



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



Dialogue on Innovative
Higher Education Strategies

HRK German Rectors' Conference
The Voice of the Universities

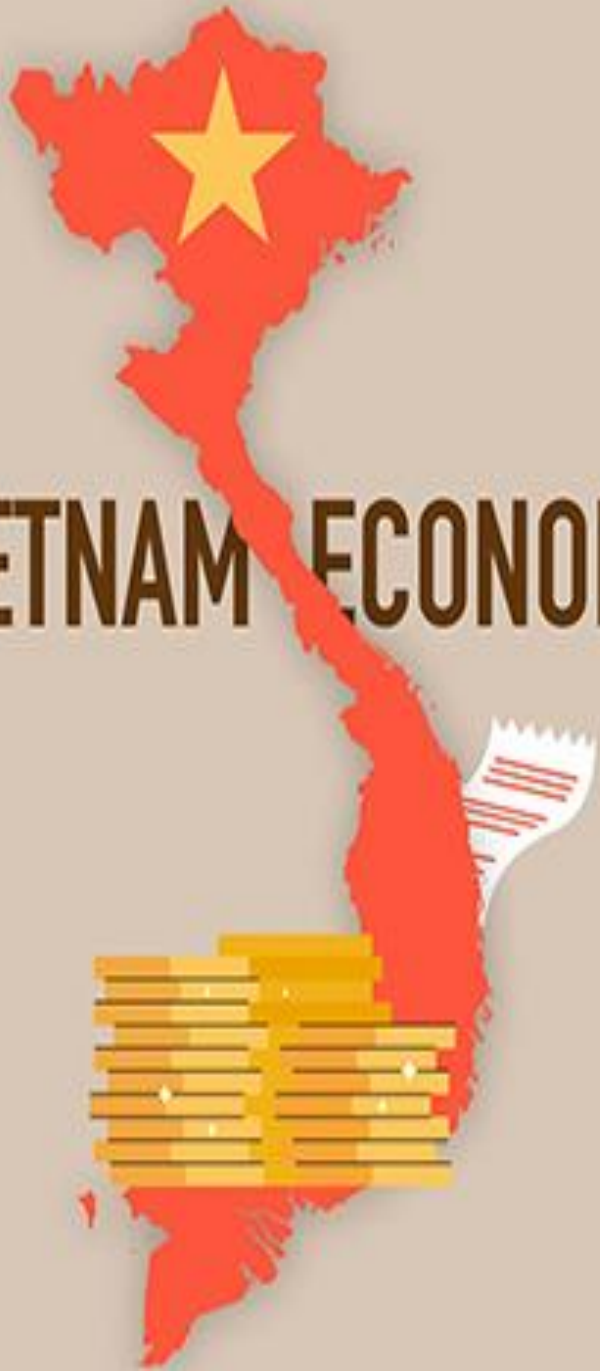
Boosting Employability!

Strengthening Universities to Make Graduates Fit for Work

September 26th/27th, 2024

Novotel Saigon Centre, Ho Chi Minh City/Vietnam

VIETNAM ECONOMY



The intended outcomes of this workshop:

1. Creating a Space for Exchange

- University leadership and decision-makers
- Heads of central management departments responsible for engagement with the world of work or university partnerships
- Educators and heads of faculties or academic departments

2. Good Practice Examples

- Innovations in Teaching and Learning
- Adapting Curriculum Design; new forms of study offers
- Creating, Fostering, Strengthening External Networks with the Public/Private Sector
- Leveraging Internal University Eco-Systems

3. Supporting Higher Education Management

- What is needed for supportive and innovative internal support structures?



Boosting Employability! Strengthening Universities to Make Graduates Fit for Work

September 26th/27th, 2024

Novotel Saigon Centre, Ho Chi Minh City/Vietnam

DAY 1: THURSDAY, 26.9.2024, 12:30 – 20:00

12:30	REGISTRATION AND WELCOME COFFEE
13:00	MASTER OF CEREMONY Ms. Pham Ngoc Mai , <i>Programme Manager Higher Education Management, Regional Office Hanoi, German Academic Exchange Service (DAAD)</i>
	OPENING REMARKS Dr. Kai Sicks , <i>Secretary General, German Academic Exchange Service (DAAD) (Video-message)</i> Dr. Josefine Wallat , <i>Consul General of the Federal Republic of Germany in Ho Chi Minh City/Vietnam</i> Dr. Nguyen Thi Thu Thuy , <i>Deputy Director General of the Department of Higher Education, Ministry of Education and Training (MoET) of the Socialist Republic of Vietnam</i>
13:30	1. Setting the Scene What is "employability", why is it important and what is the role of higher education and higher education management & A brief tour through the workshop's agenda. Mr. Felix Wagenfeld , <i>Director of the Regional Office Hanoi, German Academic Exchange Service (DAAD)</i>
13:45	PANEL DISCUSSION Are Vietnamese University Graduates Fit for Work? MODERATION Dr. Trinh Viet Dung , <i>Campus Director – Southeast Asia, Kühne Logistics University</i> PANELLISTS Dr. Nguyen Trung Dung , <i>General Director, BK-Holding, Hanoi University of Science and Technology</i>

Prof. Dr. Pham Ngoc Nam, *Vice-Dean of Engineering, VinUniversity*
Ms. Vi Nguyen, *HR Manager, Endress+Hauser Vietnam Co. Ltd.*
Dr. Nguyen Thi Thu Thuy, *Deputy Director General of the Department of Higher Education, Ministry of Education and Training (MoET) of the Socialist Republic of Vietnam*

15:00 Break, Group photo (30 minutes)

15:30 **KEYNOTE 1. Setting the Scene**
How Do German Universities Ensure Employability?

Dr. Elisabeth Holuscha, *Expert on applied sciences in Germany, Plan Wissenschaft*

The keynote examines the strategies and organizational challenges German universities face to enhance student employability. It explores how university management structures can support demand-oriented education, strengthen the link between teaching and research, and ensure successful theory-practice transfer. The talk emphasizes the role of university leadership in aligning strategy with structure and discusses how these strategies might have international relevance in preparing students for the labour market.

16:15 **PLENARY**
Introduction of Working Groups

Ms. Pham Ngoc Mai, *Programme Manager Higher Education Management, Regional Office Hanoi, German Academic Exchange Service (DAAD)*

16:30 **WORKING GROUPS**

2. Examples, Good Practice & Exchange
WORKING GROUP 1: INNOVATIONS IN TEACHING AND LEARNING
The keynote examines the strategies and organizational challenges German universities face to enhance student employability. It explores how university management structures can support demand-oriented education, strengthen the link between teaching and learning, combined with industrial relations to enhance student employability at the Vietnamese-German university VGU. Teaching at VGU has closely been linked with practice and real-life scenarios. The talk will discuss employ practice-oriented methodologies such as problem-based, project-based and research-based learning, lab work, experiential learning, and internships at businesses and industries.

HOSTS

Dr. Ngoc Lan Thi Dang, *Director of Language Center and Foundation Year (LCFY), Vietnamese German University*

Dr. Tran Tien Ngoc Tran, *English instructor of the Language Center and Foundation Year (LCFY), Vietnamese German University*

WORKING GROUP 2: DIGITAL SKILLS & MICRO-CREDENTIALS

The workshop will be divided into two main sections. In the first part, the group will focus on the essential digital skills required for graduates for a successful transition from university to the labour market, with a shared understanding of these skills. Participants will explore key digital competencies and discuss strategies for strengthening these skills among students. In the second part, participants will examine the role of micro-credentials, defining their advantages in enhancing employability. Finally, participants will discuss how Vietnamese universities can develop and implement micro-credentials, drawing on international exchanges and good practices tailored to local contexts.

HOSTS

Dr. Do Thi Hai Ninh, Program Director of Marketing, School of International Business - Marketing, College of Business, University of Economics HCMC

Ms. Kim Thi Thu Ha, Project Officer, Digital Skills to Succeed (DS2S) Project, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

2. Examples, Good Practice & Exchange

WORKING GROUP 3: PARTNERSHIPS: BRIDGING UNIVERSITIES AND INDUSTRY

The workshop will be divided into three parts: 1) The value of collaboration - discussing the question: "Why should universities and private/public sector entities work together more closely?" 2) Identifying collaboration opportunities - introducing the German dual vocational training model implemented by the German Industry and Commerce Vietnam (AHK Vietnam), German and international companies and Ho Chi Minh City University of Transport in Freight Forwarding and Logistics Agent. What are participants' opinions and experiences on cooperation with international companies? 3) Group discussion on challenges and key strategies for maintaining and expanding partnership networks.

HOST

Ms. La Thu Thuy, Head of the Department of Logistics Management & Multimodal Transport, University of Transport Ho Chi Minh City

Ms. Bui Thu Thuy, Senior Project Manager Education and Training, AHK Vietnam / German Industry and Commerce Vietnam

WORKING GROUP 4: BOOSTING EMPLOYABILITY: LEVERAGING UNIVERSITY ECO-SYSTEMS

This workshop will explore how universities can enhance employability by developing and leveraging internal eco-systems. In the first part, participants will discuss successful case studies, such as innovation hubs, start-up incubators, and cross-disciplinary projects, which have proven effective in preparing graduates for the labour market. The second part will focus on the role of university management in supporting these initiatives, examining the necessary structures and competencies. Participants will collaborate to identify key strategies and frameworks that can be implemented to create sustainable, employment-focused university eco-systems.

HOSTS

Ms. Nguyen Thi Mai Anh, School of Economics and Management, Hanoi University of Science and Technology

Dr. Dai Tran Binh, Faculty of Economics and Management, Vietnamese German University.

Dr. Pablo Barriga, SEPT-Competence Center, University of Leipzig

18:00 RETURN TO PLENARY & WRAP UP OF FIRST DAY

Mr. Felix Wagenfeld, Director of the Regional Office Hanoi, German Academic Exchange Service (DAAD)

2. Examples, Good Practice Exchange

DAY 2: FRIDAY, 27.9.2024, 09:00 – 14:30

09:00 REVIEW OF THE FIRST DAY

Mr. Felix Wagenfeld, Director of the Regional Office Hanoi, German Academic Exchange Service (DAAD)

09:20 POSTER PRESENTATION

A journey through Vietnam: How are Vietnamese higher education institutions already tackling the challenge of "boosting employability"

Presentation of posters both through pitch-presentations and a walk-along – providing space and time for free exchange and networking.

MODERATION

Mr. Felix Wagenfeld, Director of the Regional Office Hanoi, German Academic Exchange Service (DAAD)

09:30

Round 1:

BK-Holding, GIZ, Haiphong University of Management and Technology & Ho Chi Minh University of Banking

- Poster-Pitches 2 min. each in plenary
- Walk-along of these 4 posters, individual Q&A, free exchange, networking. Coffee, tea & cold drinks are available

2. Examplets, Good Practice & Exchange

10:10
Hong Duc University, Hanoi University of Science and Technology & University Leipzig, Mien Tay Constructive University & Hite University

10:50
Round 3:
Thai Nguyen University of Agriculture and Forestry, University of Economics Ho Chi Minh City
Vietnamese-German University & VinUniversity

11:30
WORKING GROUP REPORTS & PANEL DISCUSSION
Higher Education Management and "Boosting Employability"
MODERATION
Prof. Dr. Pham Thu Huong, *Vice-President, Foreign Trade University*

11:30
WORKING GROUP REPORTS
Rapporteurs from each of the four working groups provide key findings plus recommendations for supportive higher education management structures.

12:00
PANEL DISCUSSION
Which higher education management structures and capacities are key in supporting academics and universities in providing students with employability-oriented offers? The discussion is also building on the recommendations from the working groups and on the key findings from the previous sessions.
Mr. Pham Bach Duong, *Director of the Office of International Affairs, HCMC University of Technology and Education*
Prof. Dr. René Thiele, *President of the Vietnamese German University*
Dr. Elisabeth Holuscha, *Expert on applied sciences in Germany, Plan Wissenschaft*
Dr. Khuong Anh Dung, *Head of R&D Department of Bosch Global Software Technologies Vietnam*

3. Learnings & Findings

12:45
EVALUATION & CLOSING REMARKS
Mr. Felix Wagenfeld, *Director of the Regional Office Hanoi, German Academic Exchange Service (DAAD)*

13:00
LUNCH

Thank you!

DAAD Regional Office Hanoi

Vietnamese German Center, Hanoi University of Science & Technology

Dai Co Viet / Tran Dai Nghia, Hanoi

+84 (24) 3868-3773

Info.hanoi@daad.de

www.daad-vietnam.vn

www.facebook.com/DAADVietnam