



**TRƯỜNG ĐẠI HỌC NGOẠI THƯƠNG**

# **Application of management knowledge: Lessons from FTU - Rang Dong Company Cooperation**

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**FOREIGN TRADE  
UNIVERSITY**

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# 1. Brief introduction on FTU

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**Email: [qhqt@ftu.edu.vn](mailto:qhqt@ftu.edu.vn)**

**Website: [www.ftu.edu.vn](http://www.ftu.edu.vn)**

- Established in 1960 in Hanoi
- In 1993, HCM city campus was established
- In 2009, Quang Ninh campus was established





# Campuses



Hanoi  
campus



Quang  
Ninh  
campus



Ho Chi  
Minh  
City  
campus





# Major Faculties

- Economics & International Business
- Business Administration
- Banking & Finance
- International Economics
- Fundamental Sciences
- Political Science
- Laws
- Foreign Languages: English, Japanese, Chinese, French, Russian
- Vietnamese



# Overview of Programs

- ❖ Undergraduate Programs
  - Programs taught in Vietnamese
  - Programs taught in English
  - Joint programs with foreign universities
- ❖ Master Programs
  - Programs taught in Vietnamese
  - Programs taught in foreign languages (English or French)
  - Joint programs with foreign universities
- ❖ PhD programs (taught in Vietnamese)
- ❖ Associated programs
- ❖ Short-term programs



## 2. University – Industry linkages

- U-I linkages exists in all countries but**
- **In different ways:** popular in training
  - **In different areas:** more on technology
  - **Different by companies and university**





# University – Industry linkages in Vietnam

**Weaknesses of  
HE sector**

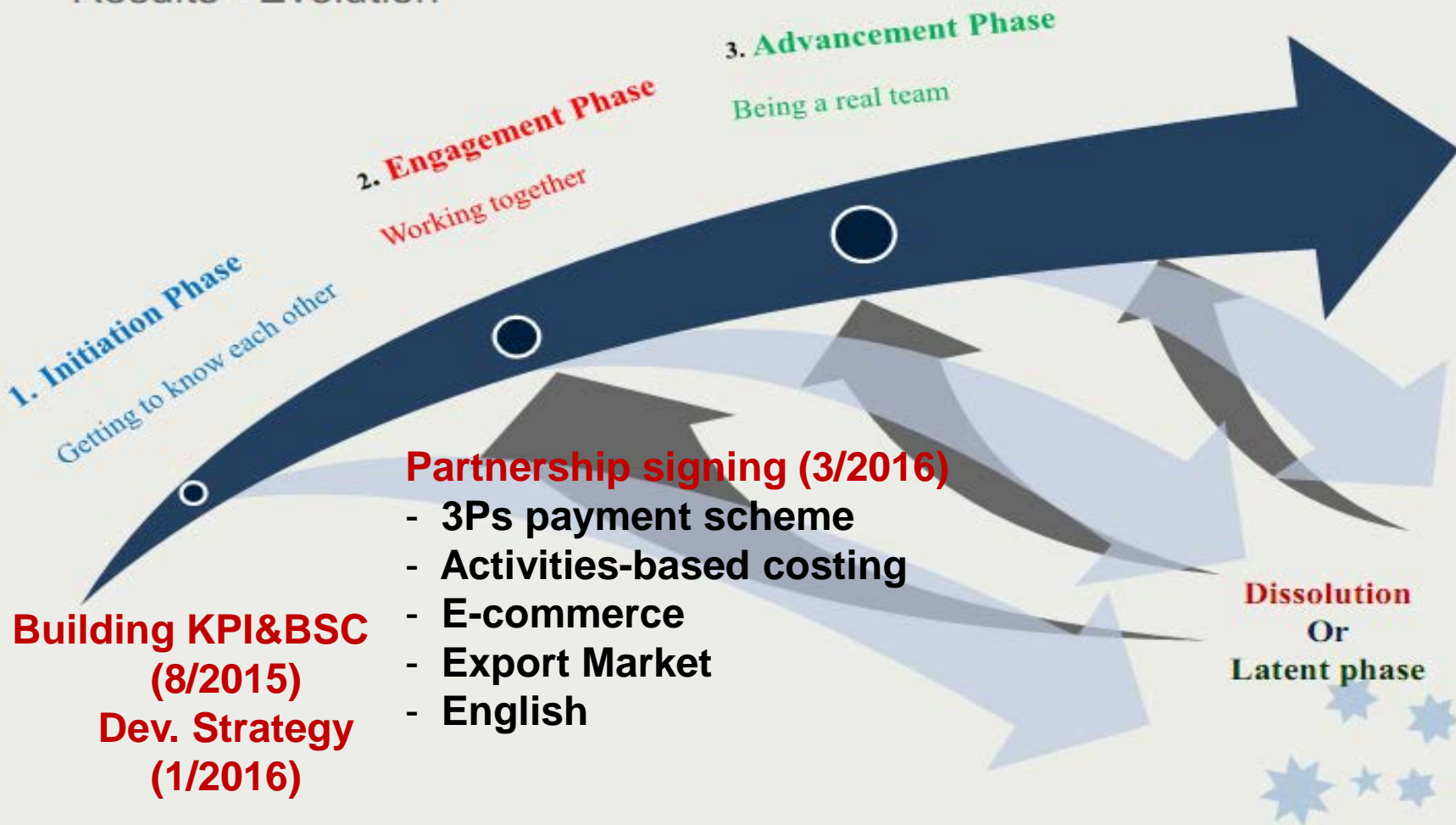
**Small size of  
companies**

- **Fragmented and lack of coordination**
- **Evolving and receiving attention**
- **Cases of success**

**How to develop the relationship?**

# 3. FTU- RALACO linkages

Results - Evolution







# FTU – RALACO linkages

## 1. Driver of the initiation phase: (From RALACO)

- Direct **Communication** between Ralaco's CEO and Director of iEIT (FTU)
- **Reputation** of FTU, esp. in BSC&KPI training
- **Synergy**: demand of RALACO in improving management



# FTU – RALACO linkages

## 2. Driver of the engagement phase:

- **Communication:** Bi-directional, top-down and wide-organisation
- **Understanding** demand of RALACO
- **Trust:** based on results of previous work

## 3. Moving to Advancement phase:

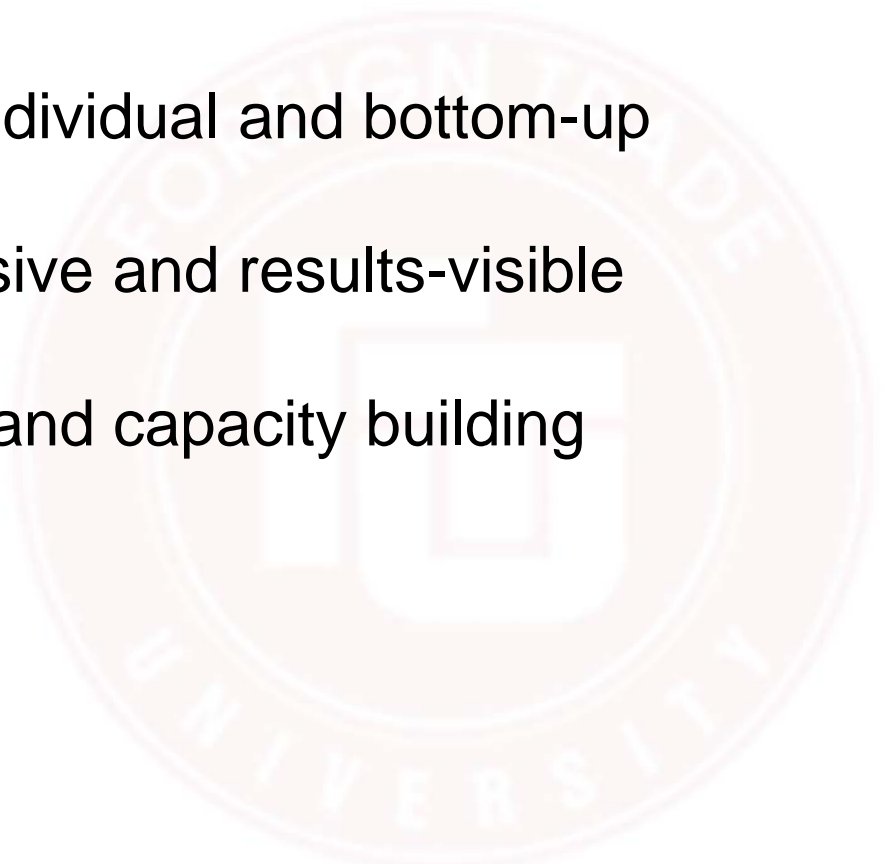
- **Further discussion:** Beyond projects to on-going activities
- **Expansion benefits:** reputation for both FTU and RALACO



# FTU – RALACO linkages

## Key lessons

1. Trust from individual and bottom-up
2. Comprehensive and results-visible
3. Co-working and capacity building







# Welcome to FTU!

