

**MASTER OF**

# **BUSINESS ADMINISTRATION**

ACCELERATE YOUR PASSION TO LEAD

CONTENTS

Our MBA, Your Success.	4
Why British University Vietnam?	6
Graduates And Careers	8
Beyond Academia	12
Meet The Faculty	14
Programme Structure	18
Admissions	21
Get Connected	24



“MESSAGE FROM THE PRESIDENT”

Dear business thinkers, practitioners and leaders,

The BUV Master of Business Administration (MBA) will enable you to distinguish yourself and enrich your career. Equip yourself with a British Master’s Degree designed to deliver the knowledge and skill-set required to handle the real-world challenges that businesses, throughout the world, are currently facing; at the same time, develop your leadership skills, business acumen, innovation skills, teamwork effectiveness and international orientation.



This program also offers you access to one of the most outstanding university campuses in Asia and a valuable opportunity to engage with an international network of academics, practitioners and peers.

Whether you seek to climb the corporate ladder or engage in your own start-up, this degree, underpinned by British education standards, offers you a proven pathway to success.

We look forward to seeing you at BUV!

*Ray Gordon*

Prof. Dr. Raymond Daniel Gordon,  
Vice-Chancellor and President of British University Vietnam.



## OUR MBA, YOUR SUCCESS.

The BUV MBA provides a road map for developing your leadership skills, renewing your mindset and improving your ability in management. It is a qualification that will help you accelerate your passion and broaden your horizons through practical learning strategies and discussions on real-world business issues, ensuring that you will learn how to quickly adapt to the current fast-paced economy and emerging 4IR (The Fourth Industrial Revolution).

Our programme will allow you to learn from your peers, experienced practitioners and our international faculty members. Discovery-based pedagogical models underpin the learning process, which apply problem and practice-based processes to real world business and organisational scenarios.



**22-month**  
Programme



**Part-time**  
Study mode



**October**  
Intake



**Authentic British  
MBA Degree**  
Awarded by  
Staffordshire University



**100% International  
Faculty**  
Including dedicated  
personal tutors



**World-class Campus  
in Ecopark**  
with school transport  
from and to Hanoi

## HONING YOUR SKILLS TO EXCEL

Managers and leaders must possess the required competencies and the ability to apply their skill set to contemporary business issues. Our MBA aims for you to develop five key management and leadership competencies that will define your employability once you graduate, and empower you to advance your career in the future.



**Strategic Agility**  
You will have the ability to perceive and implement direction at a strategic level, and to evaluate the implications.



**Organisational Agility**  
You will learn how to navigate politically, socially and operationally within work environments and gain a deep understanding of both formal and informal organisation structures. You will also learn how and why these structures are currently changing so radically as well as the relationship between this change and innovation.



**Customer Focus**  
You will develop the ability to understand what is meant by a consumer society and how consumer preferences are shifting and changing industry dynamics. You will learn how to position your business for future demands and hence, repeat business.



**Drive For Results**  
You will be able to get results with the three key drivers of quality, cost and timescale – even when the pressure is on.



**Career Ambition**  
You will know how to take steps to understand your abilities, and your limitations, as well as what new skills and competencies you need to secure the next step on your career ladder.

## WHY BRITISH UNIVERSITY VIETNAM?



### 1 Authentic British MBA degree, globally recognised

The MBA degree at BUV is provided by a top ranked UK university – Staffordshire University, and is accepted globally. The programme strictly follows the standards set out by the UK Government, ensuring that its quality is of the highest level.

### 2 World-class quality education with 100% international faculty

Our 100% international faculty brings together academics with extensive teaching experience, as well as practical work experience, to ensure all students are equipped with up-to-date management skills, intensive leadership knowledge and an open mindset to enhance their career prospects or actualize their business plan.



### 3 360-degree perspective on business

The BUV MBA aims to help students improve core knowledge as well as develop comprehensive managerial skills to operate effectively in all aspects of business.

### 4 Top professional networking activities

Extend your social network by meeting with a diverse range of talented business leaders from multiple countries and industries – share and learn from the best.



### 5 State-of-the-art campus with support from advanced technology

BUV's state-of-the-art international campus environment with advanced learning technologies, including digital learning materials, an open library from Staffordshire University and support from our Learning Management System will provide world-class learning experiences.



# GRADUATES AND CAREERS

The BUVMBA is designed to develop you into business leaders of the future. Not only does it hone the critical skills you need, but it also gives your career the direction and momentum to get where you want to be. We enable you to excel on your career paths by entering blue chip companies at an advanced level, or give them the right knowledge to launch their own successful business.



GRADUATION CEREMONY 2020

# CORPORATE NETWORK

The BUV corporate network spans over 300 international partners, including market-leading companies. Our programme also offers countless opportunities for social as well as professional networking with talented business leaders, potential employers and our own community of students and alumni who are positioned in international corporates and organisations.



MEET OUR MBA STUDENTS



**Ms. NGUYEN BICH DIEP**  
CLICKABLE IMPACT CONSULTING GROUP

*"The MBA has not only given me knowledge of areas of management which I have not had direct experience of previously, it has given me the chance to develop the skills that I need to become a senior manager, the ability to ask the right questions, to lead diverse teams and understand the big picture, as well as allowing me to operate at the same level as those senior managers that I come into contact with."*



**Mr. DANG LE HUY**  
HONGKONG LAND VIETNAM

*"The MBA programme at BUV has allowed me to discuss theory as well as business with students from over 20 countries, allowing me to broaden my intercultural awareness and mindset."*



**Ms. TRINH THI KIM CHUNG**  
THE UNITED NATIONS INTERNATIONAL SCHOOL OF HANOI (UNIS)

*"The faculty at BUV as well as visiting professors have given me a global view of areas of business as well as how business happens in other cultures and environments. Their experience and examples have allowed me to compare and contrast what I am doing in my organisation and what I can do for my future. It has provided insight into how we can be more competitive and successful."*



**Mr. NGUYEN HONG HA**  
GRANT THORNTON VIETNAM

*"I have enjoyed the opportunity to meet and interact with executives and leaders of International and Vietnamese companies, as well as political and diplomatic communities."*

Possessing up-to-date industry skills, qualifications and networks, our MBA graduates are well prepared for solving complex business problems, adapting to changes and managing diverse workforces.



**Ms. VAN LE**  
ASTRAZENECA VIETNAM

*"I graduated with a deeper understanding of almost every function in an organisation, as well as practical knowledge and experience acquired through case studies of domestic and international businesses of different sizes. These comprehensive skills coupled with a quality MBA degree have helped me a lot in my current job and likely my future career advancement as well."*



**Mr. NGUYEN XUAN HA**  
MICROSOFT

*"I am delighted to be relocating overseas for my job upon completing the MBA. Not only is the British degree an international passport for business in the 4IR, it is also impressive that the programme is delivered in a world-class educational environment provided by BUV."*



**Ms. HOANG PHUONG TRANG**  
FREELANCE LECTURER

*"I started the MBA when I was working for one of the Big Four accounting firms, now I'm using this new-found knowledge and skills to develop my own business as a freelance lecturer. I'm happy to say that this career change was inspired and empowered by the BUV MBA, which gives me the essential tools to follow my interests."*



**Mr. ARNAUD SERRE**  
UNIVERSITY OF BRETAGNE, FRANCE

*"Surrounded by people from all walks of life, different cultures, different levels of experience and different industries, I made sure to learn as much from my classmates as I did from my lecturers. In this respect, the action of the MBA network is organised around four main poles: classmates, former alumni, teachers who can put their students in touch with people in their network, and job fairs."*

# BEYOND ACADEMIA

The world of work will only get more competitive, which is why at BUV we focus on the comprehensive development of each individual and equip students with what they need to stand out. Throughout the MBA course, we also offer career services, skills training, industry workshops, networking events, and study tours.

Whether you seek to apply your new-found skills to real-life scenarios, exchange ideas with industry leaders, expand your social and professional networks, learn new skills, or request career consultation and placement, our complementary activities built around the curriculum can help you reach your goals.



# EXPERIENCE BRITAIN WITH A BUV STUDY TOUR

For an even more immersive experience, our MBA students have the opportunity to take part in a 2-week trip to the UK, attending special lectures at Staffordshire University and discovering authentic British culture.



Nguyen Quynh Nga – TocoToco Vietnam

*“The trip was so amazing and beyond my expectations. It combined both educational and recreational activities. The staff members from Staffordshire University were very nice and considerate which left me with a memorable experience. Both BUV and Staffordshire University were so well prepared and took great care of us. I had the greatest and the most unforgettable trip in my entire life.”*



Tran Thi Thuy Duong – Boyd Vietnam

*“This was an amazing trip that I experienced. Everyone in the team was so excited and gained a lot of important information both for our MBA knowledge and in terms of UK culture. Not only did it help us to know more about the MBA programme we are studying but also about the university and life in the UK.”*



\* For each MBA cohort, a module will be taught through the form of a UK trip. This study trip is not mandatory nor covered by the tuition fees, and students who opt out can complete the module in Vietnam.

MEET THE FACULTY

An established academic leader, Chris carries out his responsibilities as Chief Academic Officer with knowledge gained from over 15 years of management within school and university environments. Having worked in over 50 countries, he has developed strong academic and business relationships and he has gained extensive insight into cultural sensitivity as well as best practice.

Chris made the move to Vietnam following a successful career heading the Executive MBA Programme at CASS Business School, one of the world’s top business schools. As he explains, “The 21st Century belongs to Asia and to have the opportunity to be involved in creating an international university and modern learning environment was an opportunity I could not turn down. I’m very proud of more than 2 years providing the MBA programme at BUV, and I’m very excited about the future for BUV, business, education and for Vietnam as a country.”

Christopher Jeffery  
Chief Academic Officer



Joao Fialho is Programme Leader of the MBA and Graduate Programmes at BUV. He holds a PhD in Mathematics of the University of Évora, Portugal. He has diverse practical working experience and teaching experience, in the areas of actuarial sciences, pricing, finance and data analysis, accumulated at the service of several multinational companies. Currently he also is partner and Chief Scientific Officer in 1 company in the sector of data analytics. In the last 9 years he has accumulated experience in Higher Education, having already taught in North America, Europe, Middle East and Asia, accumulating positions of Department Director and research coordination.

Dr. Fialho is an active researcher in the field of differential equations, mathematical modelling, big data and data analytics, with proven experience by a wide range of international publications, books and various communications at international conferences, in the area of mathematics and applications.

Dr. Joao Fialho  
MBA Programme Leader

Mike’s philosophy towards teaching and learning revolves around the practical application of theory to business problems. It is now essential that students not only have an understanding of business concepts, but that they are able to apply this knowledge in real-world situations. He is committed to ensuring that students develop a critical eye when it comes to assessing ideas, and do not simply take things at face value.

Mike carried out his university studies at The University of York, where he completed his undergraduate degree in Management and a PhD in Operations Management.

Mike is currently the Quality Leader at BUV and ensures that the quality standards relating to assessments, marking and moderation are met by all faculty at the University. He leads a broad variety of management courses including those from the University of London, Staffordshire University, and Foundation programmes.



Dr. Mike Perkins  
Academic Development and  
Quality Leader



Prabu is a Senior lecturer in Mathematics and the Programme leader for University of London International programmes at BU.V. Before joining BU.V in 2012, he worked as a lecturer at Asia Pacific University in Kuala Lumpur, Malaysia.

Prabu received his Ph.D in Applied Mathematics from University Polytechnic Catalunya, Barcelona, Spain. He currently teaches Statistics and Mathematics courses on the Banking and Finance Programme of the University of London Programme, as well as Introduction to Accounting, Quantitative Analysis and Quantitative Methods for Business on the Staffordshire University degrees.

With more than 17 years teaching experience, Prabu works tirelessly to guide his students to a strong understanding of quantitative concepts and their practical use in the business world.



Joey has been teaching at international universities and colleges for more than 15 years.

She is very versatile, passionate and committed to producing quality education. Having completed her Master of Financial Economics in Finance and Economics at University Putra Malaysia, Joey has worked in Vietnam for 10 years. She currently teaches Financial Management, Corporate Finance, Financial Strategy and Valuation and Securities Analysis at BU.V.

Her research interests include behavioural finance, capital structure and market efficiency.

Shashi has 7 years' experience of teaching courses of Finance and Economics to Graduate and Undergraduate students in the top management institutes of Nepal.

He also has 5 years' experience working closely with policy makers in the capacity of Deputy Director of the Central Bank of Nepal. He is very active in research activities and has credits for 9 research articles published in reputed journals.

"I always enjoy being with learners. For me, classroom is a workshop, where we interact, share and understand the things that help to transform knowledge into know-how."



Jonathan has moved between academia and industry over the course of his career. He was formerly a consultant in turnaround management and successfully rebuilt a number of businesses in his native Canada after studying at leading business universities in the UK. He entered academia in the UK and has also taught in the United Arab Emirates.

Jonathan has research interests in international business, managerial economics and corporate strategy.



# PROGRAMME STRUCTURE

The BUV MBA is a 22-month part-time programme which blends perfectly with demanding nine-to-five schedules.



“Our MBA focuses on providing our students a 360 perspective on business and operations. The target for an MBA student is to achieve managerial positions, and through establishing a core understanding of Finance, Marketing and Risk, our students are equipped with the vital knowledge needed to embrace business in its full dimension.”

**Dr. Joao Fialho**  
MBA Programme Leader



## COURSES MODULES

- Performing in Organisations
- Financial Concepts and Practice
- Managing People & Organisations
- Strategic Marketing Management
- Strategic Management
- International Business
- Risk Management
- Marketing Innovations
- Final Project

### PERFORMING IN ORGANISATIONS

This module explores developing organisational agility, by being able to enhance personal performance and well-being along with the performance and well-being of others. A range of concepts will be covered, including how to understand, manage, and respond positively to stress.

### FINANCIAL CONCEPTS AND PRACTICE

In this module you will understand and apply ratio and trend analysis linked to the evaluation of investment opportunities and risk analysis. You will participate in investigating and researching current areas of development within accounting concepts and practice, dealing with large and small businesses.

### STRATEGIC MANAGEMENT

This module focuses on strategic management from a leadership perspective. This involves understanding strategy and the implementation of strategic decisions as well as organisational and individual implications. The reflective element of the module will help you to become more critical of your learning by understanding your abilities and limitations and the competencies you may want to develop to further your career.

### MANAGING PEOPLE & ORGANISATIONS

This module will explore traditional and contemporary approaches to the strategic management of people both individually and in teams. An emphasis will therefore be placed on the achievement and development of an effective, efficient and sustainable workforce capable of delivering high levels of organisational performance.

### INTERNATIONAL BUSINESS

The purpose of this module is to develop an understanding of international business focusing on the many levels of relationships between the firm and its environment. This course will examine the interaction between firm-specific-advantages and country-specific-advantages as they evolve over time.

### STRATEGIC MARKETING MANAGEMENT

The aim of this module is to give a general overview of some of the classic and enduring rules and strategic practices of marketing relevant for contemporary marketers, and then to equip you with a basic understanding of new tactics and approaches, such as digital marketing, and apply these models and tools to “real world” business cases.

RISK MANAGEMENT

This module is concerned with economic and financial decisions taken under conditions of risk and uncertainty. This risk and uncertainty may be concerning cash flows, prices, quantity and quality of goods or services or the reaction of competitors. The source of the risk and uncertainty and methods that business can employ to deal with these situations are explored fully in this module.

MARKETING INNOVATIONS

The module will focus on the marketing management of innovative new products within the context of small entrepreneurial firms and large established global companies. You will also explore the challenges faced by marketers, entrepreneurs and consultants in bringing an innovative products and services to the market.

FINAL PROJECT

The purpose of this module is to equip participants with critical knowledge, theory and tools in support of leading and contributing to successful undertaking of an individual Final Project. Apply all you have learned throughout the MBA through developing a literature review and conducting and applying research to propose your solutions to real-world problems, including those of your current organisations.

ASSESSMENT

As well as giving detailed feedback on your performance, our MBA staff will employ a wide variety of assessment methods throughout your studies to reflect real-world scenarios. These includes individual assessment and projects, presentations, case analysis, group reports, culminating in a final project that draws on the entire range of the MBA teaching and learning.

Providing as much variety and challenge as possible, our assessment methods will all be based on our philosophy of problem and practice based learning to further build the core competencies that will set you apart in the future.

PREPARATION PROGRAMME

To fully equip all students for the MBA journey, including those unfamiliar with the UK international education system, our preparation programme will get you through all the basics with a focus on Business Communications, Compliance and Ethics, and Sources of Information.

The preparation programme is placed prior to the start of the main modules and includes an induction as well as talks with mentors and guest speakers.

ADMISSIONS

Intake: October

Admission Requirements

- 1. Bachelor’s Degree from a recognised institution, and work experience:  
*For candidates who hold a Degree from UK or other International Institutions*  
At least 1-year full-time work experience  
*For candidates who hold a Degree from Vietnamese Institutions:*
  - First Class: At least 1-year full-time work experience
  - Second Class – First Division: At least 2 years of full-time work experience
  - Second Class – Second Division: At least 3 years of full-time work experience
- 2. IELTS 6.5 (no sub-score less than 6.0) or equivalent English qualifications
- 3. Personal Statement
- 4. Reference Letters from appropriate sources
- 5. Admission interview



“The MBA programme at British University Vietnam is a perfect choice for individuals with the desire and ambition to progress their career to top level positions in any organisations. We strive to provide a life changing journey, where students can discover their potential, develop new visions, improve their lifestyle, broaden their social networks and boost their career opportunities.”

**Christopher Jeffery**  
Chief Academic Officer

FEES

Part - time MBA	Tuition Fee (VND)	Education Resource Fee (VND)	Student Affairs Fee (VND)	Total Fee (VND)
Year 1	188,680,000	28,620,000	23,320,000	240,620,000
Year 2	188,680,000	28,620,000	23,320,000	240,620,000
Total	377,360,000	57,240,000	46,640,000	481,240,000

*\* Education Resource Fee includes library, textbooks, handouts, examination fees.*  
*\* Student Affairs Fee includes alumni, student clubs/societies, careers, skills activities, bus service and local trips.*  
*\* Fees are in VND and effective from 1 January 2022. British University Vietnam reserves the right to make any changes that are deemed necessary.*

FINANCIAL AIDS

The British University Vietnam (BUV) scholarship fund was established in 2018 with the goal of giving students the opportunity to study UK undergraduate and graduate programs in an international standard educational environment in the country’s capital. With an aim to improve and increase accessibility to high-quality education, BUV has officially raised the fund’s value to 46 billion VND in 2022 with hundreds of scholarships and financial aid made available.



- These are the bursaries and scholarships applied to our MBA programme:**
- Early Bird bursaries: 10-20% discount on tuition fee
  - Group discount: additional 5% tuition fee discount for groups of 2 students and above
  - 100,000,000 VND scholarship for alumni of British University Vietnam
  - Vice Chancellor’s scholarship valued at 50% tuition fee for best student for each intake

*\* Number of sets for Early Bird bursaries and Group discount are limited, please check with your Admission Advisor.*  
*\* All bursaries and scholarships cannot be combined, except for Group discount.*

APPLICATION

Below is the ideal application procedure with personal consultation included to ensure that you are accompanied by a dedicated admission advisor along the way. The online application form and the list of required documents can be found on our website or through the QR code on the next page.



# GET CONNECTED

On top of the skills and qualifications provided by the MBA programme, our international community of lecturers, students, alumni and partners are always willing to help you thrive and succeed.

Get in touch with us to find out more:

☎ 0966 62 99 09

✉ [SR@buv.edu.vn](mailto:SR@buv.edu.vn)

🌐 [www.buv.edu.vn/mba](http://www.buv.edu.vn/mba)



Scan to visit our website



Scan for virtual campus tour



Scan for the application form



**BRITISH UNIVERSITY VIETNAM**

**Ecopark Township, Hung Yen**



**info@buv.edu.vn**



**+84 966 62 99 09**



**facebook.com/Britishuniversityvietnam**

**www.buv.edu.vn**