

No: 1501D/2024/QD-BUV

Hung Yen, 15 January 2024

DECISION

On approving the collaboration in providing of the collaborative programme of BSc (HONS) Digital and Social Media Marketing between British University Vietnam and Staffordshire University

**DECISION OF VICE CHANCELLOR & PRESIDENT OF
BRITISH UNIVERSITY VIETNAM**

Pursuant to:

- *Law on Higher Education No. 08/2012/QH13 dated 18 June 2012 and amendments to the Law on Higher Education No. 34/2018/QH14 dated 19 November 2018;*
- *Decree No. 86/201/ND-CP dated 6 June 2018 of the Government on Foreign cooperation and Investment in Education;*
- *Collaboration Agreement between British University Vietnam and Staffordshire University;*
- *The implementation of autonomous rights of British University Vietnam*

DECIDES

Article 1. Approving the collaboration in providing the collaborative programme of BSc (HONS) Digital and Social Media Marketing at Bachelor Level between the following parties:

- Vietnamese Party:** British University Vietnam
- Address: Lot GD-01, Van Giang Commercial and Tourism Township (Ecopark), Van Giang district, Hung Yen province
 - Tel: 02216250250



- Website: <https://buv.edu.vn>
- Establishment Decision No: 1428/QĐ-TTg dated 9/9/2009 of the Prime Minister, 103/TTg-KGVX dated 24/01/2018 of the Prime Minister

- Foreign Party:** Staffordshire University, UK
- Address: College road, Stoke-on-trent, ST4 2DE
 - Tel: +44 (0) 178229 4000
 - Website: <https://www.staffs.ac.uk/>
 - Establishment Decision No: In accordance with Act of Parliament 1971

Article 2. Approving the collaboration in education with the following main contents:

1. Recruitment subjects:

- Vietnamese citizens who have graduated from high school or equivalent; and;
- Foreign citizens who have graduated from high school or equivalent.

2. Recruitment conditions

Vietnamese citizens: Meet English grade of IELTS 6.0 (no skill below 5.5) or the entry requirements of the Collaboration Programme (including, but not limited to BUV's English courses);

Foreign citizens: meet English grade of IELTS 6.0 (no skill below 5.5) or the entry requirements of the Collaboration Programme (including, but not limited to BUV's English courses) and the regulations on foreigners studying in Vietnam issued by the Ministry of Education and Training.

3. Duration and training programme:

3-year training period divided into six semesters. The programme is fully delivered in Vietnam with the programme contents provided by Staffordshire University.

4. Teaching Language: English.

5. Lecturer team:



All the lecturers from British University Vietnam and Staffordshire University, having professional qualifications and language met the requirements of the collaborative programme as well as the current regulations of both Vietnam and the UK.

6. Recruitment Scale:

Year 1 (2024): 175

Year 2 (2025): 225

Year 3 (2026): 275

Year 4 (2027): 325

Year 5 (2028): 375

7. Teaching location: British University Vietnam

8. Degree Certificate: BSc (HONS) Digital and Social Media Marketing issued by Staffordshire University.

9. Training cost and financial management: Training cost will be paid by learners in accordance with British University Vietnam's regulations. Tuition fee collection is published on the official website of British University Vietnam.

Article 3. Duration of the collaboration is 5 years from the date of this Decision.

Article 4. Relating schools and departments are responsible for annually reporting the collaboration implementation to the competent authorities in accordance with the current regulations.

Article 5. Dean, Registrar, Discipline leads, relating departments and individuals are responsible for implementing this Decision.

Recipients:

-Per Article 5;

-Archived.

ON BEHALF OF

BRITISH UNIVERSITY VIETNAM



PROF. DR. RAYMOND DANIEL GORDON

VICE CHANCELLOR & PRESIDENT

