THE POHE PROJECT IN VIETNAM

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VIETNAM HIGHER EDUCATION CONTEXT

- Vietnam higher education by 2010
  - Colleges : 223
  - College students : 726,200
  - Universities : 163
  - University students : 1,435,900

(source: MOET Vietnam www.moet.gov.vn)

- Many current higher education study programs is stated:
  - Out-of date
  - Academic and theoretical
  - Irresponsive to the needs of World of Work (WoW)
Key job-specific skill gaps in Vietnam

![Bar chart showing skill gaps in Vietnam](chart.png)

**Source:** Vietnam Chamber of Commerce and Industry 2009

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**Sources of Product Innovation at Firm Level in Vietnam**

![Pie chart showing sources of product innovation](chart.png)

**Source:** Vietnam Chamber of Commerce and Industry 2009
High level of awareness of the needs for university business links

Recognition: Reliance on cheap labor and foreign investment is not a sustainable strategy

Many initiatives and activities within ministries and sectors
UNIVERSITY – WoW LINKS IN VIETNAM: CHALLENGES

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

VIETNAM – NETHERLANDS HIGHER EDUCATION PROJECT

- Vietnam - Netherlands Higher Education Project sets out the concept of POHE in Vietnam: First phase 2006 - 2010

- 8 universities with pilot study programs:
  - Tourism and hospitality
  - Horticulture
  - Agriculture and forestry
  - Construction engineering
  - Electronic engineering
  - Information technology
MAIN CHARACTERISTICS OF POHE

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

CHARACTERISTICS OF POHE CURRICULUM

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

Awareness
- Career talks
- Interviews
- Career fairs

Involvement
- Industrial affiliation
- Advisory programs
- Internship
- Attachments
- Research grants

Support
- Curriculum development
- Support, funding
- Workshops, seminars
- Student sponsorship
- Guest speakers, lecturers

Sponsorship
- Undergraduate and graduate sponsorship
- Collaborative research
- Outreach programs

Strategic partners
- Joint partnership
- Gifts, facilities
- Business ventures
- R&D solutions
- Curriculum development and evaluation

STEPS IN POHE CURRICULUM DEVELOPMENT

• Step 1:
  ▪ Labor market analysis, survey, interview
  ▪ Report on the analysis on the needs
  ▪ Set up the Industry Board/Council

• Step 2:
  ▪ Professional profile and competence profile
  ▪ Curriculum development
  ▪ Feedback from Industry and expertise

• Step 3:
  ▪ Curriculum delivery with participation of industry
  ▪ Feedback and adjustment
CURRICULUM DEVELOPMENT PROCESS

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

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

THE BENEFITS OF UNIVERSITY – WORLD OF WORKS RELATIONSHIP

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

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

Benefit to WoW:

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

Benefit to the society:

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

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

LESSON LEARNT FROM POHE PROJECT

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

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