriented education. MCU implements holistic education to nurture students' characters through seminars, graduation thesis, graduation project design, strict discipline, and diligent teaching. Our graduates compete well with their peers in both further education admissions and employment rate.

- **Ensure each school, graduate school and department have excellent competitive ability**

Ming Chuan University has 11 Schools: Management, Communication, Law, Design, Applied Language, Information Technology, Tourism, Social Sciences, Health Technology, Financial Technology, and International College. In step with the rapid developments of globalization and knowledge-based economy, our Schools not only hire faculty members with doctorate degrees, but also orient their teaching and research with

the university's interdisciplinary integration, continuous development, competitiveness and societal demand. To achieve this goal, each graduate school and department must promote their own professional features and competitive edge, promote the quality of teaching, research, and service, and enhance students' competence through faculty member evaluation and regular teaching evaluations.

- **Establish a complete e-learning environment**

In this 21st century information technology age, students must nurture the ability of searching for, analyzing, processing, and integrating information. Due to the applications of network technology in the learning environment, the relevant technology is maturing. The outcome of teaching through the global information network is excellent and will be a key development for the university. To encourage multi-faced teaching and learning, our university has established a complete e-learning environment. The expansion into Network University allows students to study without the limits of space and time. Students can repeat the teaching material online to promote their learning outcomes. Network teaching allows students to learn without requiring time- and space-constrained interaction between the faculty members and students, which is a huge challenge of the traditional teaching mode. In support of networking and high-tech teaching, we have equipped all classrooms on both campuses to be e-classrooms. MCU will continue to develop more online courses for students to promote the quality of teaching, research, service, and students' competitiveness.

- **Promote education internationalization**

In line with the trend toward globalized competition in higher education, Ming Chuan University established International College to provide English-taught degrees programs and promote campus internationalization and inter-university cooperation in 2001-02. It frequently holds various international academic exchanges, international guest visits and educational exhibitions to establish the channels of effective exchange and recruitment. The students in International College not only learn professional knowledge, but also take relevant courses covering the development of the Greater China Economic Zone. Those courses are aimed to nurture students with a broad worldview, and nurture them to be competitive international talents equipped with broad worldview. This is not only the educational feature of International College, but also the MCU educational philosophy and goal for so many years.

- **Meaning of the University Mascot**



Whales are found many places in the world; they have long lifespans and good social relationships. They are smart, curious, clean, friendly, and good at performance and sonar. Whales inhabit all the world's oceans, which symbolizes that MCU people are broad-minded, smart, and have good connections. Ming Chuan University strives for sustainable development and to be a renowned international university.

Design Concept

Ming Chuan University takes whale as the university mascot not only because of their broad minds, but also of brave character. In order to break out of traditional molds, the figure and action of the mascot were designed dynamically and powerfully.

Model Student Style: Represents excellent students at MCU, and every student is the King of MCU.

Wave-breaker Style: Symbolizes MCU's spirit of facing difficulty and moving forward bravely.

With "Welcome" board: For welcoming honored guests.

Internationalized MCU: The world is in our hands.

- **Meaning of the MCU Emblem**



The Ming Chuan Emblem comprises an ascending eagle, with three curved figures from the bottom to the top. With its head, neck and wings in curved figures, the color of red, blue, and white follow the traditional design. The globe figure under the eagle represents internationalism and modernization. The meaning of the design is to encourage young scholars to lift themselves as the eagle does with its mighty wings, to have sharp eyes, to soar high and to not give up even though the journey is far, to spiral in ever wider circles from home outward to all the world.

- **Meaning of the University Motto**

Ming Chuan University promotes adherence to the national motto of "Faithfulness, Piety, Benevolence, Compassion, Sincerity, Righteousness, Harmony, Peace" along with the common school motto of "Politeness, Righteousness, Humility, Nobility." In addition, MCU has adopted the motto of "Honesty, Sincerity, Humility, Determination."

Honesty: being a person of integrity, honest, not deceptive

Sincerity: being a person of substance, not mere appearance, prudent in dress and deed

Humility: being a person of refinement, responsible and mannerly

Determination: being a person of endurance, always advancing, never retreating

Overall, this supports the spirit of "*Enduring reliably, working hard to the end*". This describes Ming Chuan's spirit and most important characteristic, desiring to nurture excellent, contributing citizens for the broader society, leading to magnificent achievements.

3. Process of developing the cooperative relationship between two universities

Time	Activities
12/2019	- Representative of MCU and UNETI attended the 2nd Vietnam - Taiwan Education Forum.
03/ 2020	- Taipei Economic and Cultural Office in Hanoi connects the two universities to discuss cooperation possibilities and directions.
4/2020-12/2020	- Meet online on Zoom, Google Meet, Line, Gmail applications to introduce UNETI, MCU, training majors and cooperation directions.
1/2021	- Sign memorandum of understanding; - Discuss the training level and majors expected to be associated with training; - Discuss the academic issues of the Joint Training Program; - Discussing enrollment and teaching staff; - Discuss funding and financial management; implementation of the joint training program.
7/2021	- Sign memorandum of agreement on joint training in Business and Trade at the University level.
8/2021	- Complete the profile to open a joint training program in Business and Trade at the University level and send it to the Science and Training Council of UNETI.

III. CONTENT OF THE JOINT-TRAINING PROGRAM

1. Objectives of the joint training program

The joint training program specializing in International Business and Trade, University level aims at the following objectives:

- Training objectives: To train human resources with solid professional knowledge and advanced knowledge in the field of business and commerce to participate in the labor market; training a quality workforce with extensive international integration qualifications;
- To create opportunities for Vietnamese students to access high-quality graduate education in the region at a reasonable cost;
- To strengthen the capacity of the lecturers at the University of Economics - Technology for Industries through the process of cooperation with the lecturers from Ming Chuan University, contributing to creating a diverse and bright academic exchange space;
- To be a driving force to help the University of Economics - Technology of Industries improve the quality of training, new training programs; modernize the source of textbooks and reference materials; upgrade educational facilities and equipment; acquire advanced university management experiences... Since then, it has constantly affirmed its position and reputation of the University of Economics – Technology for Industries at the national, regional, and international levels.

2. Joint Training Model

- The first 2 years: students study at University of Economics -Technology for Industries - No. 456, Minh Khai, Hai Ba Trung District, Hanoi, Vietnam. Phone: (024) 38621504. Fax: (024) 38623938; No. 218, Linh Nam Road, Hoang Mai District, Hanoi. Phone: (024) 322 47103; No. 353, Tran Hung Dao Road, Nam Dinh. Phone: (0228) 3849706. Fax: (0228) 3845745; My Xa, Nam Dinh. Phone: (0228) 3672559.

- 02 years later: students study at Ming Chuan University - Taiwan (MCU) - - No. 250, Zhong Shan N. Rd, Sec. 5, Taipei 111, Taiwan. Phone: 886 3 3507001

3. Location of the Joint Training Program

🏫 UNETI Campus in Hanoi:

- 📍 No. 456, Minh Khai Street, Vinh Tuy Ward, Hai Ba Trung District, Hanoi. Phone: (024) 38621504. Fax: (024) 38623938.
- 📍 No. 218, Linh Nam Road, Hoang Mai District, Hanoi. Phone: (024) 322 47103.
- 📍 No. 353, Tran Hung Dao Road, Nam Dinh. Phone: (0228) 3849706. Fax: (0228) 3845745; My Xa, Nam Dinh. Phone: (0228) 3672559.

🏫 Ming Chuan University - Taiwan (MCU) - - No. 250, Zhong Shan N. Rd, Sec. 5, Taipei 111, Taiwan. Phone: 886 3 3507001

4. Training Subjects and Entrance Qualification

- Applicants should be the citizens of Vietnam.

- Applicants should graduate from high schools in Vietnam and other countries, which are approved by Taipei Economic and Cultural Office (TECO).
- Applicants should get TOEIC above 350 or equivalent to enter the program in UNETI
- Applicants must get TOEIC 550 or above or equivalent to enter the program in MCU Applicants must get English language proficiency: TOEFL Paper test 500 or TOEFL IBT 61 or TOEFL CBT 173 or IELTS 5.5 or TOEIC 550.

5. Admission form

The form of enrollment is determined as admission. University of Economics – Technology for Industries is responsible for recruiting students according to the standards prescribed by the two parties.

6. Education program: The training program is conducted for 4 years with a total of 128 credits, of which UNETI teaches 64 credits and MCU teaches 64 credits.

The training program is built based on the Bachelor curriculum in International Business and Trade for the regular system of Ming Chuan University - Taiwan.

KẾ HOẠCH ĐÀO TẠO CHƯƠNG TRÌNH LIÊN KẾT
NGÀNH KINH DOANH THƯƠNG MẠI HỆ ĐẠI HỌC
TẠI TRƯỜNG ĐẠI HỌC KINH TẾ - KỸ THUẬT CÔNG NGHIỆP
JOINT TRAINING PROGRAM SCHEDULE FOR
BACHELOR OF ART IN INTERNATIONAL BUSINESS AND TRADE
AT UNIVERSITY OF ECONOMICS – TECHNOLOGY FOR INDUSTRIES

No	Subject	Credit	Semester								Faculty	Type of subject
			Year 1		Year 2		Year 3		Year 4			
		0	1	2	3	4	0	0	0	0		
1	Basic Mandarin Conversation 1	4			x	x					Faculty of Foreign Languages	Theory/LT
2	Academic English Listening - Speaking 1	3	x								Faculty of Foreign Languages	Theory/LT
3	Academic Reading - Writing 1	3			x						Faculty of Foreign Languages	Theory/LT
4	Applied Information Technology: Office Software	3	x								Faculty of Information Technology	Theory/LT
5	Psychology	3	x								Faculty of Basic Sciences	Theory/LT
6	Calculus	3	x								Faculty of Basic Sciences	Theory/LT
7	Accounting I	3	x								Faculty of Accounting	Theory/LT
8	Accounting II	3		x							Faculty of Accounting	Theory/LT
9	Economics I	3	x								Faculty of Travel and Hotel	Theory/LT
10	Economics II	3		x							Faculty of Travel and Hotel	Theory/LT
11	Communication and Presentation Skills	3		x							Faculty of Business Administration	Theory/LT
12	Entiquette and Communication	3			x						Faculty of Business Administration	Theory/LT
13	Academic English Listening - Speaking 2	3		x							Faculty of Foreign Languages	Theory/LT
14	Academic Reading - Writing 2	3				x					Faculty of Foreign Languages	Theory/LT
15	Academic English Grammar and Composition 1	0			x						Faculty of Foreign Languages	Theory/LT
16	Academic English Grammar and Composition 2	0				x					Faculty of Foreign Languages	Theory/LT
17	Marketing Management	3			x						Faculty of Business Administration	Theory/LT
18	Financial Management	3			x						Faculty of Business Administration	Theory/LT
19	International Economics	3				x					Faculty of Business Administration	Theory/LT
20	International Marketing	3				x					Faculty of Business Administration	Theory/LT
21	Money and Banking	3			x						Faculty of Finance and Banking	Theory/LT
22	Customer Behaviour	3				x					Faculty of Finance and Banking	Theory/LT
23	Financial Statement Analysis	3				x					Faculty of Finance and Banking	Theory/LT
	Tổng số	**64**										

7. Language of Instruction and Study: English

8. Teaching staff: University of Economics - Technology for Industries, Vietnam and Ming Chuan University - Taiwan will select and appoint qualified lecturers who meet the standards set by both regulations of the two Ministry of Education in two countries.

(The specific list is attached to **Appendix 03** of this Project)

9. Student size: Number of students per year: (Maximum) 100

10. Diploma: Students who complete the prescribed program of study, achieve the prescribed number of courses, will be awarded a bachelor's degree in International Business and Trade by Ming Chuan University.

11. Facilities for the Joint Training Program (Appendix 05)

12. Implementation and Administration of the Joint Training Program

12.1. Implementation

University of Economics – Technology for Industries, Vietnam and Ming Chuan University Taiwan assign staff to join the Steering Committee of the joint training program.

(The specific list is in **Appendix 04** attached to this Proposal)

12.2. Administration

The joint training program is directly managed by University of Economics – Technology for Industries, Vietnam, and Ming Chuan University Taiwan.

a) Responsibilities of the Committee:

To make decisions on guidelines, strategies and plans for the development of training disciplines in line with the bachelor plan of University of Economics – Technology for Industries, Vietnam, and Ming Chuan University Taiwan.

To make decisions on the draft regulation on organization and operation of the joint training program or supplement or amend the regulation to be submitted to the principals of the two parties for approval.

b) Responsibilities of the Steering Committee Chief from University of Economics – Technology for Industries, Vietnam

Implement resolutions or decisions of the Steering Committee.

Effectively manage the operation of program resources.

Promulgate and abolish the rules and regulations within the program in accordance with the general regulations of University of Economics – Technology for Industries, Vietnam, to ensure the operation, inspection, and supervision of all activities of the program based on strictly current regulations.

Ensure the interests of learners according to the current regulations.

Implement periodic reporting on activities for the Steering Committee.

Implement the regime of reward and discipline as prescribed by the Government.

Direct and organize the implementation of regulations on financial management and property. Basing itself on the planning and development plan of the joint-venture program,

the head of the Executive Board shall have to consider and decide the approval of the procedures for using the property, equipment, and machinery in service of the Program.

Other tasks assigned by the Steering Committee or the President of University of Economics – Technology for Industries, Vietnam.

c) The Steering Committee members shall have the duty to advise and assist the Chief of Steering Committee in managing, synthesizing, proposing opinions and organizing the implementation of the main tasks of the affiliate program such as: main - general, training, student management, quality assurance, inspection...

d) The relationship between the Joint Training Program and the Coordinating Agencies: The relationship between the Joint Training Program and the affiliated units of University of Economics – Technology for Industries, Vietnam and Ming Chuan University Taiwan will be based on the principle of support, cooperation for the development of the program.

IV. PROGRAM MANAGEMENT RESPONSIBILITES

1. Program Management responsibilities of University of Economics – Technology for Industries, Vietnam (UNETI)

UNETI will be responsible for:

(a) Promoting the program in the media in Vietnam;

(b) Recruiting students for the program according to MCU's recruiting policies;

(c) Collecting all the application documents related to prior degree awards (such as certified photocopies of original high school's degree, transcripts, and English translation of those documents), and transferring these documents to MCU;

(d) Providing students supervision locally;

(e) Providing suitable library and other resources to support students work when studying in Vietnam;

(f) Communicating all administrative affairs to MCU;

(g) Notifying conditions relating to English proficiency requirement for student's Visa application prior to transferring to MCU.

(h) Ensuring that the laws of the Socialist Republic of Vietnam are complied with and that any necessary local approval are obtained including any intellectual property clearances;

(i) The courses (subjects) taught by UNETI on UNETI's campus, including providing teaching staff, grading student's works, and monitoring the examination processes, etc.

2. Program Management responsibilities of Ming Chuan University (MCU)

2.1. MCU will be responsible for:

(a) Accessing English proficiency of students prior to the official admission.

(b) The courses (subjects) taught by MCU in MCU campus, including providing teaching staff, grading students' works, and monitoring the examination processes, etc.;

(c) Supplying UNETI with application forms for the program students to complete;

(d) Issuing a letter of admission to accepted students;

(e) Entering the students' academic records into the academic databases of MCU and registering students' statuses with Taiwan Ministry of Education lawfully;

(f) Preparing all documents for awarding students who have successfully completed all the requirements to graduate with a Bachelor's degree for which they are eligible;

(g) Issuing official transcripts of students' academic records from the Office of Academic Affairs of MCU to students who request in writing;

(h) Making alternative arrangements for enrolled students to complete the program in accordance with the condition stipulated in this Agreement, if MCU is unable to continue providing teaching as required under this Agreement for reasons other than UNETI's breach of Agreement.

2.2. MCU will:

(a) Have complete control over academic content, teaching and assessment of the program; this includes the numbers and qualifications of teaching staff;

(b) Have complete control over admission policy and the selection of students;

(c) Require that students provide certified copies in English of supporting documents for enrollment;

(d) Have complete control over the policies and procedures governing the program;

(e) Moderate and control the pass or failure assessment and the promotion of students to succeeding levels;

(f) Advise UNETI actions to be taken in relation to student's unsatisfactory progress or academic misconduct;

(g) Provide UNETI at least two sets of all teaching materials per course (subject) in advance to be made available to students who have enrolled and paid in full for their courses (subjects). MCU will maintain copies of such materials in its library.

V. FUNDING AND FINANCIAL MANAGEMENT

1. Tuition fee

- Tuition fees for studying in UNETI will be decided by UNETI.

Expected: **30,000,000 VND** (*)/year, including:

+ Expenses for teaching lectures and expenses related to teaching activities of lecturers.

+ Expenses for management and administration of the program.

+ Expenses for depreciation, protection, and maintenance of material and technical facilities of UNETI

+ Expenses for communication and enrollment.

+ Expenses for the curriculum and instructional materials of the program, including: curriculum, reference materials, books, and magazines for the library; All teaching and learning materials in the joint training program are under the copyright of UNETI and MCU.

+ Taxes paid to the Government of Vietnam (if any).

+ The contingency expenses in case of urgent spending, other expenses arising during program implementation.

(*) *The tuition fee does not include the cost of the intensive English course for those who are in need.*

- Tuition fees for studying in MCU are estimated at USD 8000 per student per year (including for dormitory fee, insurance fee and living expenses). MCU guarantees to apply equal and best fee offers to UNETI's students as to other international students. *Specifically:*

Students who meet the requirements below may apply for a tuition waiver for their respective academic years.

(1) Once accepted in the International College program - MCU, and having passed the English proficiency test, students will be immediately eligible for a 40% tuition waiver for the first academic year (including 2 semesters).

(2) Obtain academic grade average over 65, with passing grades in more than half of the total courses taken, and conduct grade over 80 in both the first and second semesters respectively of the first academic year: the student will have a 30%-off tuition waiver for the second year.

(3) Obtain academic grade average over 70, with passing grades in more than half of the total courses taken, and conduct grade over 80 in both the first and second semesters of the second academic year: the student will have a 20%-off tuition waiver for the third academic year.

(4) A 10%-off tuition waiver for the fourth academic year will be awarded to students who meet the condition of (3), based on the third-year performance.

(5) A tuition waiver is not available for recipients of the Taiwan scholarship or any other government scholarships.

Year	**Freshman**		**Sophomore**		**Junior**		**Senior**	
	Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2
Tuition Waiver	40% off		30% off		20% off		10% off	

- The students participating in the joint-degree program in MCU shall pay the tuition and school housing fees as regular students do to MCU.
- Tuition and fees for extended-graduate students (5th year or above) are charged on a per-credit-hour basis. Fees for 9 credit hours or less are based upon the credit hour tuition or credit miscellaneous fees standards set by the college at MCU to which the student belongs. For 10 credit hours or more, the student must pay the entire tuition fee as set by the standards of the college to which the student belongs at MCU.
- Tuition fees for studying in UNETI will go to UNETI's account. Tuition fees for studying in MCU will go to MCU.
- Financial Arrangement: Both Universities invest heavily in the Program in terms of faculty resource, teaching material, teaching facility, airfare, hotel, time, etc. Both parties agree that the tuition fees for studying in UNETI will be collected and allocated to UNETI, while the tuition fees for studying in MCU will be collected and allocated to MCU.

The two parties have the responsibility to manage and use the funds to organize and develop the program. The joint training program is designed to provide students with access to high quality graduate education; improve the quality of training, prestige of National Academy of Education Management. As a result, financial aid under the Joint Training Program is operating on the principle of revenue sharing. All proceeds of the Program after full payment of the funds will be fully utilized. Improving the quality of training and retraining of lecturers, supplementing learning materials, modernizing material foundations ...

Regulations on financial management at UNETI are in accordance with the current regulations of Vietnam and internal expenditure regulations of UNETI.

Details are provided in the Financial Appendix (**Appendix 6**) attached to the project.

2. Other funding and investment sources (if any)

VI. QUALITY ASSURANCE MECHANISM AND MEASURES OF RISK MANAGEMENT

1. Quality assurance mechanism

The quality of the program is based on the quality assurance provisions of Ming Chuan University. In addition, the program is under the supervision of the Ministry of Education, Vietnam and Training and University of Economics – Technology for Industries, Vietnam.

Curriculum, course syllabus, subject assessment plan and method of assessing the student's performance will be provided by University of Economics – Technology for Industries, Vietnam and Ming Chuan University Taiwan

Quality assessment is demonstrated in the quality assurance of the test in the form of examination (written test, speaking test) and the exercises, survey.

2. Measures of risk management

If the Joint Training Program terminates or terminates the Contract ahead of schedule, University of Economics – Technology for Industries, Vietnam and Ming Chuan University Taiwan undertakes to continue to perform the duties and obligations set forth in the Joint Training Agreement until the end of ongoing courses, while applying the mechanism of ensuring the rights of learners./.

APPROVED	**CENTER FOR INTERNATIONAL COOPERATION**
(Signed)	**(Signed)**
Tran Hoang Long, PhD	**Luu Khanh Cuong, PhD**