

**MINISTRY OF EDUCATION AND TRAINING
INSTITUTE OF EDUCATION MANAGERS HO CHI MINH CITY**

INTERNATIONAL SCIENTIFIC CONFERENCE 2023

**CAREER ORIENTATION AND BUSINESS STARTUP IN THE DIGITAL ERA
SOLUTIONS FOR VIETNAMESE EDUCATION**

**BUILDING COMPETITIVE UNIVERSITY MODEL TOWARDS CAREER
OPPORTUNITIES FOR LEARNERS**

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**International Scientific Conference 2023
Institute Educational Management Ho Chi Minh City (IEMH)**

“Building Competitive University Model Towards Career Opportunities for Learners”

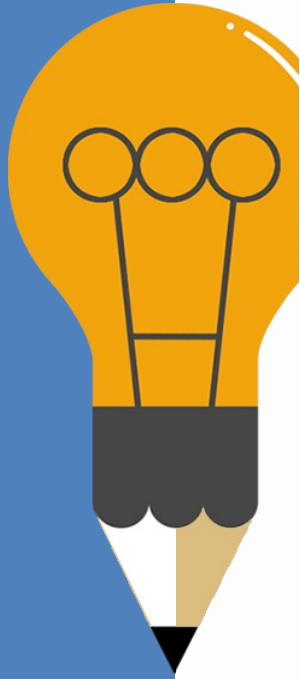


Ho Chi Minh City, Vietnam, 30 November 2023

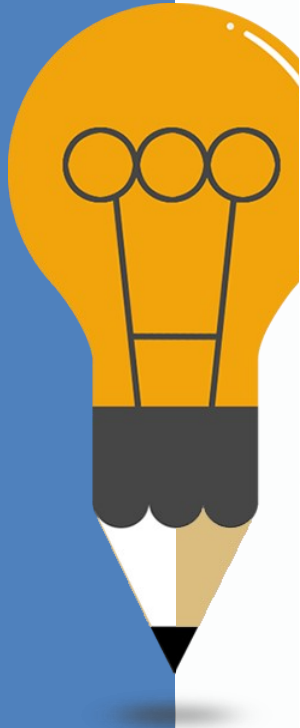
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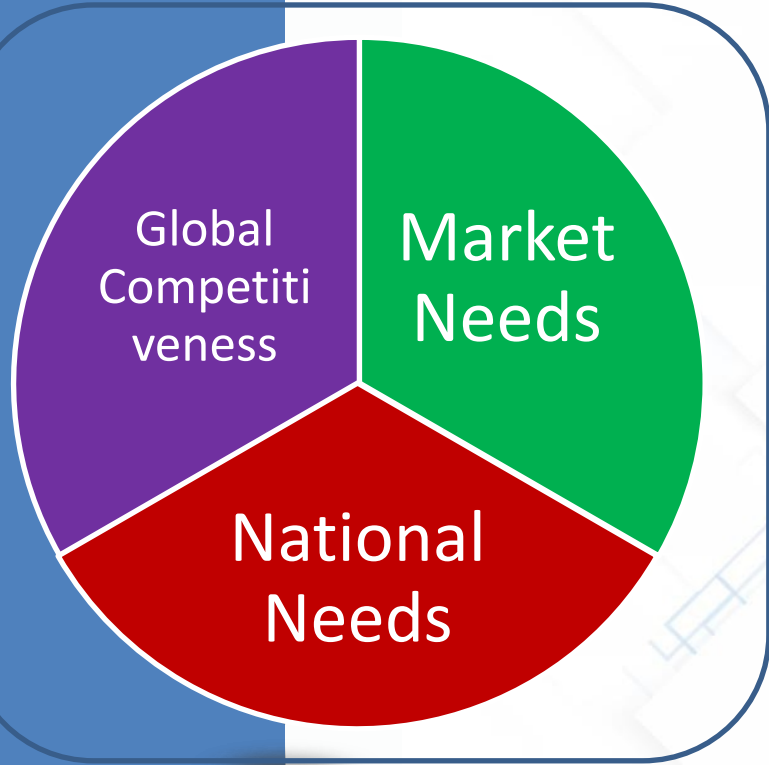
The objective of this paper is to explore ways in which a competitive higher education can be built taking into account the benefits to its three main stakeholders – the university, industrial sector and community. The purpose is to lay down the mechanics of enhancing the teaching skills of the faculty members and the overall learning skills of the students. The work done thus far has discussed only one of the two aspects i.e., how to build a teaching university or a research university or teaching cum research university, in the perspective of Teaching (T), Research (R), Industry partnership (I), Community development(C) and Knowledge sharing (K) and how this approach helps in building a competitive higher education.



The challenge of open competition because globalization is a challenge for all individuals and also the state in carrying out its function as an institution that regulates the life of the nation and state in achieving prosperity. Globalization and connectivity make an event in certain countries will affect other countries. More specifically, the real challenge currently being faced by ASEAN countries is open competition which is a consequence of the suppression of the Asian Charter contract by the leaders of ASEAN countries on December 15, 2008. This cooperation agreement resembles the unification of European countries in the European Union. Making the movement of goods, people, and money seamless, territorial and political (borderless) was then popularly known as the Asian Community which began to be effectively implemented in 2015.

The ASEAN Single Community brings its member countries to a true open competition. ASEAN countries will rely on innovation and knowledge-based economy, rely on the exploration of natural resources that have added value, and strengthen the national education system to produce superior generations in their fields.

Three Things Underlie the Education Policy



These three things have forced by school/universities to **quickly learn to adapt, shift paradigms, change learning and work culture**, to move forward by creating various learning and research innovations. This is intended so that school/universities can be resilient, creative, and competitive.

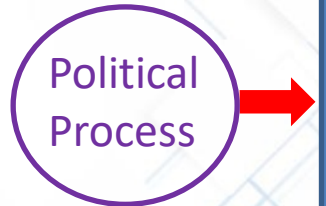
Policy Process on Strengthening Higher Education

OBE

Outcome Based
Education



National Policy



The dynamics and process of improving the quality of education are based on national needs, the needs of the ASEAN region, and international challenges.

HE Condition in Country

Building Competitive University Model



1

Increase the activity of university member



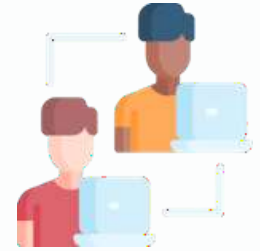
2

Strengthen the quality and relevance of higher education



3

Strengthening the quality of Lecturers and Education Personnel



4

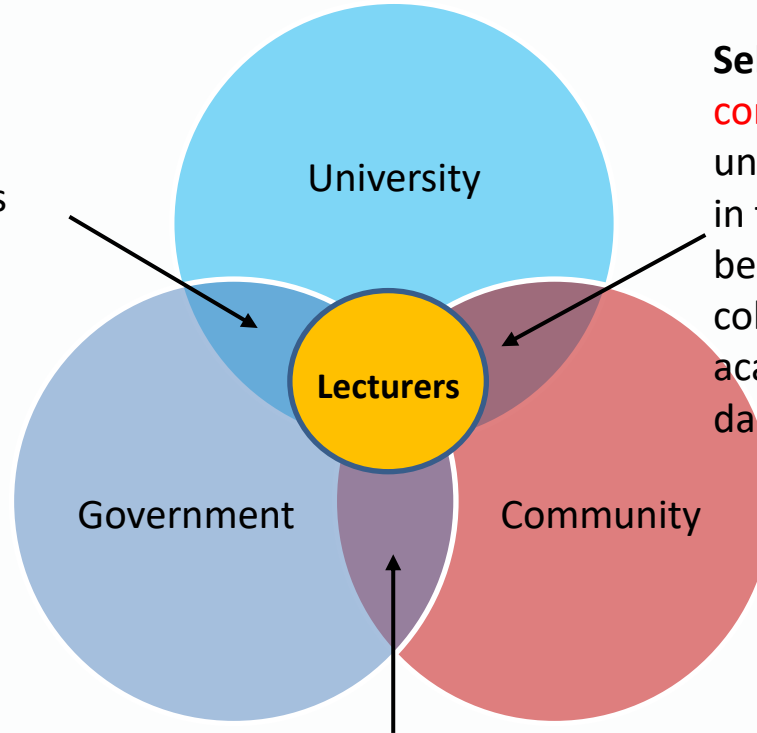
Strengthening Governance Systems in the Higher Education and Ministry of Education

Higher Education Resilience

Commitment How to Build Competitive University

Self-Organizing System:

commitment to compete, that with the policy of implementing the OBE, universities will move towards a balance in the learning process, between the needs of the State and the demands of global competition, so that universities will always be required to be able to adapt to national and international conditions.

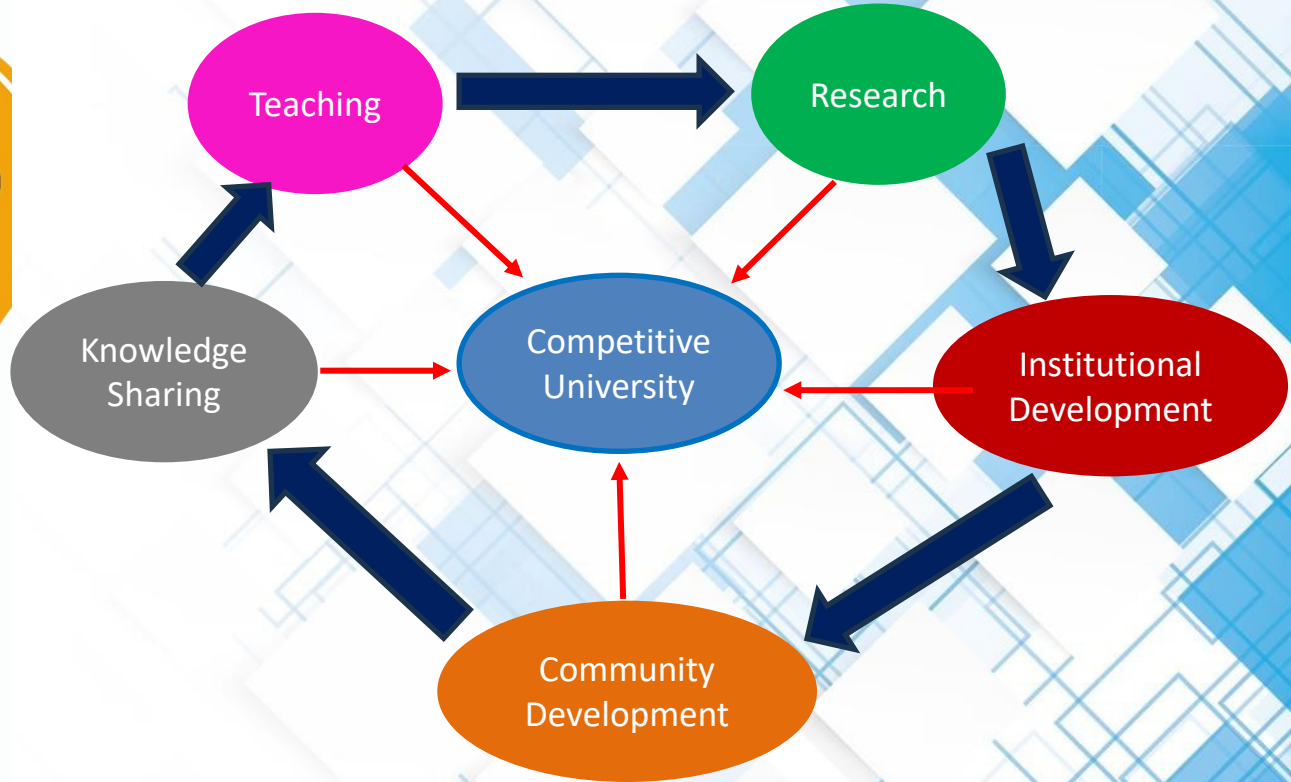


Self-Competence:

commitment to being able to understand the social context in the community which can be solved based on collaboration between academic perspective and daily practices.

Self-Commitment: **commitment** that the policy of implementing OBE at Universities can bring a new atmosphere about the learning process that emphasizes HOTS, Critical Thinking, which can strengthen the existence of universities and bring graduate competencies into the era of globalization

The Synergy "TRICK" to Develop the Competitive University





THANK YOU

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