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University – Industry Collaboration: A case study from Hoa Sen University

From Blended Learning to Integrated Learning

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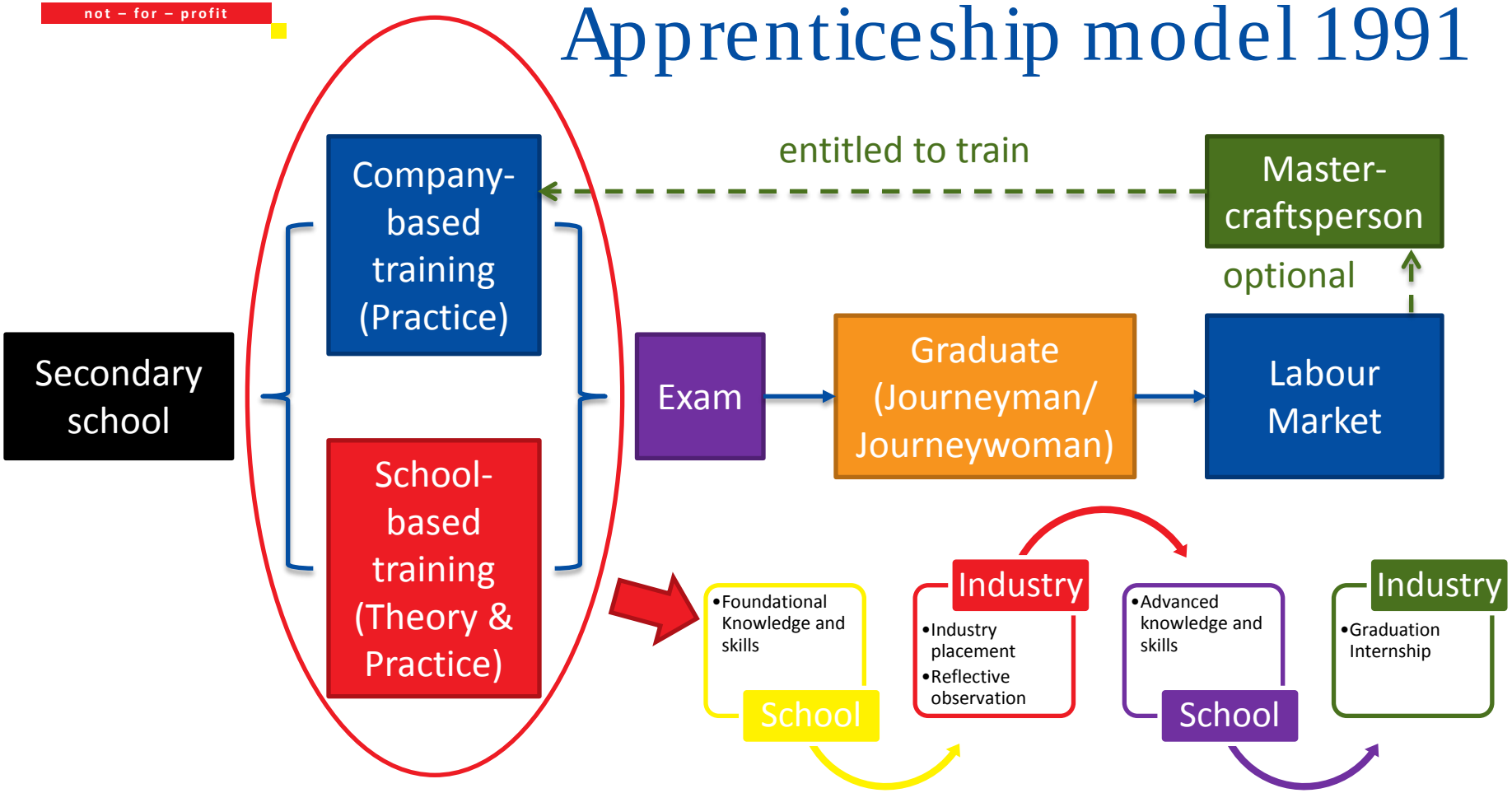
School – Industry collaboration Apprenticeship model 1991



Alternation Education and Training

Sources: [*Delivering TVET through Quality Apprenticeships*](#) *(2015)*
[Towards a model apprenticeship framework](#)*:*
A comparative analysis of national apprenticeship systems

CCI
Chambre de commerce et d'industrie
Versailles Val-d'Oise / Yvelines

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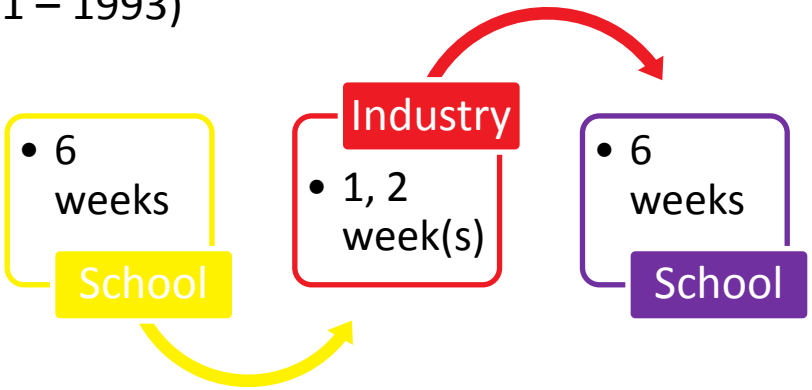
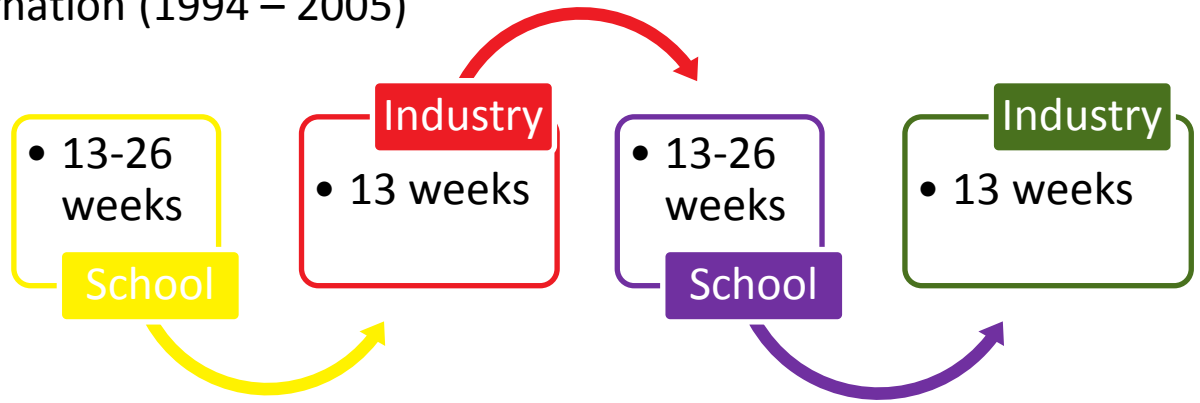
1991 – 2006: Hoa Sen's Implemented Apprenticeship Model

Course-based alternation (1991 – 1993)



Program-based alternation (1994 – 2005)



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Success stories as a vocational school and college

- Cross-disciplinary programs to serve emerging needs of the society since 1991
  - Arts + Computer → Computer graphics and multimedia program
  - Secretary + Administration → Administrative Officer Program
  - Computer + Management → Management Informatics program
  - 2001: Secretary + Hospital → Medical secretary program
- Employment rate: >90% and even 100% and out of capacity where surging needs

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Main challenges and critical factors

- Businesses and organizations seriously accepting internship students without incentive
  - In the early days: Hoa Sen had to pay for businesses to accept interns
  - 800 businesses in relationship
- Master person to provide on-the-job-training to students.
- Less constraints from government as CCIV/ITIN/ESCIA awarded certificates

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CHALLENGES AS A UNIVERSITY

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Challenges as a university

- Growing big breaks the advantages of being small
  - No class-based relationship between students
  - The overwhelming number of students require ≈4000 intern positions / year (both reflective/graduation internships)
- Higher level requirement for industry supervisors → less number qualified and free supervisors.
- More constraints from government, especially to offer cross disciplinary programs
  - It took 3 years to apply for double major programs: Applied Mathematics (Financial Engineering, Data Science), Environmental Technology Management, Media Technology Management

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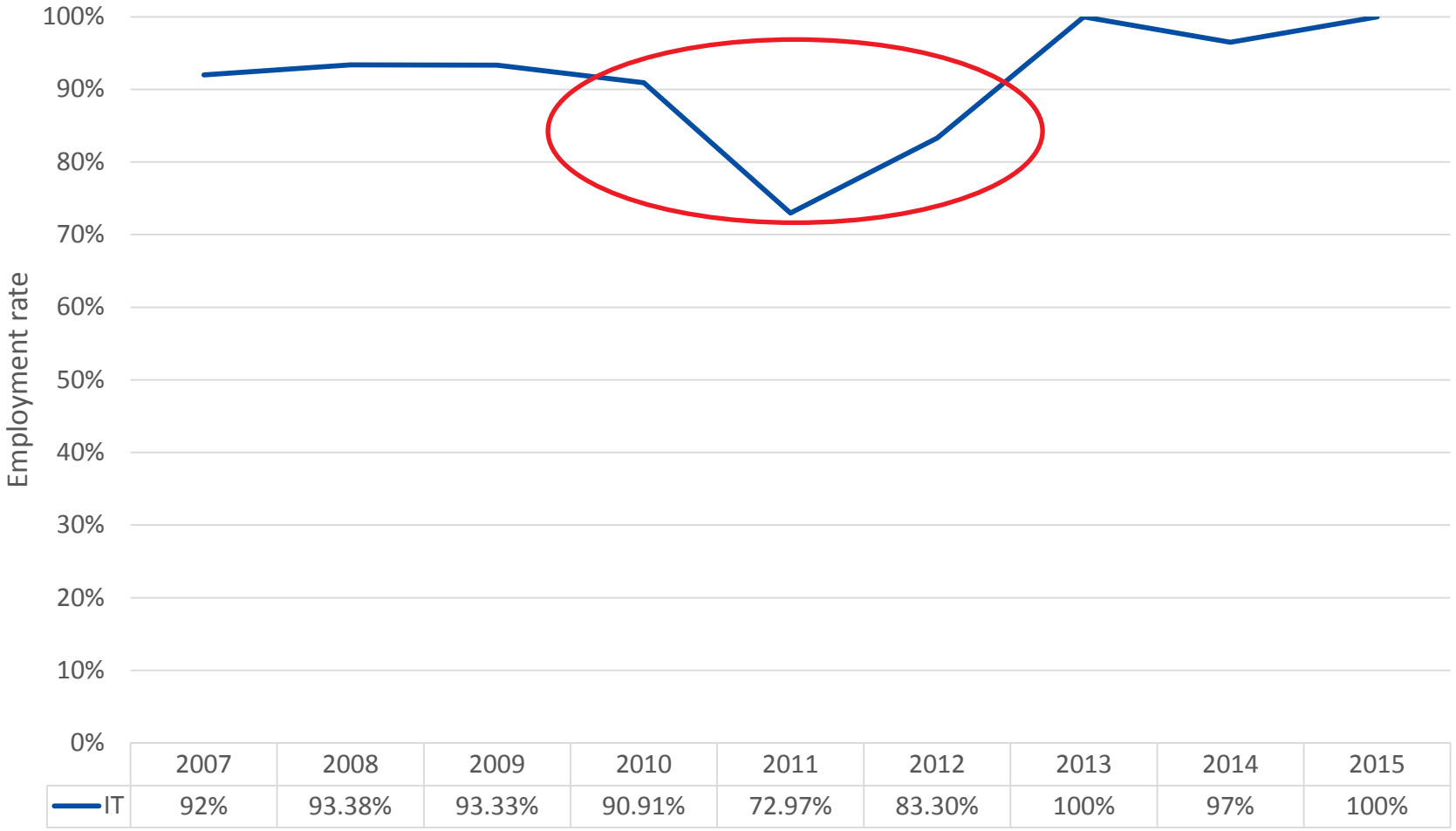
Example: Employment rate at graduation (Information Technology)



	2007	2008	2009	2010	2011	2012	2013	2014	2015
IT	92%	93.38%	93.33%	90.91%	72.97%	83.30%	100%	97%	100%

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INTEGRATION STRATEGIES

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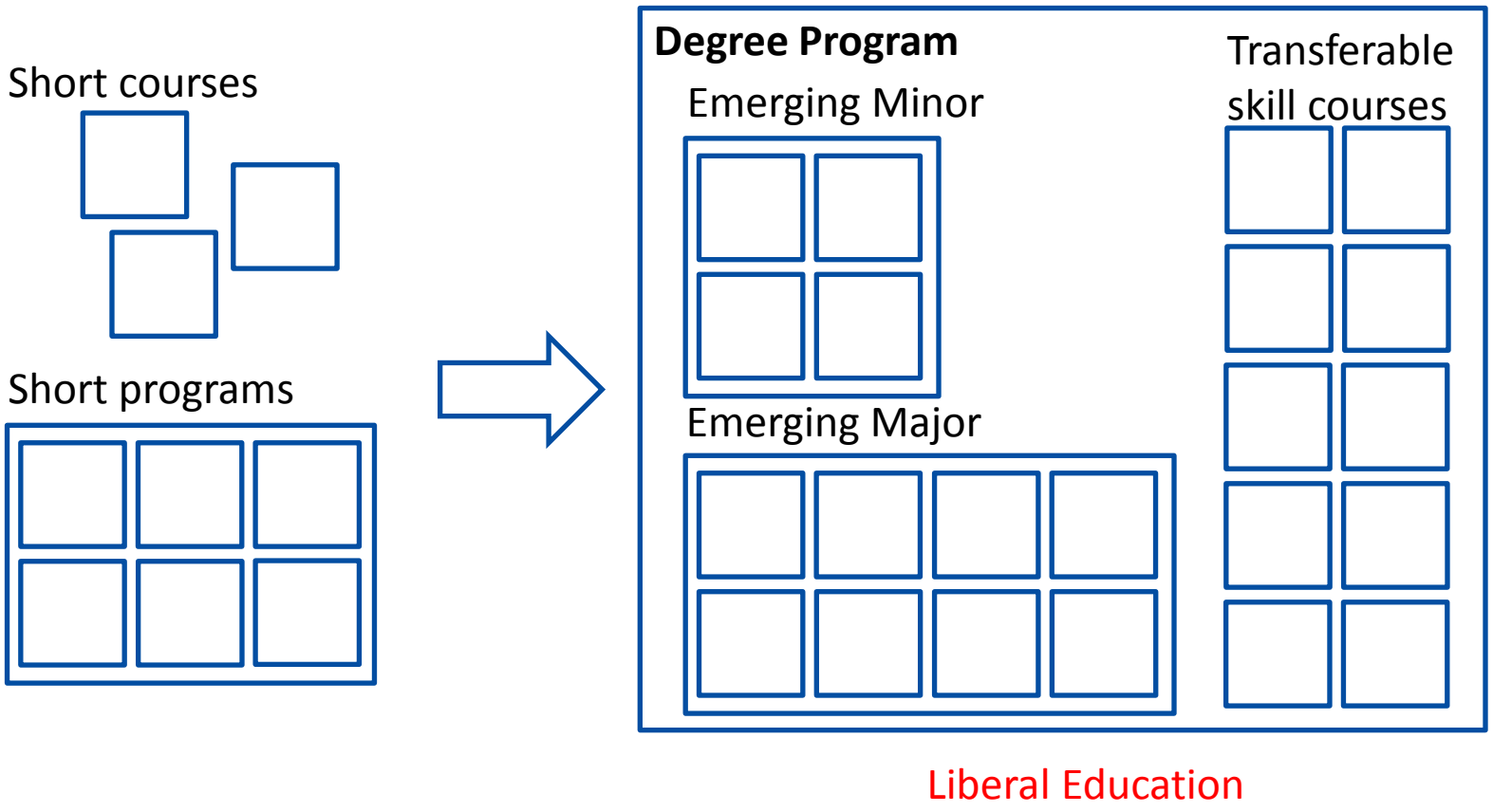
Program structure to integrate emerging needs



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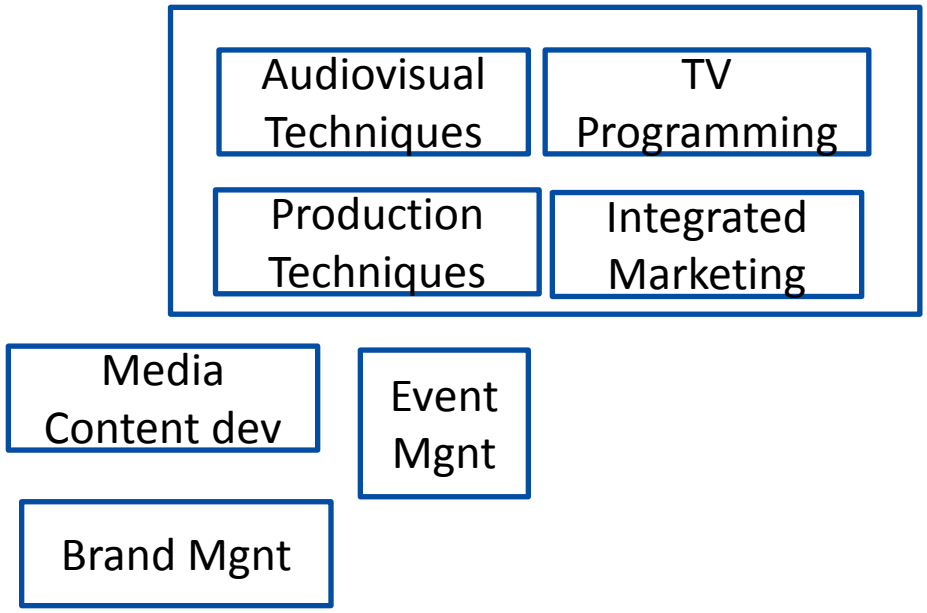
An example: Media Technology Management Programs

Wedding Technology

Gameshow

Product Exhibits

Water Display Show



80 – 120 enrolments annually
100% employed at completing programs
> 50% having part-time job while studying

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A media clip made by students

TVCreate

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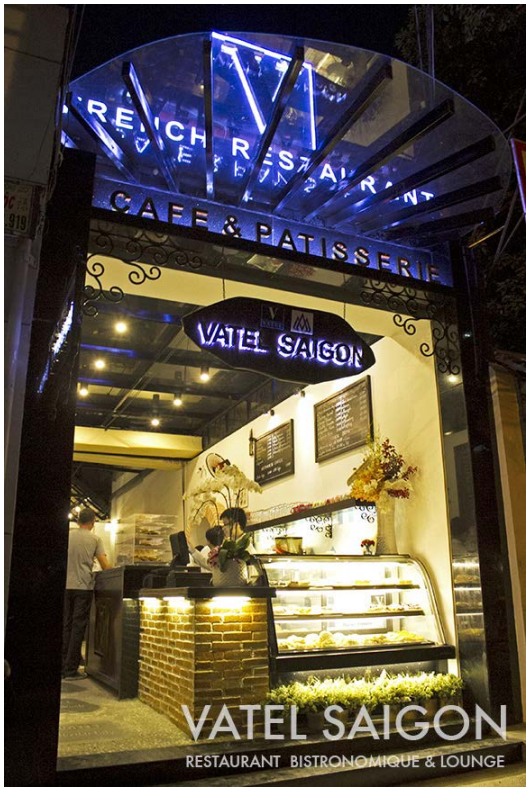
Work Integrated Learning

Lotus Solutions Centre
for software development training

Vatel Restaurant
for restaurant hospitality training



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Problem Integrated Learning (Service Learning Centre)

From Red-Mud (by product of Bayer technology) to water filter

PHIẾU KẾT QUẢ KIỂM NGHIỆM

Desalination solutions

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THE ROLE OF THE GOVERNMENT

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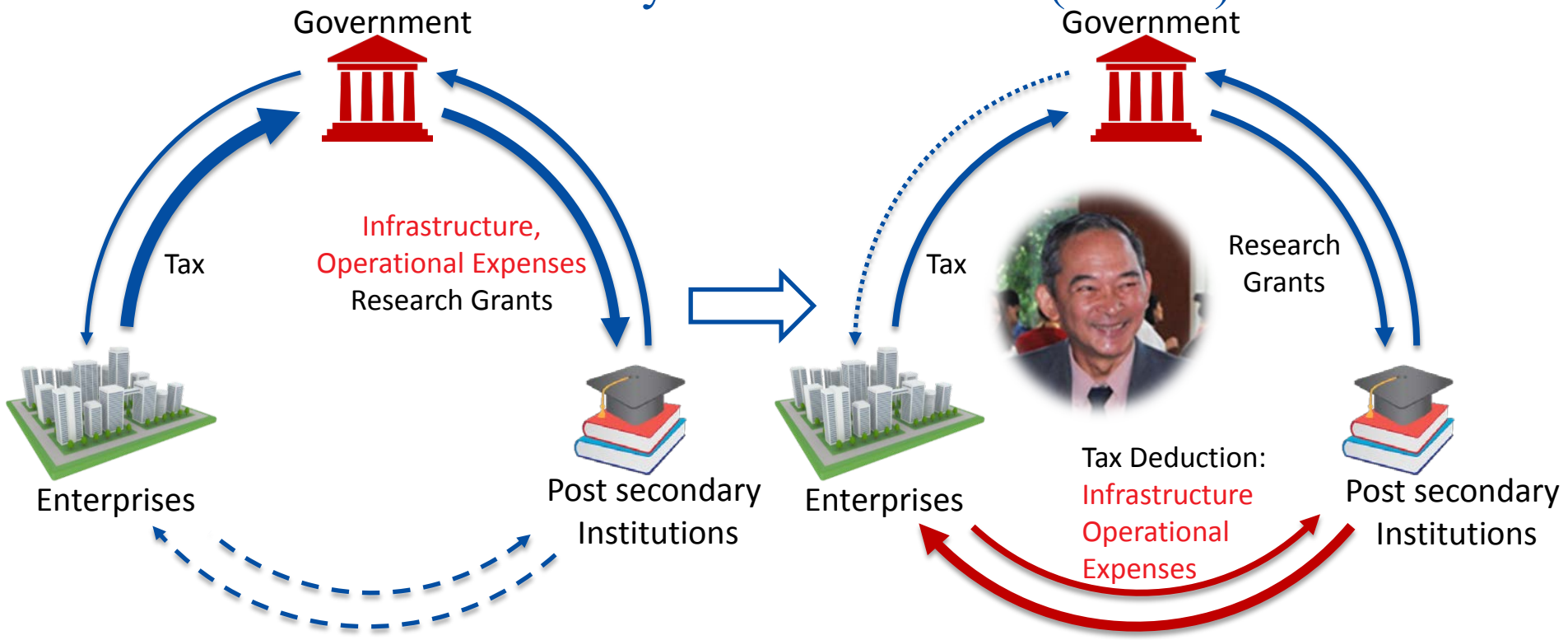
Hoa Sen not-for-profit model at establishment by Dr. Trần Hà Nam (SCITEC)



Keep tuition fee low → for more people
But that causes

- Inefficient in fund distribution model
- Less investment in infrastructure
- Less compensation for instructors

Keep tuition fee moderate → for more people
Through not-for-profit model. Use profit to

- Reinvest in infrastructure
- Improve compensation for quality practitioners

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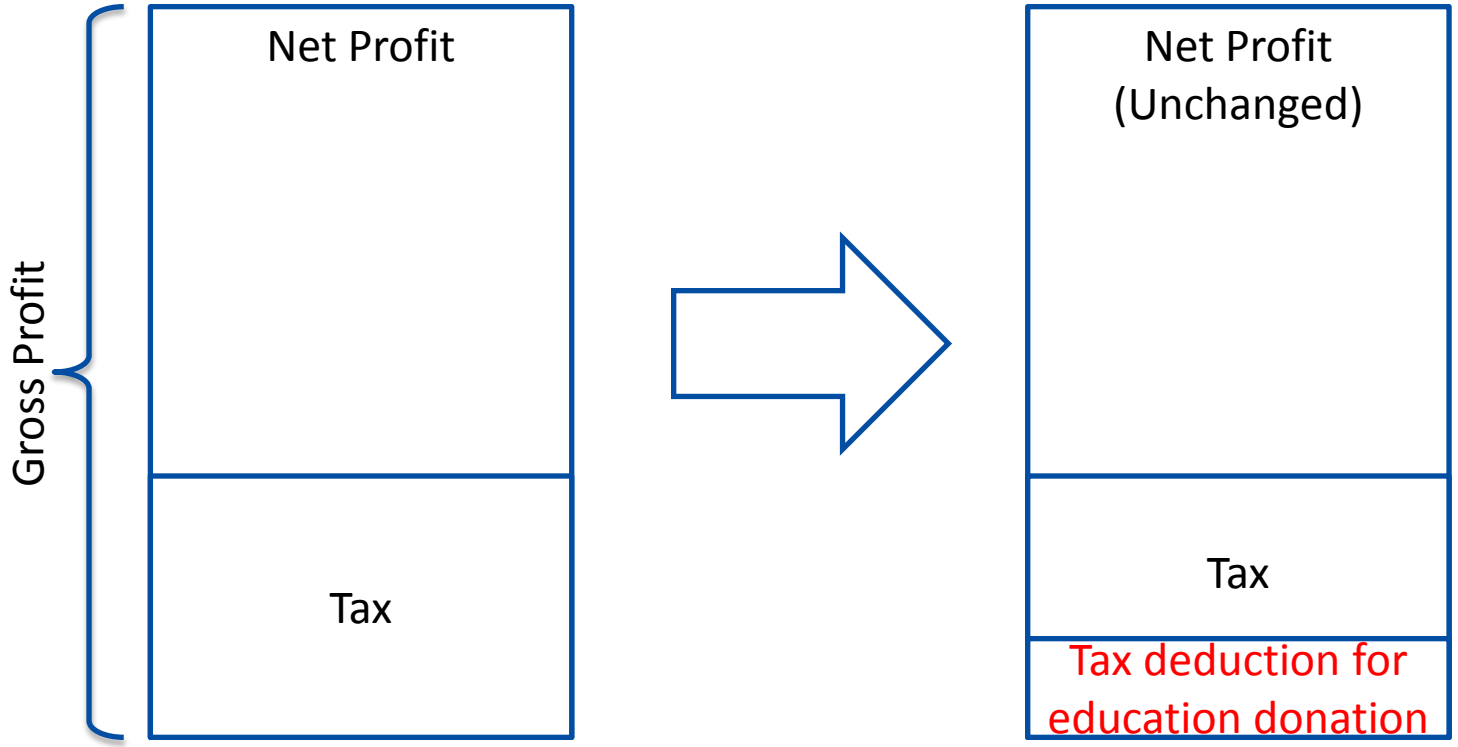
Incentives to contribute to education/research



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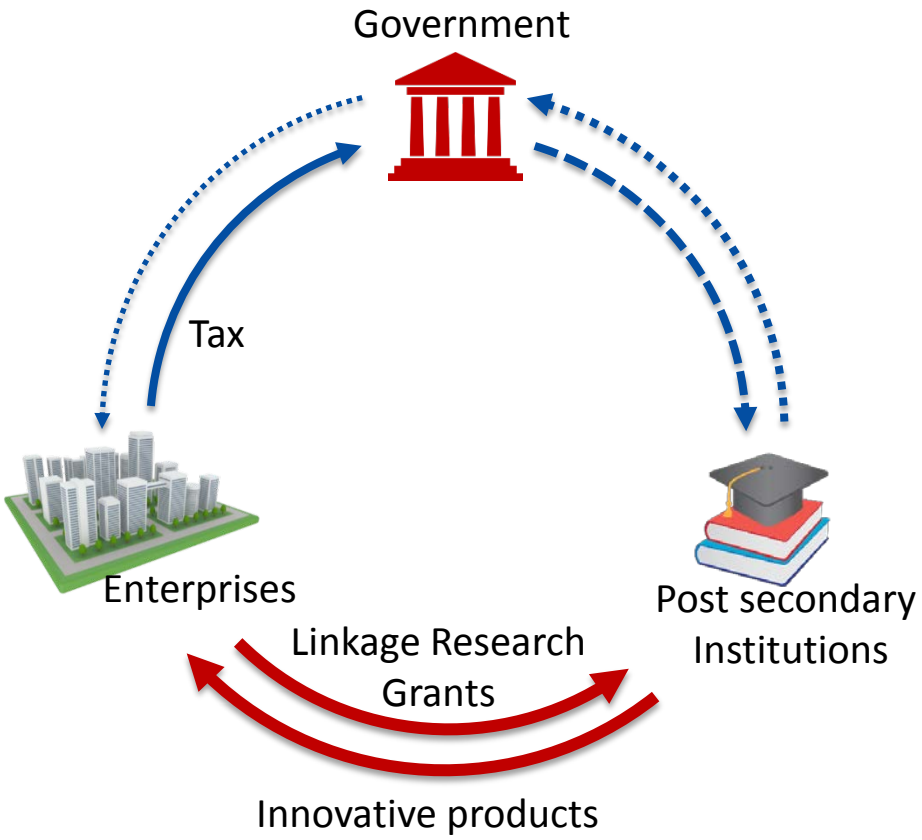
A model to improve University-Industry research collaboration



e.g. Australia Research Council

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