

**SOCIALIST REPUBLIC OF VIETNAM**  
**Independence - Freedom - Happiness**

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*Hung Yen, 20<sup>th</sup> April 2023*

**Detailed scheme**

**Implementing the collaboration in education with a foreign partner at  
bachelor level between  
British University Vietnam and Staffordshire University**

**I. NECESSITY**

**1. Suitability for local, regional and national human resource development  
needs**

As part of the cultural industries in Vietnam naming Advertising, Architecture, Software and games, Arts and crafts, Design, Cinema, Publishing, Fashion, Performing arts, Fine arts, photography and exhibitions; Television and radio; Cultural tourism, the Graphic Design field is contributing greatly not only to the commercial growth of enterprises but also economic growth of the country. According to Assoc. Prof. Dr. Bui Hoai Son, Standing member of the Committee for Culture and Education of the National Assembly, since the 2000s, creativity has been an important catalyst for the development of the country and a remarkable trend in the world. Creative economic sectors and cultural - creative industries have become the driving force for global economic development.

Developing cultural industries will help Vietnam restructure its growth model, create highly competitive cultural products and services, create more stable jobs, and make positive contributions to the country's economy. This is also a strategy to build an advanced Vietnamese culture infused with national identity along with economic growth.

Therefore, it is time for us to adapt to the trend and become a country with developed cultural industries. We have made commendable progress (in 2019 the contribution of cultural

industries accounted for 3.61% of GDP compared to the target of 3% by 2020) but still have not met the expectations of the people who love art and culture, as well as the aspiration to capitalize on cultural values for sustainable development. There are not many cultural and artistic works from Vietnam that can conquer world audiences. Vietnamese writers, artists and creators have not been recognized in the region and in the world. Design and art activities stem from the public without the systematic support from national governance.

To create momentum for Vietnam's cultural industries to really take off, Assoc. Prof. Dr. Bui Hoai Son said that it is necessary to have support and support from the government to develop Vietnam's cultural industries. This support first comes from facilitating propaganda and raising awareness of the whole society, especially the nation's governing entities, about the role of cultural industries in development sustainable development of the country.

Most importantly, it is necessary to have an appropriate legal policy system, to create a legal framework to resolve existing issues and an environment to support the development of cultural industries. Legal adjustments can include law on funding to mobilize public resources for arts and culture, initiatives on land use, taxes and legal status for arts and cultural organizations. As for the education aspect of cultural industries, Assoc. Prof. Dr. Bui Hoai Son also stated that is was necessary to improve the quality of creativity educations at all levels.

## **2. Suitability for the human resource needs for industries**

The most recent research at national level was carried out 2021 by the Center for Forecasting Manpower and Labor Market in Ho Chi Minh City. This project found out that Vietnam is expecting one million workers in the field of Graphic Design. Meanwhile, the current Graphic Design programmes at universities and colleges can only cater to 40% of the demand for this fast-growing industry.

Solely in the field of marketing and advertising agencies, according to the Vietnam Advertising Association (VAA), about 50 foreign advertising companies, and nearly 3,000 Vietnamese advertising companies, thousands of companies specializing in graphic design are seeking versatile graphic designers who can adapt to the ever-rising requirements from customers. In addition, an extensive demand for graphic designers is present at 57 publishing houses, 858

print newspapers and magazines, 300 web-based newspapers, 67 television & radio stations, printing houses, event companies or any business operating in any field all need to recruit graphic designers. In recent years, Vietnam has also witnessed rapid growth in the field of art gallery and exhibition centers where graphic designers are an essential asset to the institutions.

Despite the massive need for Graphic Designers, there are only 6 institutions in the Northern area of Vietnam who can currently offer a bachelor's degree for this major and none of them can deliver a programme that meets international standards and produce graduates who can further their studies and find professional opportunities overseas.

### **3. Suitability for the university's missions & development strategy**

British University Vietnam is a foreign-invested university established under Decision No. 1428 / QD-TTg of the Prime Minister dated September 9, 2009 to provide undergraduate and postgraduate degrees. BUV has a range of different responsibilities for its higher education provision which differ depending on the programme of study and partner. At all levels, BUV is responsible for the provision of learning opportunities to students, ensuring the quality of teaching provided, managing student registrations and behaviour within BUV, and ensuring the needs of students from a non-academic perspective are met.

With its ongoing development of programmes and growth in student numbers, BUV moved to a state-of-the-art campus in Ecopark township, Hung Yen province, on the edge of Hanoi in 2018, which has a planned capacity for over 5000 students in the first two phases of its development

Following the move to the new EcoPark campus in 2018, and the subsequent growth in staff and student numbers, BUV have experienced a series of significant changes related to this growth. The governance system has become increasingly formalised, including the creation of a University Senate and associated committees. The goal of this change was to allow for a system of governance that recognises BUV's unique position as a university licenced and operating within Vietnam but operating on the principles of providing significant learning autonomy from students and allowing a student-centred approach enabling them to develop their own learning journey.

Faced with the above changes and challenges and BUV's stated strategic priorities, there are two key implications related to the safeguarding of academic standards and ensuring the quality of students' learning experiences. The first of these is the move to a new system of School level management. This move will allow BUV to scale-up the opportunities it provides to students and means that processes and policies can be adapted where needed based on the need of individual Schools.

The second implication of the changes is the progression to the next phase of the growth of the campus. Building for the second phase has now commenced, and this means that our planned increased growth in the period post 2025 will not be limited by classroom, student support, or facilities constraints, and that student's learning opportunities will not be negatively impacted as we increase our student numbers. Phase two of the campus also includes further specialised facilities, plans of which are being developed with input from faculty from the relevant Schools. Along with the physical growth in facilities, the operation of academic centres will bring benefits to student learning, faculty research and opportunities for further international study options.

Professor Dr Raymond Gordon, Vice-Chancellor, and President, stated: "2023 marks the 50th anniversary of bilateral relations between Vietnam and the United Kingdom. Since its inception, BUV has contributed to the strength of the relationship between the two nations, and it will continue to do so. BUV will continue to contribute resources to the Vietnamese Government's education priorities. Receiving the highest level of accreditation from both QS and QAA is a result of the University's goal to invest in a world-class higher education learning environment in Vietnam."

In the immediate future BUV will focus on activities ranging from: continuing to align its academic curriculum to the practical needs of the Vietnam labour market; continuing to provide students with internship opportunities in a wide range of industries and positions; striving to maintain its record 100% of students attaining employment or moving on to higher studies within 3 months of graduation; completing the third phase of its campus construction by 2028 with a planned total investment of more than USD 165 million; expanding its market reach and services throughout Vietnam; attracting international students and academics to

Vietnam; facilitating high-quality research on Vietnam's economic and social priorities; and, increasing access to British degree programmes through a Scholarship and Financial Aid Fund worth billions of VND.

BUV's mission is to develop highly employable graduates who are first and foremost good human beings with an ethic of kindness and caring. Graduates will also be cross-disciplinary in skills and language; innovative, imaginative, respectfully confident; and committed to continuous learning and development. BUV expects all its staff, students, and stakeholders to be courteous and care about the wellbeing of other people; to respect their environment; and be socially and culturally inclusive.

In short, BUV is committed to the bilateral relations between Vietnam and the UK and will continue to turn young Vietnamese students into talented and respectful adults that are confident and caring, but most importantly they are prepared to lead the way and thrive in a challenging and exciting future in which the jobs and roles they will play are yet to be invented.

## **II. INTRODUCTION OF PARTICIPATING PARTIES**

### **1. Overview of participating parties' background.**

British University Vietnam was established in accordance with Decision No. 1428/QĐ-TTg dated 09 September 2009. Since its establishment, British University Vietnam has been implementing the educational philosophy and method of the UK education system, while ensuring the training programmes are appropriate for Vietnamese students.

All training programmes are provided by internationally qualified faculty, along with academic support for students towards the purpose of personal and professional development for students.

On the other hand, ranked as one of the top universities in the United Kingdom by the Times Higher Education, Staffordshire University has a reputation for being progressive and forward thinking and is among the top choice for overseas students pursuing business studies at university level. The University has invested heavily in ensuring that's its programmes are

innovative, flexible, and professionally relevant and prepares graduates for success in their chosen career.

## **2. Collaboration process between the parties.**

Staffordshire University has been one of the collaborative partners in education of British University Vietnam (Staffordshire University and University of London) since 2010.

The collaboration between British University Vietnam and Staffordshire University presents opportunities to be exposed to advanced and long-established UK higher education degree programmes of international quality and direct employment relevance for Vietnamese students and international students learning in Vietnam. The benefits to be gained from this collaboration encompass the vision and strategic objectives of British University Vietnam as part of a determined effort to meet the twin demands of academic quality and contemporary studies in Vietnam, and it thus complements the clearly stated wishes of the Government of Vietnam to both upgrade and to internationally benchmark the quality standards within Vietnamese universities.

The inauguration of British University Vietnam as the first British University to be opened in Vietnam is an important and complementary part of the spectrum of engagement between Vietnamese and UK Higher Education. This was reviewed between Former Deputy Prime Minister Nguyen Thien Nhan; Minister of Education and Training Pham Vu Luan, with the Former British Ambassador Mark Kent and British Council Director Robin Rickard on the 15th April 2010 meeting.

Based on the values of the collaboration between British University Vietnam and Staffordshire University being offered to all its students, the continuing collaboration of the BSc (Hons) Contemporary Creative Practice: Graphic Design/Illustration/Photography Degree will offer significant benefits to students and has the following general aims:

- Provide a creative and facilitative environment with advanced knowledge and skills building activities to support development of high-level discipline expertise of Creative Industries practitioners.

- Aid in developing professional practice knowledge and working abilities to support effective transition into working in the Creative Industries.
- Assist in developing approaches to communication suitable for working and sustaining a presence in contemporary creative practice.
- Create an environment that enables speculation and innovation leading to the generation of new ideas that are grounded in subject knowledge.
- Enable the appreciation, exploration, interrogation and challenging of current and historic creative practice through independent and collaborative enquiry.
- Develop organisation and communication skills necessary for the effective exchange of ideas required to manage client-led and negotiated briefs.
- Assist the evaluation of defined aspects of the Creative Industries in historical, social, cultural, theoretical and professional contexts.
- Develop understanding and responsibility in the attainment of skills suited to students' personal and career development in the creative industries globally, with a specific focus within Asia and Vietnam.
- Equip students with the appropriate graduate and life-long learning skills necessary to enable students to successfully develop students' career and progress to future education, including post-graduate level study.

There are also specific aims for Contemporary Creative Practice programme.

### **3. Accreditation of participating parties.**

Following our success in securing the internationally recognised QS 5-star quality rating in 2022, BUV has been quality reviewed during 17- 19 October 2022 before being granted with university-wide accreditation from the Higher Education Quality Assurance Agency (QAA) for period 12/12/2022 - 11/12/2017.

The British University Vietnam (BUV) has become the first university in Vietnam to be awarded global quality accreditation by QAA after successfully completing its International Quality Review (IQR). IQR is a rigorous process which benchmarks global higher education institutions against international quality assurance standards set out in Part 1 of the Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG).

The review was performed between 17 and 19 October 2022 by three independent reviewers appointed by QAA who found that BUV had met all of the 10 ESG Standards and Guidelines. As part of the review, QAA identified the following areas of good practice at BUV:

- Significant employer engagement and connections with civic society is actively facilitated by all internal stakeholders, including students. It is fundamental to enabling BUV to deliver its mission.
- Opportunities and support for students in preparing for, identifying, and participating in work placements and internships, as formal components of programmes and as extracurricular activities, greatly enhances job readiness and employability.
- Certified and comprehensive Personal Development Programme of activities and modules that enhance students' broader knowledge and personal development, help to define graduate attributes.

BUV has now set new records in Vietnam and the international education sector including:

- The first and only university in Vietnam awarded QAA university-wide accreditation.
- Being one of only 22 universities outside the UK to achieve QAA university-wide accreditation.
- The first university the in ASEAN region to be granted QAA university-wide accreditation.

Sharing his appraisal and congratulations with BUV, Mr. Chris Bland, QAA's Head of Accreditation and Consultancy, said: 'It is with great pleasure we announce that the British University Vietnam has successfully completed our International Quality Review. It is to their credit that they become the first university in Vietnam to achieve this recognition. I hope this is the beginning of a deep relationship with BUV and that we can work together on other activities.' BUV's IQR accreditation will be valid for five years and subject to a satisfactory mid-cycle review in 2025.

In addition, training programs will be reviewed, assessed, and revised regularly to make timely amendments and improvements. We will ensure that the assessment and appraisal of the training programme align with both the regulations of the Ministry of Education (as per Circular 17/2021/TT-BGDĐT) and the BUV Academic Monitoring Policy and Procedure (accredited by



QAA on 08 February 2023). The academic monitoring process used in BUV includes Module Monitoring Reports (MMRs), Programme Monitoring Reports (PMRs), and Annual Monitoring Reports (AMRs), linked together with School level Academic Action Plans (AAPs). This process operates in addition to the usual practices regarding the rapid resolution of any identified operational teaching matters so that the student experience is not impacted.

### III. CONTENTS

#### 1. Objectives: Provide brief information about programme outcomes.

The course specific learning outcomes below describe what the course will teach you to do.

	Level 4	Level 5
<p><b>Knowledge &amp; Understanding</b> (<i>Art and Design Benchmark statement: 2.4, 5.4, 6.3, 6.5, 6.8, 6.9</i>)</p>	<p>Demonstrate knowledge of the underlying concepts and principals of past and current practice, and the role of creativity in the Art, Craft and Design industry.</p>	<p>Demonstrate knowledge and critical understanding of the well-established concepts, principles and your development in Creative Arts and the place of innovation and entrepreneurship in the context of the working environment.</p>
<p><b>Learning</b> (<i>Art and Design Benchmark statement: 2.2, 2.5, 5.11, 6.3, 6.10</i>)</p>	<p>Develop lines of argument and make sound judgements in accordance with basic theories and concepts associated with the Creative Arts.</p>	<p>Understand the limits of your knowledge and how this influences analysis and interpretations based on that knowledge, by participating in Creative Arts activities that offer opportunities to measure the extent of your knowledge.</p>
<p><b>Enquiry</b> (<i>Art and Design Benchmark</i>)</p>	<p>Present, evaluate, and interpret qualitative and quantitative data associated with creative</p>	<p>Demonstrate knowledge of the main methods of enquiry through a range of research and practical activities</p>

	<b>Level 4</b>	<b>Level 5</b>
<i>statement 2.6, 5.5, 6.4, 6.6, 6.7, 6.8)</i>	and promotional working in the sector.	associated with marketing in the Creative Arts sector.
<b>Analysis</b> <i>(Art and Design Benchmark statement 6.6, 6.7, 6.8, 6.9, 6.10)</i>	Evaluate and interpret concepts and principals of the role of the Creative Industries in society.	Use a range of established techniques to initiate and undertake critical analysis of information in the development of products and services in the sector. Recognise that skills developed in the Creative Arts are appropriate in other fields.
<b>Problem Solving</b> <i>(Art and Design Benchmark statement 2.3, 2.6, 5.6, 6.4, 6.8)</i>	Evaluate the appropriateness of different approaches to problem solving in creative and practical situations, in order to find solutions suited to client and industry requirements.	Evaluate critically the appropriateness of different approaches to solving problems arising from analysis of diverse information and within professional constraints in the Creative Arts and recognise the transferability of problem-solving skills.
<b>Communication</b> <i>(Art and Design Benchmark statement 2.4, 2.8, 5.5, 6.6, 6.7, 6.10)</i>	Communicate the results of study/work accurately, reliably, and with structured and coherent arguments to peers, clients and senior managers through a range of communication techniques.	Effectively communicate information and arguments in a variety of forms, to specialist and non-specialist audiences (such as when seeking funding from a financial source) and deploy key techniques of the discipline effectively for the purposes of promotion,

	<b>Level 4</b>	<b>Level 5</b>
		discussion, information, explanation and presentation.
<p><b>Application</b> (<i>Art and Design Benchmark statement 2.4, 2.7, 5.6, 6.3, 6.7, 6.8</i>)</p>	Undertake further training and develop new skills within a structured and managed Creative industries environment in order to develop a rounded portfolio of transferable and specialist skills.	Apply underlying concepts and principles outside the context in which they were first studied by undertaking practical projects (such as designing an item for a new market) that require independent planning and innovative thinking.
<p><b>Reflection</b> (<i>Art and Design Benchmark statement 2.3, 6.7, 6.8, 6.9, 6.10</i>)</p>	Demonstrate qualities and transferable skills necessary for the employment and / or further study requiring the exercise of some personal responsibility. Use a Reflective Learning Journal as a key to self-evaluation and determination of the learning process.	Manage your own learning, exercise initiative, personal responsibility and demonstrate the learning ability, qualities and transferable skills necessary for employment or further training of a professional or equivalent nature. Use the Reflective Learning Journal as a key tool when evaluating the options of academic and vocational pathways, and the strategies to enhance progression opportunities.
<p><b>Working with Others</b> (<i>Art and Design Benchmark</i>)</p>	Apply interpersonal, social and negotiation skills in interaction with others.	Interact effectively with others through collaboration, collective endeavour and

	<b>Level 4</b>	<b>Level 5</b>
statement 2.6, 6.6, 6.10)		negotiation, in a range of situations.

### **BA (Hons) Contemporary Creative Practice: Graphic Design**

<b>Level 6</b>	
<b>Learning</b> (Art and Design Benchmark statement: 2.2, 2.5, 5.11, 6.3, 6.10)	Exhibit an understanding of the limits of knowledge and the ability to acquire, evaluate and apply new knowledge in the pursuit of professional and self-initiated goals in the context of the contemporary Graphic Design Industry.
<b>Communication</b> (Art and Design Benchmark statement 2.4, 2.8, 5.5, 6.6, 6.7, 6.10)	Effectively communicate in a variety of forms, complex information, ideas, problems, solutions and debates that inform and underpin current practice within the Graphic Design Industries. Use a range of appropriately selected professional methods to engage with and professionally communicate with specialist and non-specialist audiences
<b>Working with Others</b> (Art and Design Benchmark statement 2.6, 6.6, 6.10)	Show evidence of working with other people accepting personal responsibilities and acknowledging individual strengths and weaknesses, so that individual or common goals can be attained that are based within recognised Graphic Design Practice.

### **BA (Hons) Contemporary Creative Practice: Illustration**

<b>Level 6</b>	
<b>Learning</b> (Art and Design Benchmark statement: 2.2, 2.5, 5.11, 6.3, 6.10)	Exhibit an understanding of the limits of knowledge and the ability to acquire, evaluate and apply new knowledge in the pursuit of professional and self-initiated goals in the context of the contemporary Illustration Industry.
<b>Communication</b>	Effectively communicate in a variety of forms, complex information, ideas, problems, solutions and debates that

(Art and Design Benchmark statement 2.4, 2.8, 5.5, 6.6, 6.7, 6.10)	inform and underpin current practice within the Illustration Industries. Use a range of appropriately selected professional methods to engage with and professionally communicate with specialist and non-specialist audiences
<b>Working with Others</b> (Art and Design Benchmark statement 2.6, 6.6, 6.10)	Show evidence of working with other people accepting personal responsibilities and acknowledging individual strengths and weaknesses, so that individual or common goals can be attained that are based within recognised Illustration Practice.

## BA (Hons) Contemporary Creative Practice: Photography

<b>Level 6</b>	
<b>Learning</b> (Art and Design Benchmark statement: 2.2, 2.5, 5.11, 6.3, 6.10)	Exhibit an understanding of the limits of knowledge and the ability to acquire, evaluate and apply new knowledge in the pursuit of professional and self-initiated goals in the context of the contemporary Photography Industry.
<b>Communication</b> (Art and Design Benchmark statement 2.4, 2.8, 5.5, 6.6, 6.7, 6.10)	Effectively communicate in a variety of forms, complex information, ideas, problems, solutions and debates that inform and underpin current practice within the Photography Industries. Use a range of appropriately selected professional methods to engage with and professionally communicate with specialist and non-specialist audiences
<b>Working with Others</b> (Art and Design Benchmark statement 2.6, 6.6, 6.10)	Show evidence of working with other people accepting personal responsibilities and acknowledging individual strengths and weaknesses, so that individual or common goals can be attained that are based within recognised Photography Practice.

## 2. Recruitment subjects and recruitment scale.

- Recruitment subjects:
  - Vietnamese citizens who have graduated from high school or equivalent; or
  - Foreign citizens who have graduated from high school or equivalent.
  
- Recruitment scale
  - Year 1: 54 students
  - Year 2: 61 students
  - Year 3: 75 students
  - Year 4: 83 students
  - Year 5: 92 students

### **3. Duration and training programme: Specify training duration, form and implementation method of the collaborative programme.**

- Duration: 3-year training period divided into six semesters. The programme is provided by Staffordshire University, 360 UK credits.
- Form: The training form is full time and on campus.
- Implementation method: Year-based training
  - Year-based training is a method for training organization where all mandatory units of study of the training program are organized into relatively fixed classes, allowing students of the same class to follow the standard learning plan and a common schedule, except for elective or retaken units of study;
  - Students, who get satisfactory study progress according to the regulations of the partner school - Staffordshire University, may advance to the next year with the standard learning plan and shall retake failed units of study in compliance with regulations of the training programme;
  - Students, who get unsatisfactory study progress according to the regulations of the partner school - Staffordshire University, shall retake failed units of study together with students of the next cohort in compliance with regulations of the training programme.

### **Programme structure**

#### Level 4

<b>TB1</b>	Study Skills for Creative Practitioners	Visual Studies	Practical Contemporary Art Practice
<b>TB2</b>	Art Practitioners in Historical and Contemporary Context		Professional Issues for Contemporary Art Practitioners

#### Level 5

<b>TB1</b>	Creative Influences	Visual Communication	Exploring Contemporary Art Practice
<b>TB2</b>	Major Project for Arts Practitioners		Professional Development for Arts Practitioners

The structure of the course at Level 6 is discipline specific and enables students to steer their learning towards a particular field (or job role) within the creative industries. Each discipline specific structure determines the award title as follows:

#### Level 6 BA(Hons) Contemporary Creative Practice: Graphic Design

<b>TB1</b>	Practical Contemporary Practice in Graphic Design	Creative Enterprise in Graphic Design
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<b>TB2</b>	Negotiated Final Major Project	Professional Practice in Graphic Design	Industry Investigation
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### **Level 6 BA(Hons) Contemporary Creative Practice: Illustration**

<b>TB1</b>	Practical Contemporary Practice in Illustration	Creative Enterprise in Illustration	Industry Investigation
<b>TB2</b>	Negotiated Final Major Project	Professional Practice in Illustration	

### **Level 6 BA(Hons) Contemporary Creative Practice: Photography**

<b>TB1</b>	Practical Contemporary Practice in Photography	Creative Enterprise in Photography	Industry Investigation
<b>TB2</b>	Negotiated Final Major Project	Professional Practice in Photography	

#### **4. Recruitment conditions.**

- Vietnamese citizens: Meet English grade of IELTS 6.0 (no skill below 5.5) or the entry requirements of the Collaboration Programme;



- Foreign citizens: meet English grade of IELTS 6.0 (no skill below 5.5) or the entry requirements of the Collaboration Programme and the regulations on foreigners studying in Vietnam issued by the Ministry of Education and Training.

The Admissions Office will be in charge of checking and collecting all the applications to ensure that all the entry requirements laid down by Staffordshire University are seen to be met and are closely adhered to.

After that, all the applications will be sent to Staffordshire University Vietnam for registration. Once all the applications are proved to be true and correct, Staffordshire University will cooperate with British University Vietnam in carrying out other necessary procedures.

Students will be given an official Offer Letter (either Conditional or Unconditional). If the student decides to attend the course, he or she must sign the Acceptance Letter and return it to the Admissions Office of British University Vietnam.

## **5. Teaching language:** English

**6. Degree Certificate to be issued:** Bachelor Degree of BA (Hons) Contemporary Creative Practice: Graphic Design/Illustration issued by the Staffordshire University.

**7. Activities involved in the collaborative programme: Lecturing, examination, test, graduation, coordination in lecturing between Vietnamese lecturers and foreign lecturers, etc.**

### ***Learning and Teaching***

Recognising the diverse skills and styles of our students community places an emphasis on ensuring that a range of learning environments and media are available and enabling students to engage in learning in a variety of ways. The emphasis on practice-based learning in a professional environment creates the need for additional learning environments such as taking responsibility for hosting student's own events and learning by doing to supplement the more

traditional approaches of lectures, guest speakers, tutorials, workshops, seminars and VLE to complement and enhance traditional, face-to-face learning experience. Knowledge and skills will be developed through case-studies, role-plays, simulations, presentations, projects (work-based and academic), reflective portfolios and the extended use of technology supported activities.

The curriculum will develop and evolve so that knowledge and skills learned in modules will be transferred, re-applied and developed in related modules at higher levels. Students will be guided through student's studies through a teaching support network of module tutors, personal tutors, award leaders and supporting academic and managers, and dedicated and involved support and pastoral staff. Learning and teaching will be an enriching experience for students that reflects the value the school places on effective, innovative and research informed teaching. Learning and teaching will foster student's critical intellectual development and the business capabilities required to engage in contemporary organisations.

In student's learning situations students will be acting in partnership with module deliverers and facilitators who, through a programme of study designed to develop an evolving body of knowledge and portfolio of skills will be:

- Encouraging active learning and a confidence to learn
- Making explicit the skills to be developed through the curriculum
- Stimulating intellectual curiosity and excitement in learning through engagement with up to-date and contemporary, well researched subjects.
- Encouraging critical reasoning about the world of business to achieve well informed judgements and conclusions
- Challenging and shaping new learning experiences and opportunities through application of research informed pedagogy
- And students will be:
- Engaging with complex, challenging problems and real-world issues
- Proactively using available resources, technical, digital and paper-based to address problems, construct solutions and identify new topics for research
- Engaging in constructive reflection on learning and new ideas

- Communicating and sharing with others in effective teams and collaborative activities, demonstrating a sense of community through active involvement with individuals and groups from differing backgrounds, communities and value systems

### ***Practice Based Learning***

Practice Based Learning is based on students experiencing the learning curve through applying student's knowledge by running and hosting events in conjunction with a range of stakeholders.

### ***Teaching and Learning Methods***

Students will experience a variety of teaching and learning methods which incorporate both formal types of teaching and independent learning.

Examples of the types of learning experiences that students will encounter on the Events awards include:

- Lectures
- Tutorials and seminars
- Group tasks
- Students-led and tutor-led independent exercises
- Workshops
- Examinations
- Assignments
- Case based assignments
- Presentations
- Investigations
- Literature review

The start of each module students will be given a Module handbook. This should contain further details about the specific teaching and learning methods employed advice on how to manage student's own learning and how students will be assessed. Each module has a

specified module leader all module-related enquiries should be directed to the module leader in the first instance.

### **Assessment**

Assessments are marked in 100 scale and classified into letter grades of units.

Marking system comply with Circular 08/2021/TT-BGDĐT of Ministry of Education and Training dated 18 March 2021 that regulated higher education training policy and Decision No. 2809/2020/QĐ-BUV dated 28 September 2020 of Vice Chancellor of British University Vietnam that approved 22 policies of British University Vietnam Senate, including Progression policy, assessment and calculation of grades of units of study must be fair to all students in one class, all classes, all courses and all modes of study.

A focus on employability will be intrinsic throughout the award. The modules at level 4 covers careers talks, visits and guest speakers from industry along with the opportunity to take up a role within the team on live projects throughout student's course, therefore allowing for live experience of a number of roles over the duration of the course. At Level 5 students will develop their reflective practise when they are required to assess their employability skills reflecting on the business skills that they have developed.

At Level 6 students will incorporate their skills assessment and research a topic of their own choice that reflects their interests and demonstrates their ability to apply skills they have developed throughout their course. Moreover, we have designed into our programmes opportunities for formative assessment and feedback and encourage students to reflect and evaluate their contribution and development. Our assessment strategies are based on an integrative approach which addresses the elements of assessment for learning, accessibility, diversity and efficiency.

Assessment will enable students to make increasingly effective and confident judgements within their courses of study and within professional and employment contexts. The Staffordshire graduate attributes have been embedded within our assessments to enable our

students to engage in learning and development and effective employment beyond their ongoing involvement in the school.

Module assessments are built into Global Entrepreneurship Week, creating opportunities for students to present their work to invited business partners, guest lecturers and University staff. Furthermore, throughout the course assessments are usually linked to real-life business challenges, developed through close interactions with a developing network of businesses that engage with the School.

To achieve this, we will:

- Design into our programmes opportunities for formative assessment and feedback and encourage students to reflect and evaluate their contribution and development.
- Design assessment strategies based on an integrative approach which addresses the elements of assessment for learning, accessibility, diversity and efficiency.
- Assessment will enable students to make increasingly effective and confident judgements within their courses of study and within professional and employment contexts.
- Underpinning our strategy will be the 5A\* graduate attributes that will enable our students to engage in learning and development and effective employment beyond their ongoing involvement in the school.
- Assessment design will be informed by the 11 principles identified by the REAP Project:
  - ❖ Engage students actively in identifying or formulating criteria
  - ❖ Facilitate opportunities for self-assessment and reflection
  - ❖ Deliver feedback that helps students self-correct
  - ❖ Provide opportunities for feedback dialogue (peer and tutor-students)
  - ❖ Encourage positive motivational beliefs and self-esteem
  - ❖ Provide opportunities to apply what is learned to new tasks
  - ❖ Yield information that teachers can use to help shape teaching
  - ❖ Capture sufficient study time and effort in and out of class
  - ❖ Distribute students' efforts evenly across topics and weeks
  - ❖ Engage students in deep not just shallow learning effectively

- ❖ Communicate clear and high expectations to students.
- We will ensure that the volume of assessment is not greater than is necessary for the testing of appropriate learning outcomes
- Assessment design will give students the best opportunity to demonstrate their potential.
- We will provide timely and constructive feedback to enable students to learn and develop through the assessment process.

We will encourage students to reflect on all forms of feedback to enhance their ongoing learner development. We will encourage students to share their reflections with staff to enable critical review and analysis.

Assessment design will also be informed by JISC Effective Assessment in a Digital Age and will focus on providing the following benefits:

- Greater variety and authenticity in the design of assessments
- Improved learner engagement through interactive formative assessments with adaptive feedback
- Capture of wider skills and attributes, for example through simulations, e-portfolios and interactive games.

Programme Handbook provides details of the assessment strategy for the course. Assessments include debates, reports, presentations, team events, essays and portfolios.

All work should be Harvard referenced, the guidelines for which may be found on the library website:

[https://www.staffs.ac.uk/support\\_depts/infoservices/learning\\_support/refzone/index.jsp](https://www.staffs.ac.uk/support_depts/infoservices/learning_support/refzone/index.jsp)

Where students are required to undertake research requiring ethical approval, follow the ethical review procedures published on the university website. This is likely to be at level 6 in student's final year, however students may require ethical approval when working on internal or external projects as part of student's programme of study.

### ***Submitting Assignments Online***

Online assignments will be submitted through Canvas, using one of a number of methods that would be explained to students via a Canvas training session hosted by the Exam Office before student's first submission at BUV. All assignments are marked anonymously.

### ***Anonymous Submission***

Note that most assignments are marked anonymously, and that students are asked to not include student's name in submitted work unless specifically requested in the assessment document.

For online submissions, we will use the tools available in Canvas and our grading system Turnitin to ensure anonymity wherever possible.

### ***Keeping a Backup***

It is good practice to keep a hard or (backed-up) electronic copy of any assignment students submit, whether that assignment is submitted on paper or electronically. Should the assignment students submit get lost, then students will have the receipt to prove that students handed it in, and a copy to replace what has been lost.

### ***Exceptional Circumstances***

Students must submit all pieces of assessment required for each module on or before the submission date for each piece of assessment. Failure to do so is likely to result in failure of the module overall. There may be occasions when students are unable to submit or undertake a piece of assessment due to circumstances beyond student's control.

### ***Feedback on student Work***

Seven principles of good feedback

Good feedback should:

- Be an interactive process involving students-tutor and students-students dialogue.
- Facilitate the development of self-assessment and reflection.
- Clarify for students and staff, through dialogue, what good or bad performance actually is in the assignment or task.
- Be developmental, progressive and transferable to new learning contexts.

- Be ongoing and embedded in the learning process.
- Motivate, build esteem and confidence to support sustainable lifelong learning.
- Support the development of learning groups and communities.

### ***Submission and Feedback***

All assignments should be submitted via Canvas. Feedback for the assignment will be provided after the approval and permission from the relevant Examinations Board.

Furthermore, feedback on student's performance is provided in a variety of ways throughout student's study period, students will be receiving informal feedback on student's performance, via student's discussions with teaching staff in tutorials for instance. Feedback should help students to self-assess student's work as students progress through the module and help students to understand student's subject better.

Feedback is not just the marks at the end of the module - it could be regular verbal advice about student's work, perhaps as students develop a portfolio of work; comments made by tutors or fellow students in group discussions; or the written comments on student's work.

### ***External Examiners***

External examiners help the University to ensure that the standards of student's course are comparable to those provided by other universities or colleges in the UK. More information on the role performed by external examiners can be found in our External Examiner Policy.

## **8. Sample graduation certificate (if any) to be conferred, similarity/equality between foreign qualifications and domestic ones issued by other educational institutions in the Vietnam's national education system and capability of collaborative programme graduate's taking higher-level training programs.**

Students fully meeting the graduation requirements will be awarded with the BA(Hons) Contemporary Creative Practice: Graphic Design/Illustration/Photography from Staffordshire University.



The degree is equivalent with Level 6 in the Vietnamese Qualifications Framework, regulated in Decision 1982/QĐ-TTg dated 18 October 2016.

This degree will be accompanied by a transcript, as shown in the sample below:



**NAME OF STUDENT**

has been awarded

**Bachelor of Arts with Honours  
First Class**

having followed an approved programme of study in

**Contemporary Creative Practice: Illustration**

**07 September 2022**

Lord Stafford  
Chancellor



Professor Martin Jones  
Vice-Chancellor

Note: This certificate to be used in conjunction with a transcript issued separately and relates to Student Reference 19029920 Date of Birth 10 April 2001 000066518

## **9. Implementation plan/roadmap.**

The programme will cover 360 credits, which once acquired, will enable the students to be eligible for graduation and awarded the same Staffordshire University degree as students who have studied at Staffordshire University in the UK.

Examination and assignment question papers, together with associated answer papers and marking rubrics, are developed by the respective British University Vietnam Module Leader, internally moderated by the second marker, approved by the Programme Leader, and then passed to Staffordshire University for external moderation.

First marking of the students' submission is carried out by the British University Vietnam Module Leader, second marked by the nominated second marker, checked by the relevant Programme Leader or Head of Academic Quality and Development, passed to Staffordshire University for moderation by the external examiner and then approved at the Assessment and Award Boards. The combined Assessment and Award Board is chaired by the Staffordshire University board members visiting British University Vietnam or by video conference.

In each academic year, representatives from Staffordshire University will visit British University Vietnam to provide support and guidance concerning academic issues and for monitoring purposes throughout the period these degrees are awarded.

## **10. Facilities and equipment necessary for the collaborative programme and teaching location/venue.**

### **FACILITIES AND EQUIPMENT**

Infrastructure and facility: The area of Campus in Ecopark is 6,5ha. The timeline for construction of new Campus consists of 3 phases: Phase 1- 2,84ha and Phase 2 and 3 - 3,66ha. Phase 1 was completed and the current facilities in Ecopark Campus includes:

<b>Order</b>	<b>Category</b>	<b>Number</b>	<b>Total area (m2)</b>
1	Library	01	1.230,1
2	Classrooms	23	1.947,5

<b>Order</b>	<b>Category</b>	<b>Number</b>	<b>Total area (m2)</b>
3	Lecture hall	02	851,4
4	Teacher office	02	258,5
5	Research area	06	490,4
6	Sport area	03	654,7
7	Canteen	02	4,096
8	Others		4.887,8
<b>Total</b>			14.416,4

The library building is designed in a contemporary style, which includes Library area, 24-hour study area, specialised discussion rooms for students and computer access.

Classrooms: 23 classrooms with open design and flexible to serve the various needs. These room can accommodate 30-45 students and are fully equipped modern teaching auxiliaries, projectors, LCD screens, high-quality audio system, air conditionings, standard light system.

02 large lecture halls: with an average area of 425 m2 accommodating 250 students per lecture hall, 6m high, equipped with smart board, projector, LCD screen, high quality sound system, air conditioning, system Standard lighting system. In addition, large lecture halls also have an online system that allows students to sit anywhere in or outside the Ecopark Campus to participate in interactive lectures through online tools.

The construction of the BUV campus Phase 2 at Ecopark started in August 2022, with an investment of 33 million USD, and is expected to be completed in early 2025.

Specifically, BUV invested in building a new canteen with a total floor area of 4,096m2, a sports complex including basketball and badminton courts, and a new academic building. The indoor and outdoor spaces are arranged in harmony in an open, green landscape. The iconic minimalist and liberal architectural style indicative of 4IR reflects the educational approach at BUV.

All of the spaces at BUV are designed for Higher education level students. Our Learning Studio, Learning Cluster, X-space, Theater Pod & Halls were designed for the delivery of lectures. BUV also has functional classrooms that customised for the delivery of our specific higher education programmes. This includes, for example, Art Studio & Photo Studio; Learning kitchen, Restaurant, Front Office & Housekeeping; Digital Lab, Computer Games Design Lab & Cyber Security Lab, Motion Capture Studio.

Outside of standard & functional classrooms, BUV also provides a wide range of discussion & break-out rooms with various capacities that students can use for group work or individual study. There is also a 24/7 Study Area that serves as a Quiet Study Area during LRC operational hours.

<b>Order</b>	<b>Category</b>	<b>Number</b>	<b>Total Area (m<sup>2</sup>)</b>	<b>Module</b>	<b>Usage Schedule (Semester, Academic year)</b>	<b>Remarks</b>
1	Lecture Halls, classrooms, discussion rooms, multimedia rooms, multi-purposes rooms, faculty rooms	45	2651			
1.1	Learning Theatres, Halls, Classrooms with over 200 pax	1	464			
1.2	Classrooms with 100-200 pax	1	370			
1.3	Classrooms with 50-100 pax	1	84			

1.4	Classroom with less than 50 pax	19	966			
1.5	Multipurpose Rooms	6	608			
1.6	Discussion Rooms	15	159			
1.7	Faculty Rooms	2	258,5			
2	Libraries/Learning Resources Centres	1	1230,1			
3	Research centre, laboratories, practical rooms	12	1121			

### RESEARCH CENTRES, LABORATORIES, AND PRACTICE FACILITIES

List of Equipment					Module	Time of use	No. of user/unit
Order	Name of Equipment, Product Code, Usage Purposes	Country of Origin, Model Year	Number	Unit			
1	NIKON D850, CCAB16LP1030T0		1	Kit	All Graphic Design modules	As per academic plan	
2	NIKON D7500, A01020155		2	Kit			
3	TRIPOD MANFROTTO, MHXPROBHQ2		1	Kit			
4	NINJA V Video Monitor, 814164021173		1	pcs			
5	MACBOOK PRO, SC02CJBCSMD6N		1	pcs			

6	Lens NIKON, SWM VR IF		1	pcs			
7	Video Camera NIKON, PXW-FS5M2		1	Kit			
8	APUTURE LIGHT STORM, LS C120D II		1	Kit			
9	APUTURE LANTERN, 6971842181605		1	pcs			
10	MANFROTTO Tripod 504HD, B003VQZU00		1	pcs			
11	Sony Video Camera PXW - FS5M2K, 4548736086111		1	Kit			
12	Nikon Camera D7500, 18208957934		2	Kit			
13	Laptop Macbook Pro 13", SC02CR09KML7L		1	pcs			
14	Laptop Macbook Pro 13", SC02CR061ML7L		1	pcs			
15	Laptop Macbook Pro 13", SC02CR09AML7L		1	pcs			
16	Laptop Macbook Pro 13", SC02DV9XYML7H		1	pcs			
17	Laptop Macbook Pro 13", SC02DCBJ5ML7L		1	pcs			

18	Laptop Macbook Pro 13", SC02CR2PAML7H		1	pcs			
19	Laptop Macbook Pro 13", SC02CX0W7ML7L		1	pcs			
20	Laptop Macbook Pro 13", SC02CTP8TML7H		1	pcs			
21	Laptop Macbook Pro 13", SC02CR2MDML7H		1	pcs			
22	Laptop Macbook Pro 13", SC02DG06JML7H		1	pcs			
<b>Computer Lab 1-4</b>							
23	PC Computer ( Gigabyte Workstation W281-G40 )	China / 2021	31	pcs			
24	Monitor Gigabyte 27 inch Gaming monitor	China / 2021	62	pcs			
25	Wacom tablet						
<b>Digital Lab 2-4</b>							
26	Apple iMac 27 inch	2019	16	pcs			
27	Color printer Epson SC-P807	2019	1	pcs			
28	Scanner Epson Perfection V600	2019	6	pcs			
<b>LRC Computer Lab</b>							



29	PC Computer ( HP Elitedesk 800 G3 )	2018	24	pcs			
30	Monitor HP Z24i G2	2018	24	pcs			
<b>Motion Capture Studio 1-6</b>							
31	4K Handheld Camcorder with all-new 1/3-type 3CMOS with 4K 50p/60p* recording capability	2021	2	pcs			
32	Li-ion rechargeable DV battery	2021	4	pcs			
33	2-channel charger with LCD display	2021	2	pcs			
34	SDXC 170MBs UHSI Card 128GB	2021	2	pcs			
35	Tripod for Camcorder	2021	2	pcs			
36	LED camera light	2021	2	pcs			
37	Directional Condenser Microphone for Camcorder	2021	2	pcs			
38	Camera-mountable wireless system	2021	2	pcs			
39	7 inch 3G SDI 4K HDMI DSLR Monitor, Full HD 1920x1200 IPS Director Field Monitor with Histogram	2021	2	pcs			
40	DV rain cover	2021	2	pcs			

41	Compact bag suitable for all handycam cameras	2021	2	pcs			
42	Full HD 1080P recorder	2021	1	pcs			
43	DIN Rail High-Voltage Switch, 8 feeds, 8 channels	2021	1	pcs			
44	DIN Rail Universal Dimmer, 1 feed, 4 channels	2021	1	pcs			
45	Control Keypad	2021	1	pcs			
46	Integrated controller c/w 3 x serial control ports, 8 x IR ports, 8 x relay ports, 8 x Digital I/O ports and ethernet	2021	1	pcs			
47	Customize PC with CPU Intel Core i7-10700K; RAM 32GB DDR4 Bus 2666 MHz; VGA 8GB: GTX2060; 1x SSD 250GB SATA3 6Gb/s 2.5"; 1x SSD 1TB SATA3 6Gb/s 2.5"; 1x HDD 4TB SATA 3 64MB Cache; Monitor Led 27' FullHD 1920x1080; professional case	2021	1	pcs			

	rackmount 4U, 750 power, keypad + mouse Include: DeckLink Studio 4K Capture & Playback Card Support Adobe - Premiere CC software						
48	Studio Teleprompter	2021	1	pcs			
49	Two-Stage Aluminum Tripod System and H65B Head and Ground-Level Spreader	2021	1	pcs			
50	LED TV, 65 inches, UHD 3840x2160, 250nit; Operation Hour 16/7; HDMI input x 2; External Control: RS232	2021	1	pcs			
51	Mobile TV Cart TV Stand with Wheels	2021	1	pcs			
52	DM Lite® Transmitter for HDMI®, IR, and RS-232 Signal Extension over CATx Cable	2021	2	pcs			
53	DM Lite - HDMI® over CATx Receiver w/IR &	2021	2	pcs			

	RS-232, Surface Mount						
54	USB over Category Cable Extender Wall Plate, Remote, Black	2021	1	pcs			
55	USB over Category Cable Extender, Local	2021	1	pcs			
56	8 port 1Gbps PoE Switch	2021	1	pcs			
57	Fluorescent Light 220W with hanger	2021	3	pcs			
58	Fluorescent Light 110W with hanger	2021	3	pcs			
59	Led Fresnel light 100W with hanger	2021	2	pcs			
60	Led Fresnel light 200W with hanger	2021	2	pcs			
61	DMX Lighting Control	2021	1	pcs			
62	Digital to Analog Converter	2021	1	pcs			
63	Motorized Lift	2021	2	pcs			
64	Fixed lighting barrel c/w suspension, brackets, mounting accessories, etc.	2021	1	pcs			
65	Chroma key green / blue backdrop	2021	3	pcs			
66	Lightboard Studio Package, dimension (WxH) 2m x 1,8m	2021	1	pcs			

67	20U AV Equipment rack	2021	1	pcs			
68	Sequence Power Supply 8CH, 220V AC/10A, compatible with central management software	2021	1	pcs			

**11. Lecturers participating in the collaborative programme (List of lecturers with brief information, academic résumés and other evidences of conformance to professional qualification and foreign language competency requirements which are attached as appendices).**

No. (1)	Full name, DOB (2)	Passport number/I D Card (3)	Academic title, Awarding year (4)	Academic qualifications, Awarding country, Awarding year (5)	Major (Highest qualification) (6)	(Full time contract with BUV) Recruitment		Insurance number (9)	Academic experiences (10)	Public research		Signature (13)
						Recruitment date (7)	Labour contract (8)			MOET (11)	Institution (12)	
1	Rick Bennett, 12/21/1963	PB271 3617	Prof., 2015	Dr., Australia, 2009	Art	15/04/2022	x	79374731 29	28	0	21	
2	Michael Alan Lomax, 21/03/1991	54770 9829		Master, UK, 2013	Mass Communications Management	13/04/2020	x	01317634 15	4	0	0	
3	Alex Gaja Ortega, 22/03/1990	XDE0 29705		Master, Spain, 2015	Architecture	27/09/2021	x	79396653 83	7	0	3	
4	Sven Pfrommer, 10/11/1965	CK4K C8V6 VX		Master, German, 1994	Graphic Design	17/10/2022	x	01322791 10	11	0	25	
5	Richard Paul Child, 14/08/1973	54804 0555		Master, UK, 1999	Visual Communication	04/09/2018	x	01312847 91	20	0	3	

6	Shruthi Thaiveppil Gopi, 04/08/1995	R1460 640		Master, India, 2019	Design Discipline	03/01/2 023	x	01315716 04	6	0	1	
7	Nguyen Quang Vinh, 09/10/1988	00108 80375 84		Master, Netherlan ds, 2016	Fine Art	03/04/2 023	x	#N/A	12	0	5	
8	Pham Thuy Duong, 06/05/1996	00119 60118 46		Master, UK, 2019	Visual Communi cation Design	03/01/2 023	x	01237829 42	0	0	0	

## 12. Textbooks, reference materials, libraries and other amenities.

### Textbooks

Module	Name of textbooks	ISBN	Publisher	Year	Author
Practical Contemporary Art Practice	Design as Art: Penguin Modern Classics	9780141035819	Penguin	2008	Munari, Bruno
Study Skills for Creative Practitioners	The language of things	9780141031170	Penguin	2008	Deyan Sudjic
Art Practitioners in Historical and Contemporary Context	On Photography	9780141035789	Penguin	2014	Sontag, Susan
Professional Issues for Contemporary Art Practitioners	How to Use Images	9781856696586	Laurence King Publishing	2010	Marshall, Lindsey /Meachem, Lester
Visual Communication	Visual Communication Design: An Introduction To Design Concepts In Everyday Experience	9781474221573	Bloomsbury Visual Arts	2017	Meredith Davis, Jamer Hunt

Exploring Contemporary Art Practice	Editorial Design: Digital And Print	9781780671642	Laurence King Publishing	2014	Cath Caldwell Yolanda Zappaterra
Major Project for Arts Practitioners	The Advertising Concept Book: Think Now, Design Later	9780500292679	Thames & Hudson	2016	Pete Barry
Professional Development for Arts Practitioners_Design Studio	Copywriting: Successful Writing For Design, Advertising And Marketing 3E	9781529420241	Hachette UK	2022	Lingwood, Gyles/Shaw, Mark
Industry Investigation 1	Layout Essentials Revised and Updated: 100 Design Principles for Using Grids	9781631596315	Quarto Publishing Group	2019	Tondreau, Beth
Practical Contemporary Practice in Graphic Design/Illustration/Photography	Research for Designers: A Guide to Methods and Practice	9781529708158	SAGE Publications	2021	Gjoko Muratovski
Creative Enterprise in Graphic Design/Illustration/Photography	Don't Get a Job... Make a Job: How to make it as a creative graduate	9781780677460	Hachette UK	2016	Gem Barton
Industry Investigation 2	Designing the Editorial Experience: A Primer for Print, Web, and Mobile	9781592538959	Rockport Publishers	2014	Apfelbaum, Sue, and Juliette Cezzar
Negotiated Final Major Project	Speculative Everything: Design, Fiction, and	9780262019842	The MIT Press	2013	Anthony Dunne, Fiona Raby

	Social Dreaming (The MIT Press)				
Professional Practice in Graphic Design/Illustration/Photography	Work for Money, Design for Love: Answers to the Most Frequently Asked Questions About Starting and Running a Successful Design Business (Voices That Matter)	9780321844279	New Riders (Pearson)	2012	David Airey

## Libraries

BUV recognises the important role of literacy in all walks of modern professional life, including technical, creative and critical thinking. Therefore, alongside providing adequate access to technology to complete assignments, BUV works closely with industry partners to ensure that students have valuable experience in the hardware and software typically used in their industries, and to anticipate future needs. BUV understands the value of rich content in student engagement and the value of on demand learning that gives student access to specialised information beyond the core deliverables of a semester.

BUV understands that technology is not just defined by digital, or even electronic technology. BUV will invest in specialised spaces and teaching facilities geared to its portfolio of courses and activities.

Alongside a well-resourced physical library and breakout workspace (designated in the Learning Resource Centre), BUV provides students and lecturers access to Kortext, a specialist digital platform delivering over 2 million digital textbooks and other learning content to universities. Additionally, a tablet is provided to each student upon entry to the University allowing them to access digital textbooks with ease anywhere, at any time.



BUV provides open access of 24 PCs and 13 iMacs for students in the LRC's Lab & shared space. To ensure that students could easily access all digital learning resources, all students entering degree programmes from April 2019 were issued Apple iPads.

Students can loan 1494 titles of print books from LRC with a maximum of 5 books each time for 14 days in total. LRC users have access to a range of digital databases and online resources including e-books, journals, articles, case studies, and reports, which are available 24 hours, 7 days/a week on and off campus.

During operation hours between 8.30 am and 6.30 pm from Monday to Friday, there are 13 discussion rooms with a capacity of 4-6 people/room & 26 classrooms with a capacity of 30 people/rooms available for students to book. Students can book rooms with Student Information Office 1 day in advance at the earliest. Each student can use rooms for at most 1 hour per booking & at most 2 hours per week.

The LRC opens from 8.00 to 18:30 from Monday to Friday; and from 9.00 to 16.00 on Saturday during the teaching & non-teaching period. The LRC also includes a 24-Hour Study Room. This facility is open 24 hours per day, 7 days per week.

Outside operation hours of between 8.30 am and 6.30 pm from Monday to Friday, BUV provides a range of Out-of-hours campus access facilities including the 24/7 Study Area, 6 normal classrooms & 8 functional classrooms for students to book. Students can request Out-of-hours campus access to 24/7 Study Area and classrooms with Student Information Office by 4 pm from Monday to Friday.

### **Online libraries**

<b>Title</b>	<b>Type</b>	<b>Quantity</b>
ACM Digital Library	Article	117500
Arts & Humanities Database	Journal	7818
	eBooks	21515
	Newspaper	2176

BMJ Journals Online	Journal	70
Ebook Central (formerly known as ebrary)	eBooks	100000
eBooks on EBSCOhost	eBooks	2400000
Emerald Management ejournal collection	Journal	100
Internurse.com (off-campus access	Article	700
JSTOR	Article	1150
Newspapers - Global Newsstream	Newspaper	2800
Performing Arts Database	Journal	100
RCN Journals (Royal College of Nursing)	Journal	11
ScienceDirect - Elsevier	Journal	4603
	eBooks	32662
Scopus	Journal	2960
	eBooks	48300
VLeBooks	eBooks	7667
Wiley Online Library	eBooks	20000
	Journal	1600
<b>TOTAL</b>	<b>eBooks</b>	<b>2630144</b>
	<b>Journal</b>	<b>141588</b>

### Academic databases in use

No.	Titles	Publisher	Description
1	Academic Search Ultimate	EBSCO	<b>Academic Search Ultimate</b> offers students an unprecedented collection of <b>peer-reviewed, full-text journals, including many journals indexed in leading citation indexes indexed</b> in leading citation indexes to meet the increasing demands of scholarly research.
2	ProQuest ABI/Inform Global	ProQuest	<b>The database</b> features thousands of <b>full-text journals, dissertations, working papers, key business, and economics periodicals</b> such as the Economist, country-

			and industry-focused reports, and downloadable data. Its international coverage gives researchers a complete picture of companies and business trends around the world.
3	Euromonitor	Euromonitor	<b>This online market research tool</b> monitors industry trends and gives you <b>strategic analysis and market size and market share database</b> for all your products across all key countries.
4	Emerald Market Case Studies Collection 2022	Emerald	<b>Emerald Market Case Studies Front List Collection 2022</b> offers over <b>600 cases</b> is the product to encourage entrepreneurial thinking and critical exploration. Each case is accompanied by <b>complimentary teaching notes</b> that have been compiled by teaching faculty at some of the world's best business schools.
5	Emerald eBooks Business, Management & Economics & Social Sciences collection	Emerald	<b>Emerald eBooks Business, Management &amp; Economics Collection</b> offers over <b>1,600 eBook titles (1991-2022)</b> broken into 7 subject collections, highlighted below. As well as via the individual collections content from the portfolio can be accessed in full on a rental basis: Accounting, <b>Finance &amp; Economics; Business, Management &amp; Strategy; Marketing; HR &amp; Organization Studies; Public Policy &amp; Environmental Management; Library &amp; Information Sciences; Tourism &amp; Hospitality Management.</b>
			<b>Emerald eBooks Social Sciences collection</b> offers over <b>1,000 eBook titles (1999-2022)</b> broken into two subject collections, <b>Education &amp; Sociology.</b>
6	PressReader Annual Subscription	Emerald	<b>Multidisciplinary e-Journal suite</b> , including more than <b>7,000 articles from magazines</b> such as The Washington Post, The Guardian, and The Globe and Mail, to Forbes, Vogue, Bloomberg Businessweek, Elle, and GQ.

## **Online learning system**

There is a strong focus at BUV on the use of digital tools to help prepare students for future 4IR modes of work, and this supports strategic objective 4: 'Deliver cutting-edge British pedagogical models, teaching methods and education technologies'. BUV has invested heavily in digital learning resources and this investment has enabled BUV to continue to deliver its high-quality programmes despite the challenges Covid-19 has presented.

From an academic perspective, BUV was well equipped to pivot to online and hybrid learning strategies during the Covid-19 pandemic. In April 2019, BUV introduced the digital textbook system of Kortext to increase the speed in being able to access textbooks as well ensuring the most up to date editions were accessible by students. Prior to this, if module leaders wished to adjust a textbook for a module, this would have to be done three months prior to the commencement of the module due to checks required by government ministries on physical learning materials imported into the country. With a digital textbook system in place, this meant that there was an increased amount of flexibility to choose the most appropriate learning resources for the module.

In the October 2019 semester, BUV introduced the Canvas Learning Management System (LMS) from Instructure, which is used as the core BUV digital learning environment. Through Canvas, students can access learning resources for modules, access documentation and training relevant to their programme of study, access and complete formative and summative assessments (including proctored online exams), and connect to BUV's online teaching platform of BigBlueButton. To ensure that students could easily access all digital learning resources, all students entering degree programmes from April 2019 were issued with Apple iPads.

These investments have enabled BUV to continue to deliver its programmes uninterrupted throughout the pandemic, as well as supporting our communications with our students.

Although BUV have always made learning resources available to students online, this was previously done through a relatively basic file management system of Google Drive. To support our strategic objective 4 as discussed above, we introduced the Canvas Learning Management

System (LMS) in October 2019. Through this system, students can access learning resources for modules, access documentation and training relevant to their programme of study (and other training provided by the Learning Resources team), access and complete formative and summative assessments, and connect to BUV's online teaching platform of BigBlueButton. As we continue to add functionality to the LMS (for example, with the introduction of the Proctorio online proctoring system for exams) training and support is provided by the LMS team to students and faculty on an ongoing basis, so that all members of the University are both aware of and can utilise the full range of functionality of the LMS. The LMS team also monitor the content provided on Canvas and provide support to faculty where technical errors have been made in the use of the system.

Improving the use of digital tools by faculty is an academic priority, and faculty members must demonstrate a broad use of these tools in their teaching. BUV have recruited a LMS Curriculum Designer to support faculty with the development of new learning materials, so that we can continue to expand our capacity in this area. This position will work closely with the LMS team and the academic leadership team to ensure that all material available is modern, up-to-date and relevant for each module.

Students studying with collaborative academic partners have access to the online journal, database, and textbook resources of the relevant partner. Over the last two years, BUV have begun investing in access to our own digital databases and online resources that go beyond what is available through our collaborative academic partners, and specifically support students on our own-degree programmes. Academic Databases Summary shows the databases currently in use at BUV, as well as previous databases that have been trialled. It also shows the feedback mechanisms that are used with both faculty and students so that we can make investments in the databases that faculty and students find helpful.

Following the introduction of the Canvas LMS (discussed in paragraph 33), BUV were then equipped to use online learning where required and appropriate. This was used in occasional circumstances where faculty or guest speakers were unable to be physically present on campus but was not a primary mode of delivery.

These investments have enabled BUV to continue to deliver its programmes uninterrupted throughout the pandemic, as well as supporting our communications with our students.

#### **IV. FINANCE**

The tuition fee for each student attending the programme, on average, is approximately 625,254,000VND, excluding registration fees and other fees.

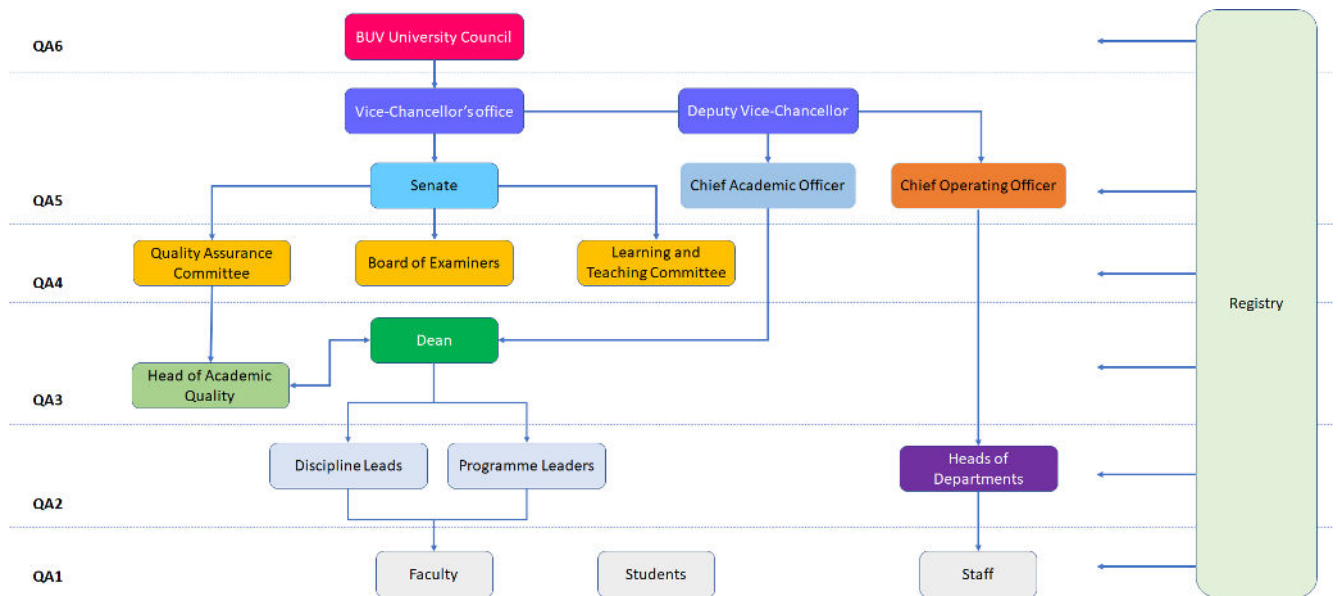
Before or at the time of enrolment, students are obliged to make full payment of tuition fees and other related charges as specified. The tuition fees will be specified by British University Vietnam and subject to notification before the time of enrolment each year and will be published on its website. The tuition fee, if subject to change will be informed to all students as soon as possible and at least one month before the application deadline.

Detail information of tuition fee is published on BUV website: <https://www.buv.edu.vn/tuition-fee/>

Tuition fee policy of BUV can be found in the Annex.

#### **V. MEASURES FOR ASSURANCE OF QUALITY AND RISK MANAGEMENT**

##### **1. Quality assurance measures.**



## QUALITY ASSURANCE STRUCTURE

BUV approach to QA is based on a hierarchical structure, as shown in the diagram in Appendix 1 and explained in Section 5. There are six levels of formal QA responsibilities as follows:

**QA Level 1** - Faculty, Students, and Staff

**QA Level 2** - Discipline Leads(DLs), Program leaders(PLs), and Heads of Departments (HoD).

**QA Level 3** - Dean, Head Academic Quality (HAQ).

**QA Level 4** - Quality Assurance Committee, Board of Examiners, Learning and Teaching Committee.

**QA Level 5** - Senate, Chief Academic Officer(CAO), Chief Operating Officer(COO),Deputy Vice Chancellor(DVC) Vice Chancellor's Office (VC)

**QA Level 6** - BUV University Council.

Although the University Council has the ultimate responsibility for the quality and standards of the University, it delegates the governance role to Senate, and the executive role for the management of this function to the Vice Chancellors Office, for development, operations and reporting purposes.

These QA levels refer to specific QA responsibilities held by positions and do not imply an organisational or line management structure.

## **QUALITY ASSURANCE AND ENHANCEMENT RESPONSIBILITIES**

The responsibility for the academic quality and standards of the University's awards rests with the University through the Senate. The Senate delegates a number of these responsibilities to committees within the University within a clear structure (codified in the terms of reference of the Senate and its sub-committees, policies and procedures) that ensures that it is aware of how these delegated authorities are used.

The University also recognises that the responsibility for academic quality and standards is a shared one, between those University bodies with formal accountability for academic quality and standards, and all staff engaged in the delivery and support of learning and teaching and research degree supervision. The quality assurance structure is therefore based on the following shared understanding of the roles and responsibilities of each level within the University.

### **QA Level 1: Faculty, students, and staff**

#### **Faculty**

All staff involved in the delivery and support of learning and teaching contribute to the assurance of quality within BUV in the following ways:

1. By reflecting on the effectiveness of their practice and how this might be enhanced (for example, on the basis of the day-to-day observation of the impact of teaching). This will include consideration of their practice in relation to their designated role in learning, teaching and research degree supervision as part of their formal performance reviews.
2. Where appropriate, consulting with students prior to or following a change introduction. This may be carried out informally within the operations of a module to address student concerns, or more formally through discussions held at Student and Staff Liaison Committee (SSLC) meetings or through meetings with the Student Association Committee.



3. Evaluating the effectiveness of any change made within a module (for example by checking in a subsequent teaching session, via the mechanisms discussed in the Teaching and Learning Performance Evaluation Policy and Procedure or the Academic Monitoring Policy and Process.

## **Students**

Students provide feedback on the perceived quality of the education they are receiving, the University, and they contribute to the QA process through a variety of quantitative and qualitative processes, for example:

1. Student representation at the Senate.
2. Student and alumni representation within School Practitioner Advisory Groups (SPAGs) and on special projects where student representation is deemed by the project group to impact student learning experience.
3. Feedback provided through the semesterly meeting between the Student Association Committee (SAC) and the University.
4. Students on programmes taught at BUV complete surveys at module, programme, and institutional levels, and provide feedback via the Student-Staff Liaison Committee (SSLC) held every semester, and via Net Promoter Score surveys carried out every semester.
5. Data from student surveys and discussions are considered by the Dean and Discipline Leads for any staff quality concerns, and by the Academic and Student Operations team for any timetabling or logistics concerns.
6. Students are involved in periodic programme reviews through consultation during the development of the self-evaluation document and at the periodic programme review event.
7. Students are involved in the programme revalidation process and are included as panel members at validation/periodic programme review events, subject to the policies of external partners.
8. Feedback can also be provided through other channels, such as parent meetings, emails to [feedback@buv.edu.vn](mailto:feedback@buv.edu.vn), and [cao@buv.edu.vn](mailto:cao@buv.edu.vn).
9. Formal feedback from research students is obtained via all mechanisms discussed above except for feedback mechanisms linked directly to taught programmes.

## **Staff**

BUV recognizes that staff, who are not directly responsible for teaching and learning, also contribute to the overall quality of BUV in their daily activities. Specifically, this can be seen in the following ways:

1. Contributing to tasks which enhance various elements of the student experience.
2. Work carried out on strategic projects which contribute to the Mission and strategic priorities of the University.
3. Supporting teaching, learning and assessment activities.
4. Provision of non-academic support to students.
5. Contributing to the Senate and its committees where specified within the Senate or
6. Committee Terms of Reference.

## **QA Level 2: Programme Leaders, Discipline Leads, Heads of Department**

### **Programme Leader**

At the second level of Quality Assurance, in addition to the contributions made by all teaching faculty, Programme Leaders contribute to effective QA in the following ways:

1. Reviewing and approving assessments.
2. Providing guidance to Module Leaders (MLs) on teaching content and modes of delivery.
3. Assessing the quality of delivered teaching through formal teaching evaluations.
4. Contributing to SSLC meetings and leading other meetings as required.
5. Providing recommendations on changes to modules and programmes via Programme Monitoring Reports.
6. Performing quality checks of assessments marking within their program.

### **Discipline Leads**

All Discipline leads reflect on and review activities within their discipline to ensure standards are achieved. Working with the Head of Quality and Academic Development and the Dean, they contribute directly to Quality Assurance in the following key areas:

1. Operationalizing and ensuring compliance with any necessary evaluation, quality assurance, and monitoring procedures, both internal and external. These may relate to teaching, research, and management of resources.
2. Ensuring high-quality teaching takes place by identifying examples both of good practice, and areas for potential improvement, and managing this through appropriate staffing and reporting mechanisms.
3. Performing quality checks of assessments marking within their program as and when required.
4. Reporting to the Dean as required on issues related to quality.
5. Contributing to the Senate and its committees.

### **Heads of Departments (Operations)**

Heads of Departments in non-academic areas are vital to maintaining a quality culture across the entire University. Working cross-functionally where appropriate, they contribute to Quality Assurance in the following ways:

1. Developing and approving policy related to non-academic areas within BUV to ensure that the quality of services and experiences by all stakeholders is maintained.
2. Supporting and monitoring staff within departments to ensure that processes and procedures are followed accurately.
3. Leading on non-academic projects contributing to the Strategic Priorities and Mission of the University.

### **QA Level 3: Dean and Head Academic Quality**

The Dean and Head Academic Quality will reflect on and review activities across the university to ensure academic standards are achieved. They will work in coordination and maintaining and enhancing academic quality within the University.

#### **Dean**

The Dean is responsible for the operationalization of quality activities within BUV academic programmes. These activities may be deputized to the Discipline leads as required. They contribute to Quality Assurance activities in the following way:

1. Providing direct line management to faculty members and Discipline Leads.
2. Acting on guidance provided by Senate committees to request draft policies related to quality activities to be developed.
3. Approving the implementation of policy which directly affects teaching and learning activities.
4. Directing faculty to contribute to quality-related activities and motivating them for the training sessions as required.
5. Identifying overall trends from Discipline action plans, and reporting on these via the LTC to Senate.

## **Head Academic Quality**

The Head Academic Quality and Academic Development works closely with the academic leadership team to lead and contribute to projects related to maintaining and enhancing quality within the University. Specifically, they may contribute to Quality Assurance in the following ways:

1. Responsible for ensuring that quality assurance policies and procedures are understood and followed by all members of the University.
2. Leading the development and implementation of quality-related projects, initiatives, policies, and processes.
3. Supporting faculty and academic support staff in matters relating to assessment creation and marking.
4. Providing advice and support to Discipline Leads, Dean, Registrar, CAO, or the Senior Leadership Team in matters relating to Quality Assurance.
5. Chairing the Quality Assurance Committee and reporting on its activities to Senate.

## **QA Level 4: Senate Committees**

On Quality assurance level 4 Senate committees will ensure all the quality guidelines and policies are in line with the QAA standard. Senate committee will ensure that all the proposed policies or change in the policy has passed through due processes.

## **Senate Committees and Sub-committees**

Senate committees (in particular, the Quality Assurance Committee and the Learning and Teaching Committee) contribute to Quality Assurance activities as specified in their respective Terms of Reference. The Board of Examiner Committee will pay due regard to the maintenance of academic standards, fairness, and consistency in the Assessment process. It will report to the Senate for improvement in the quality standards across the university. Please refer to the Terms of Reference for specific details of these committees. these activities. All changes to Senate committee and sub-committee terms of reference must be approved by the full Senate.

## **QA Level 5: Senate, Vice Chancellor's Office, Deputy Vice Chancellor Chief Academic Officer, Chief Operating Officer.**

### **Vice Chancellor's Office**

The Vice Chancellor's Office is a governance group of senior University officers who are responsible for the overall management of quality and standards within the university. Following directions from the University Council, they develop overall plans and projects and develop specific performance targets to ensure that the strategic priorities of the University are met.

Within this group, there are two following positions with specific roles related to the development and management of Quality within the University.

### **Deputy Vice-Chancellor**

The Deputy Vice-Chancellor is responsible for the overall management of quality and standards within the university. Following directions from the University Council and Vice-Chancellor, he designs overall plans and projects and develops specific performance targets to ensure that the strategic priorities of the University are met. He receives reports from the Chief Academic Officer(CAO) and Chief Operating Officer (COO) and supports the development and management of Quality within the University.

### **Senate**

The Senate is the governing body responsible for the overall assurance of quality within BUV. It contributes to this in the following ways:

1. Ensuring that appropriate structures, policies, and procedures are in place to both assure and enhance the quality of learning opportunities within the University degree programmes.
2. Providing oversight of the activities of committees with responsibilities for Quality Assurance.
3. Delegating responsibilities for the implementation of policies to the Quality Assurance Committee, the Academic Compliance Office, the Chief Academic Officer or the Chief Operations Officer as appropriate.

### **Chief Academic Officer (CAO) and Chief Operating Officer (COO)**

The CAO and COO have responsibility for all the activities carried out within the Academic (CAO) and Operations (COO) areas of the University. Within their respective fields, they have the following QA responsibilities:

1. Provide overall guidance and supervision of all projects related to assuring or enhancing quality.
2. Delegating quality-related responsibilities and tasks to appropriate departments or individuals.
3. Coordinating with external bodies or agencies as required to assure or enhance quality.
4. Contributing to the overall strategic direction of BUV through membership of Senate and input at the BUV University Council

### **QA Level 6: University Council**

The University Council has the ultimate responsibility for the quality and standards of the University. At this highest level of responsibility, the University Council is responsible for setting and agreeing the quality related strategic priorities and projects of the university. These priorities are operationalized by University members and bodies via the Vice Chancellor's Office.

## **Key Supporting Roles**

### **Registry Services**

Registry services within BUV plays a key role in coordinating and supporting quality assurance and enhancement activities across all QA levels within the university. Within Registry Services are the following groups who have specific QA-related roles and responsibilities.

### **Academic compliance**

1. Acting as Senate, Senate Committee, and sub-committee Secretary
2. Responsible for the writing and review of policy, processes, and regulations
3. Updating and ensuring compliance with regulations of partner universities and national authorities.
4. Leading on new programme licenses and license renewals as well as reviews of existing programme.
5. Supporting on quality accreditations at the University and Programme level.
6. Managing the Exceptional Circumstances and Academic Conduct panels.
7. Providing training and support to faculty and students as required.

### **Exams Office**

1. Acting as the primary point of contact between faculty and partners for issues related to the management of assessments and approval of module marking.
2. Managing processes for assessment approval, planning, set up & preparation.
3. Managing process of approvals of marking completed by faculty.
4. Providing training and support to faculty and students as required.
5. Preparation and uploading of Examination Board Grids to partners and External Examiners.
6. Preparation & uploading of documents for Examination Boards
7. Coordinating re-sit/rework processes.

### **Academic Quality Officer**

The Academic Quality Officer plays an important role in controlling and assuring academic quality across all activities of Registry Services and the Academic and Student Operations department. Reporting to the University Registrar and the Chief Academic Officer, they carry out the following specific responsibilities related to Quality Assurance:

1. Analyzing academic data at a Programme, School, and University level and providing analysis of this to relevant officers of the University.
2. Working closely with the Head Academic Quality (HOQ), and Discipline Leads to support the development, implementation, and monitoring of QA-related projects, policies, and processes.

## **2. Measures for risk management, assurance of student's rights and interests in case of early termination of the collaborative programme.**

Given any dispute between the two universities in the course of cooperation, the President of British University Vietnam and the Vice-Chancellor of Staffordshire University Vietnam will, to the best of each party's capacity, endeavour to resolve the problems through discussions and meeting at university senior management levels. This is further outlined in the attached contract.

Given one party's desire to terminate the collaboration, the other is entitled to be notified one year in advance. Meanwhile, the two parties are committed to enabling all current students to complete their degree programme.

British University Vietnam is responsible for ensuring the safety and academic quality for students attending the University to enable them to achieve a Bachelor's degree of the highest standard possible in order to meet the employment and development needs of Vietnam in an international context and for the sake of students.

## **VI. MECHANISM FOR MANAGEMENT OF COLLABORATIVE PROGRAMME**

1. Organizational structure of management of the collaboration and representatives of participating parties involved in management of the collaboration (enclosing their personal résumés in Appendices).

**British University Vietnam:**



Chris Jeffery	Chief Academic Officer
Jason MacVaugh	Dean (Higher Education)
Tony Summers	University Registrar
Tran Duc Trung	Deputy University Registrar
Hoang Phuong Yen	Course Office Manager

**Staffordshire University:**

Steve Waterworth	Head of International Partnerships
Marta Vizcaya Echano	Collaborative Academic Partnerships Quality Manager
Georgina Bowers	Quality Officer and Event Officer
Tracey Burrows	Senior Partnerships Officer
Alison Scattergood	Registry Business Partner (International)

2. Rights and responsibilities of participating parties.

British University Vietnam will be fully responsible for any financial matters in accordance with Vietnamese law referring to the collaboration programme with Staffordshire University.

In addition, British University Vietnam will be fully responsible for all the costs regarding programme transfer, staff development and quality assurance assessments. All the payment will be made in GBP and should be transferred to the bank account of Staffordshire University within 30 days from receiving payment requests.

Details of the financial agreement is attached in Annex 6.

For detailed responsibilities of the parties on the collaborative programme, please see the Collaboration Agreement.

3. Rights and responsibilities of lecturers, students and other related parties.

For detailed responsibilities and rights of the lecturers, students and other parties on the collaborative programme, please see the Collaboration Agreement.

**BRITISH UNIVERSITY VIETNAM**  
**Deputy Vice Chancellor and Vice President**



**Professor Rick Bennett**