



Pr. Dr. Bruno Ponson
President of the Board of directors
Professor at ESCP Europe, Paris

Due to its long experience in higher education in management, CFVG is pleased to count, since early 2010, 1551 alumni students working in various job positions in the foremost companies in Vietnam.

Apart from this active alumni network, CFVG benefits from the support of the two hosting universities (National Economics University and University of Economics of HCMC), of local and international companies (among which some are members of our Corporate Advisory Board), of the Paris Chamber of Commerce and Industry, of the French Embassy in Vietnam and of prestigious academic partners and their faculty (ESCP Europe, Paris Dauphine University, Sorbonne Graduate Business School, Strasbourg University, Audencia, Skema Business School, Rouen Business School, Lille Nord de France University...)

CFVG is now reinforcing its graduate programmes: MBA, the only programme in Vietnam with the prestigious EPAS accreditation by EFMD, MEBF (finance – banking), MMSS (marketing – sales), launching a doctoral programme in 2010, developing executive education trainings and thinking about new master’s programmes to launch in a near future.

A high level of requirement is expected from the students to follow our programmes, designed for executives. Acquiring good analysis and working skills, sharing freely opinions and ideas will enable them to fast-track their careers.

Any person interested in our activities is welcome during open-days and can access our website www.cfv.org for more information. Furthermore, CFVG teams in Hanoi and HCMC are ready to answer any question you may have.

WHAT IS CFVG ?

A School of Management with 4 divisions

General Management

MBA - Master of Business Administration

Specialized Masters

MEBF - Master in Economics of Banking and Finance

MMSS - Master in Marketing Sales and Services

Executive Education

EXED - Mini MBA

- New Manager programme

- Custom programs

Research

PhD programme

KEY FACTS

2 centers

Hanoi in the National Economics University

HCMC in the University of Economics

- 2 teaching languages: English & French
- 67 visiting lecturers' missions/year coming from the most prestigious universities and business schools in France/Europe
- 300 new students/year
- 558 students currently in our programs
- 1551 alumni students

CFVG Board of directors

Pr. Dr. Bruno Ponson (CFVG Hanoi - ESCP Europe)

Pr. Dr. Dang Thi Loan (CFVG Hanoi - NEU)

Assoc. Pr. Dr. André Schmitt (CFVG HCMC - Strasbourg University)

Assoc. Pr. Dr. Le Van Phi (CFVG HCMC - UEH)



Assoc. Pr. Dr. Nguyen Chan
CFVG Academic director

In a turbulent, highly demanding global context, mastering the latest decision-making techniques and tools is the key to success for managers.

CFVG MBA participants will affirm their managerial potential and become more efficient in their professional activities. They will have the opportunity to develop their personalities, to learn how to deal with multi-cultural issues and to follow

international practices. CFVG streams bring the technical and personal skills they need to reach their own goals.

Furthermore, our MBA is more than just skills and knowledge: it brings students the prestige and reputation of an internationally recognized degree, and a network of more than 1,500 alumni belonging to the most prestigious organizations.

The first MBA in Vietnam with a major international accreditation



EPAS is an accreditation awarded by EFMD (European Foundation for Management Development) which CFVG is a member since 2005.

This accreditation guarantees the quality of the lectures, school's organization and facilities.

CFVG MBA has been awarded EPAS accreditation in 2008 following an audit performed by an international committee.

It is the first MBA in Vietnam to get one of the major international accreditation.



International MBA partners



All these schools offer double-degree programmes in France to the students and their professors teach in our programmes.

CFVG|MBA

MASTER OF BUSINESS ADMINISTRATION

Key facts

CONTENT

- ◆ 20 modules + 3 elective courses
- ◆ 3 specialisations
 - Finance and Auditing
 - International Business Management
 - Entrepreneurship
- ◆ Research study
- ◆ Exchange and double-degree programs in Europe
- ◆ Study trip in France (non compulsory)

PROGRAM ORGANIZATION

- ◆ Length: 24 months (from October)
- ◆ Course scheduling: Evenings and week-ends
- ◆ 24 / 12-hour modules
- ◆ Teaching languages: English (HN, HCMC) or French (HN)
- ◆ Master Degree awarded by CFVG, NEU / UEH, CCIP
- Epas accredited**
- ◆ Location: Hanoi - Ho Chi Minh City

WHO SHOULD ATTEND?

- ◆ Young professionals, teachers and high potential managers wishing to master advanced decision-making tools and techniques and get new career opportunities.
- ◆ Executives wishing to update and consolidate their knowledge and have an in-depth understanding of all the business fields.
- ◆ Engineers, lawyers, linguists with no economic background who want to acquire management techniques to take more responsibilities in their work.

Assoc. Pr. Dr. Ouidade SABRI
 Paris Panthéon - Sorbonne University
 MMSS Scientific director



Pr. Dr. Christian Michon
 ESCP Europe
 MMSS Scientific director



Pr. Dr. Joël Métais
 Paris Dauphine University
 MEBF Scientific director



Assoc. Pr. Dr. Michael Troege
 ESCP Europe
 MEBF Scientific director

Key facts

CONTENT

- ♦ 14 core courses
- ♦ Study trip to France
- ♦ Business Game
- ♦ Consultancy project

PROGRAMME ORGANIZATION

Length

16 months (from October)

Course scheduling

24-hour course per session + 6 "focus" hours
 Evenings and week-ends

Teaching language

English

Master's (master 2) Degree awarded by

Sorbonne Graduate Business School (IAE) in collaboration with ESCP Europe

Location

Ho Chi Minh City - Hanoi

WHO SHOULD ATTEND THIS PROGRAMME?

- ♦ Young high potential managers with significant experience in Marketing (marketing, communication, sales & services) eager to develop their professional skills and fast-track their career.
- ♦ Marketing executives wishing to update and consolidate their knowledge with the latest marketing tools & techniques.
- ♦ General Managers or engineers wanting to have an in-depth understanding of Market forces and dynamics and how to master them.

An international and professional approach to Marketing

The opening of Vietnam to the regional and global economy increases the need for effective Marketing Management in Vietnam today. International as well as Vietnamese companies willing to benefit from the fast growing Vietnamese market, need to adapt their products and services to a changing environment, to anticipate new consumer trends and to master distribution channels. In the new economy, services are now the fastest growing segment both in terms of employment and value and they need a specific approach.

Fulfilling the needs of highly qualified managers in Marketing Management, sales and services is crucial to the sustainability of Vietnam's spectacular economic growth.

The objective of the **Master in Marketing, Sales & Services (MMSS)** is to provide the participants with in-depth knowledge of the best theories and practices in marketing, sales and services. It emphasizes a dual approach, both professional and international, of the managerial tools which will make effective managers in the competitive environment of companies today.

A degree awarded by world-class institutions



The Sorbonne University, founded 800 years ago in Paris, is one of the oldest French and European universities and embodies the French and European tradition of academic excellence.

The Sorbonne Graduate Business School was founded in 1956 to link the academic excellence of the Sorbonne with the corporate world, for senior managers and executives wanting to enhance their professional experience with state-of-the-art academic knowledge. The Sorbonne Graduate Business School is now a highly recognized centre for applied research and expertise in Management, offering a wide range of programmes at a postgraduate level (Masters, MBA, Executive Education and PhD).



Founded in 1819, ESCP Europe was the first school to offer business studies in Europe. Today, it has 5 campuses located in Paris, Berlin, London, Madrid and Torino. 35,000 alumni in 150 countries are part of the ESCP Europe community.

ESCP Europe has the three major international accreditations (EQUIS, AACSB, AMBA)



A degree accredited by the French "Conférence des Grandes Ecoles"



Paris Dauphine University: France's most prestigious management university

Since its creation in 1968, Paris Dauphine University has benefited from a strong autonomy in terms of scientific and pedagogic innovations and thus developed a strong identity that unifies students, professors, researchers and administrative staff.

In 2004, Paris Dauphine was granted the highly selective status of "Grand Etablissement" regrouping the most prestigious state-owned institutions in the fields of higher education and research. In 2009 Dauphine was the first French University to be accredited by EQUIS. Today, Paris Dauphine is a highly specialised university in organisation and decision-making sciences.



ESCP Europe: a top European business school

ESCP Europe offers a rich portfolio of programmes (Masters, MBA, Executive Development, PhD programmes). The intellectual driving force of the School is a permanent core faculty of 125 members and an extensive network of visiting academics and experts from around the world in leading edge management research, in close connection with the business world.

In 2009, ESCP Europe's Master in management was ranked 3d best worldwide and its EMBA 25th worldwide by the Financial Times.

2003 with the active involvement of two major French institutions in management higher education: ESCP Europe and Paris Dauphine University.

The programme's objective is threefold: provide tomorrow's decision makers with a deep overall understanding of financial markets and their regulation, build specific expertise in management techniques for banks, insurance firms and other financial intermediaries, develop the skills necessary for enabling industrial and commercial firms to benefit from sophisticated international financial markets.

The Master in Economics of Banking & Finance (MEBF) was launched in October

Key facts

CONTENT

- ♦ Introductory seminars
- ♦ 12 core courses dealing with 3 main topics
 - Building a sound financial system
 - Technique of corporate and market finance
 - Financial institutions management
- ♦ 4 specialisations
- ♦ Study trip to France
- ♦ Business Game
- ♦ Consultancy project

PROGRAMME ORGANIZATION

Length

16 months (from October)

Course scheduling

24/12-hour course per module + 6 "focus" hours
 Evenings and week-ends

Teaching language

English

Master's Degree awarded by

ESCP Europe and Paris Dauphine University
 Accredited by the French "Conférence des Grandes Ecoles" as a Specialised Master of ESCP Europe

Location

Hanoi - Ho Chi Minh City

WHO SHOULD ATTEND ?

- ♦ Young high potential managers with at least 3 years experience wishing to develop their skills and advance their career in finance.
- ♦ Finance executives wishing to update and consolidate their knowledge with the latest tools of corporate and market finance.
- ♦ General managers and engineers working closely with the financial sector and wanting to have an in-depth understanding of financial markets.

Key facts

PROGRAMME ORGANIZATION

Year 1: Doctoral school - 5 modules

- ◆ Econometrics and data analysis (40h)
- ◆ Qualitative research methods in strategy, entrepreneurship and organization studies (24h)
- ◆ Epistemology and introduction to research in marketing and finance (24h)
- ◆ Seminars on advanced topics in management (24h)
- ◆ Thesis writing

Year 2 to 4: Dissertation

- ◆ Tutoring by French and/or Vietnamese professor(s)

Teaching language:

English

Dissertation language:

French or English

Course scheduling:

Evenings and week-ends

PhD/Doctoral Degree awarded by the partner university in France

WHO SHOULD ATTEND?

- ◆ CFVG MBA and Master graduates
- ◆ Candidates with a master degree (Thac Sy) looking for a top-quality research programme in Vietnam
- ◆ University lecturers wishing to develop their research activities

Pr. Dr. Bruno Ponson
CFVG President of the board of directors
Doctoral Program Scientific committee secretary



The mission of CFVG is to provide skills and top-edge knowledge in management to train Vietnamese executives and support companies to compete in the global market place. Our new Ph.D. program strengthens this mission through rigorous academic training dedicated to extend knowledge and enhance both academic and private careers.

CFVG doctoral students are immersed in a dynamic learning environment during the doctoral school and get opportunities to meet and be supervised by professors of four leading French Universities and Business Schools (ESCP Europe, Paris Dauphine University, Strasbourg University and Lille University). With the support of the prestigious National Economic University and the University of Economics

of HCMC, 50 French and international faculty members teaching at CFVG ensure that most management research areas are covered. This breadth enables students to connect between their business interests and professors' expertise.

Our Ph.D. program welcomes faculty members who can get scholarships from the Vietnam International Education Development (Program 322). It is also well suited for part-time students: research methodology courses of the first year are delivered in Vietnam during evening sessions. Dissertation writing in the following years can be carried out either in Vietnam with flexible study trips or full-time in France. After completion of the program, students will be awarded the title of Doctor or Ph.D. of the French host University.



Dr. Truong Thi Nam Thang
Executive education manager
Hanoi

CFVG's mission is to promote Vietnam's economic development and its international integration by providing companies with the managers they need to develop a corporate elite able to operate in an international environment and establish a bridge between Asian and European cultures.

Vietnam's tremendous growth is generating a shortage in qualified managers. According to a survey carried out by CFVG among Vietnamese and foreign corporations, the demand for managers will triple by 2012.



Dr. Tu Van Binh
Executive education manager
HCMC

With this in mind, CFVG proposes HR Solutions to recruit, develop and secure the loyalty of your most outstanding managers.

These solutions include a wide range of executive programmes focusing on promoting independent thought and problem solving, access to a network of young high-potential managers able to operate in an international environment and to a network of world class expert professors from Europe's foremost business schools and universities.

Programmes

- ◆ New Manager Programme
- ◆ Mini MBA

Venue: Hanoi / HCMC

Length: 14 days (98 hours)

Organization: 2 days / month (7h/day)

Teaching language: English

Programme certificate delivered by CFVG and the Paris Chamber of Commerce and Industry (CCIP)

- ◆ Short courses in marketing or finance
- ◆ Custom programmes

References

Big C

- ◆ MBA Big C
- ◆ Acquiring the fundamentals of management
- ◆ 11 modules

Buffalo tours

- ◆ Custom Mini MBA
- ◆ Acquiring the fundamentals of management
- ◆ 7 modules

Sanofi Aventis

- ◆ Management Development Program
- ◆ 7 modules

Petrovietnam

- ◆ Study tour in Europe
- ◆ HR and Finance courses at ESCP Europe
- ◆ Companies visits (France, UK)

Vietnam's Ministry of Commerce

- ◆ Training Trade Advisors
- ◆ Capacity building of trade advisors to support exporting
- ◆ 10 modules - 3 classes

International PhD Partners



Doctoral programme director:
Pr. Dr. Hervé Laroche



Director of
« Maison des Ecoles Doctorales »
Pr. Dr. Joel Moneger



Doctoral school director:
Pr. Dr. Patrick Llerena



Doctoral school director:
Pr. Dr. Serge Dauchy

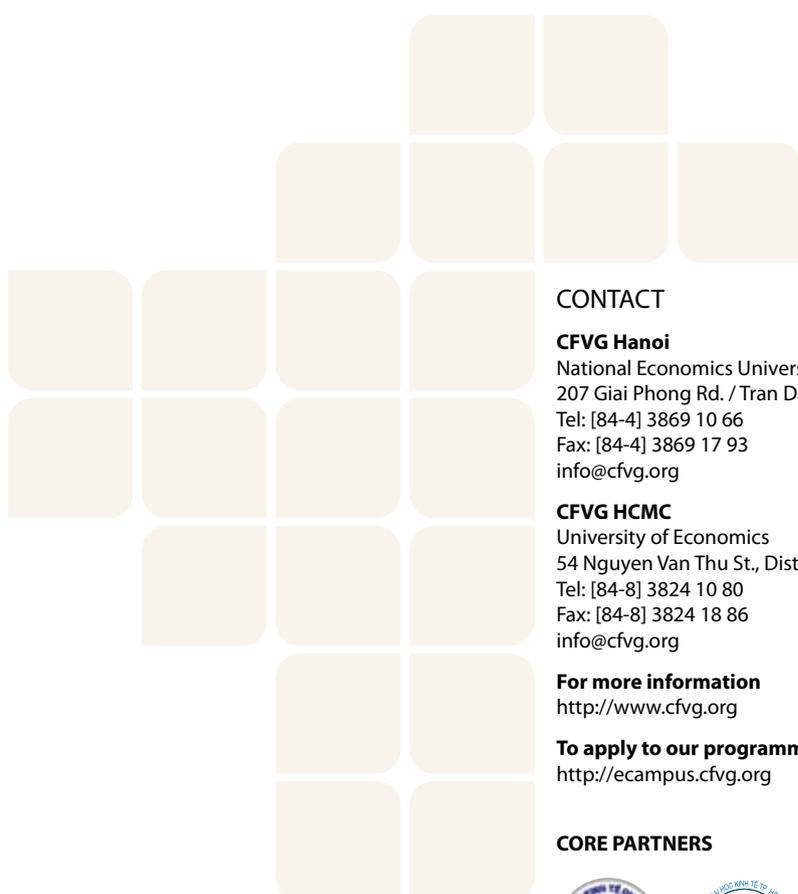


CFVG Corporate Advisory Board (CAB)

The CFVG Corporate advisory board (CAB) supports the school in defining its future high-level education programs and improving the adequacy of its existing programs with companies' needs. The CAB suggests recommendations to the CFVG Board of directors, Academic directors, partners and the Steering committee.

MEMBERS





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For more information

<http://www.cfvg.org>

To apply to our programmes:

<http://ecampus.cfvg.org>

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