

**Study UK**

# Student learning and career paths

Explore study and career journeys  
with insights from experts and alumni





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# Study UK



<https://study-uk.britishcouncil.org/>

Study UK



# Introduction



Over the centuries, the UK has built a distinguished legacy of excellence, innovation, and global leadership in education.

As an international academic powerhouse, it is home to four of the world's top ten universities and 25 more in the worldwide top 200. With its diverse subject offerings and deep-rooted tradition of critical thinking, over one in three UK undergraduates earn a first-class degree.

The UK has nurtured many of the world's most celebrated figures in science, politics, art, and literature. One in three Nobel Laureates has studied in the UK, and 91 have been British. The country also produces the third-highest volume of scientific research globally, reflecting its ongoing commitment to academic excellence and innovation.

It offers a world-class range of academic programmes and an environment that supports personal and professional growth.

Studying in the United Kingdom opens doors to more than just a degree. In these pages, discover how students from diverse backgrounds have used their UK education as a springboard to successful careers in arts, finance and banking, technology, business, law, education, and the creative industries. This e-book highlights these fields because they are the most popular choices among Vietnamese students studying in the UK.

Find out what it truly means to earn a UK qualification through expert insights from industry leaders, compelling real-life cases, and reflections from UK alumni. Learn why alumni chose their fields of study, how their UK education shaped their career journeys, and be inspired by their stories of growth and achievement.

Whether you're just starting to plan your study journey or exploring what a UK education has to offer, this e-book serves as a valuable guide to the opportunities, experiences, and global perspectives that can shape your future.

# Acknowledgements and Disclaimers

This e-book is the result of a joint effort between the British Council in Viet Nam, education agents, The Vietnamese Student Association in the UK (SVUK) and a dedicated group of experts and UK alumni. We sincerely thank the experts and alumni whose valuable time and insights have shaped this e-book. Their experiences have enriched this resource, making it a meaningful guide for future students.

The information contained in this e-book is for general guidance purposes only. It is particularly useful for education agents and individuals seeking to better understand the academic and professional experiences of Vietnamese students in the UK. Since the case studies are gathered from expert interviews and student surveys, we are not responsible for any errors or omissions, or for the results obtained from the use of this information.

As this is our first attempt, it may not cover every field or area of study, but we will continue to expand future editions to make the information more complete and diverse.



# Why study in the UK? Hear it from Alumni

## Business

'The UK is a wonderful country in terms of its professional, innovative, modern, and efficient higher education system. The courses are concise yet in-depth, equipping me with highly applicable, internationally relevant knowledge and life skills that foster independence and a continuous learning mindset.'

**Dam Anh Duc** – Alumni of Leeds Beckett University.

'After two years of studying and living in the UK, I have gained valuable knowledge and essential life and professional skills. The emphasis on teamwork has sharpened my collaboration abilities, strengthened my independence, communication, and presentation skills. These experiences have prepared me to succeed in any organisation or financial institution.'

**Dam Hung Thinh** – Alumni of Bournemouth University.

## Education

'I was drawn to the UK for its strong reputation in research, especially in pure mathematics. What stood out to me was the academic excellence and the wide range of scholarships, grants, and funding opportunities that support research activities.'

**Cao Hoang Duc** – Alumni of University College London.



## Finance and Banking

'Despite the specialised nature of finance, studying it in the UK offers numerous advantages in finance corporate governance and enterprise management.

These benefits reassured me that I was on the right track. Additionally, pursuing this degree provided me with access to many placement opportunities through a mentor.'

**Nguyen Thi Mai Trang** – Alumni of London Middlesex University.

'The United Kingdom has one of the most advanced and dynamic financial sectors.

Studying at respected British institutions gave me strong academic knowledge and a deeper cultural understanding of the UK—an essential foundation for building successful workplace relationships and effectively meeting clients' needs.'

**Hoang Tran Tuan Minh** – Alumni of University of Bristol.

## Media

'Studying in the UK enhanced my media and journalism expertise, strengthened my competitiveness in the job market, and helped me reach my full potential. With its globally recognised journalism programmes, the UK is the ideal destination for academic and professional growth.'

**Ngo Thi Uyen** – Alumni of Bournemouth University.

## Technology

'I wanted to upgrade my knowledge, skill sets, and perspective within the data field. Pursuing a degree in Data Science was the ideal choice to strengthen my foundation in mathematics and programming.

Studying in the UK provided access to high-quality education, diverse perspectives, and global tech and data industry opportunities.'

**Le Thu Thao** – Alumni of Middlesex University London.



## Human resources

'What I appreciated most about studying in the UK was that, alongside its strong academic focus, it also encouraged creativity and personal growth. I had many opportunities to explore topics I was passionate about, express my ideas in class discussions, and learn from guest speakers who brought real-world experience into the classroom. These moments made my learning experience both inspiring and practical.'

**Nguyen Ho Quang Ha** – Alumni of University of Southampton.

'The one-year master's programme in the UK was especially appealing to me. It allowed me to immerse myself in the subject, accelerate my learning, and return to the workforce equipped with advanced knowledge and global perspectives. Being surrounded by individuals from diverse backgrounds challenged my thinking and understanding and greatly enhanced my personal development.'

**Pham Ngoc Thuy Duyen** – Alumni of University of Leeds.

## Law

'While studying law in the UK, I was deeply appreciative of the comprehensive and detailed guidance that accompanied my educational journey. This guidance, which covered both theory and practical application, provided a strong support system from start to finish, enhancing my understanding and enriching the learning process.'

**Nguyen Thi Kim Ngan** – Alumni of University of Leicester.

'I chose to study International Corporate, Business, and Finance Law in the UK because of its global legal influence and long-standing tradition of excellence, which have shaped legal systems like Vietnam's. The experience equipped me with solid legal expertise and exposed me to diverse legal cultures and international perspectives, which have been invaluable to my practice back home.'

**Le Duc Trung** – Alumni of Liverpool John Moores University.



# Expert and alumni insights in Arts

Featuring industry professionals and  
real-life case studies shared by alumni



# Student Learning and Career Paths in Arts

Sharing from expert

## Nguyen The Son

**Visual artist & Lecturer**

**School of Interdisciplinary Sciences and Arts, Vietnam National University, Hanoi**

Nguyen The Son is a visual artist, independent curator, and lecturer at the School of Interdisciplinary Sciences and Arts, Vietnam National University, Hanoi. With over 20 years of teaching experience, he currently leads the Art Photography Department in the Visual Arts programme. His work spans contemporary art practice and the curation of public and modern art projects, particularly in Hanoi. Son has recently curated major events such as the Hanoi Creative Design Festival and the Hanoi Photo Biennale. Based on his extensive experience, he provides guidance on how to distinguish oneself in the arts.



### **In the field of arts, the three most essential skills are:**

- Research skills and the ability to apply research to creative practice: To be creative in visual arts, studying the history behind a topic and finding new and unique ways to express it through your artwork is essential.
- Self-learning and adaptability skills: The ability to self-learn is crucial; it's also empowering. It helps you stay updated with new trends, technologies, and ways of thinking. It also allows you to adapt to the fast-changing world around you. Most importantly, it gives you control over your learning and your career.
- Project management and communication skills: Project management and communication are the unsung heroes of the art world. They are the backbone for developing artwork, art projects, and creative careers. They can captivate various interested audiences when managed well and communicated comprehensively and creatively.

### **The current market and promising areas for recent graduates:**

The art market in general, and visual arts in particular, is going through a period of change and starting to grow in Vietnam, especially in this modern age where visual expression is everywhere. Art helps people find emotional balance and encourages social connection.

### **Thus, promising career paths for new graduates include:**

- Taking part in art projects at various levels and roles, both in Vietnam and internationally
- Working in private art spaces such as art museums, galleries, or independent art centres
- Taking on communication or content creation roles in media and event companies
- Becoming art teachers in international schools, private schools, or top public schools

### **To stand out and succeed in the art industry, graduates should:**

- Actively develop practical and soft skills: Keep practising regularly and stay open to learning new things. Improve communication, problem-solving, and teamwork skills.
- Take initiative in finding opportunities and gaining experience: Look for internships at art spaces and organisations. Join workshops, exhibitions, and events. Whenever possible, connect with professionals such as artists, curators, and lecturers to expand your network in the art world.
- Keep learning and stay updated with trends: Follow the latest trends and developments in visual arts and contemporary art locally, regionally, and internationally

# Alumni Case Studies:

## From campus to career in Arts

### Trinh Mai Trang



Pianist, Educator and Arts Leader

#### Educational Background

- Completed grade 11 in Tran Phu High School (now Tran Phu - Hoan Kiem High School)
- Graduated at collegiate level in piano performance FROM Ha Noi College of Arts

#### UK Study Path

- A-levels in Music, Business, and Information Technology (AAB) - Warminster School - Warminster. Awarded a scholarship for 50 per cent of tuition fees
- Bachelor of Music in Piano Performance with Merit, Royal Academy of Music, London
- Master of Music in Piano Performance (with Distinction), Royal Academy of Music, London Awarded the prestigious Stendale Bennette Scholarship for undergraduate and master's degrees
- Licentiate of Piano Teaching, Royal Academy of Music (LRAM)
- Associate of the Royal Academy of Music (ARAM)

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Care is a highly undervalued yet essential lifelong skill that fosters empathy, depth, and meaningful connection

#### Extracurricular and Professional Experience While studying in the UK

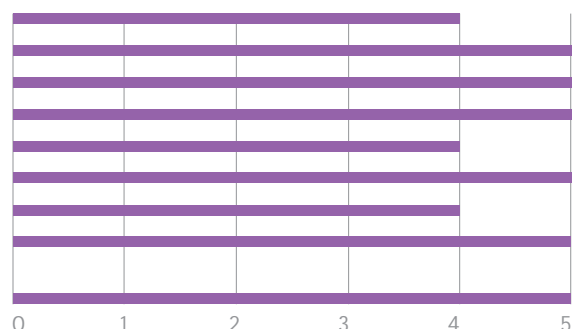
- Trained at the Royal Academy of Music
- Collaborated with prestigious institutions such as the London Symphony Orchestra and the Barbican
- Performed publicly through various competitions, both in the UK and internationally
- Served as a volunteer for charity organisations and cooked meals for the homeless
- Served as a volunteer music teacher in the church for young children of Vietnamese heritage

#### Advice on Work Placements, Internships, and Employment after Graduation

- Get involved as a volunteer to develop essential skills in leadership, collaboration, and community engagement

#### Useful websites, resources, communities

- Oxfam
- Local community centres
- Library reading circles



# Alumni Case Studies:

## From campus to career in Arts

### Nguyen Hoang Anh Trung



COO & Film Producer

#### Educational Background

- Bachelor's degree in Digital Communication and Media/Multimedia, RMIT University, Viet Nam. Awarded the Academic Excellence Scholarship (2019)

#### UK Study Path

- MA in Producing Film and Television, Bournemouth University. Awarded a £3,500 scholarship for tuition fees

#### Important skills for current job/ work sector (1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Skilled in negotiation to resolve conflicts, build partnerships, and achieve favourable outcomes

#### Extracurricular and Professional Experience

##### Prior to studying in the UK

- Awarded 2nd prize in film and integrated categories for Young Lions (2019)
- Awarded 3rd prize in best TVC categories, HTV Short Films Awards (2018)

##### While studying in the UK

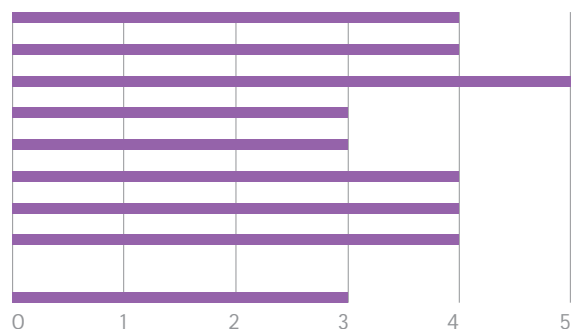
- Joined the football team and a film group
- Networked with talented and passionate people who can offer guidance and support

#### Advice on Work Placements, Internships, and Employment after Graduation

- Reflect on skills and goals to ensure they align with the desired career path
- Understand the industry and how money flows to identify the challenges and strengths employers' value

#### Useful websites, resources, communities

- IMDB
- Letterboxd
- Boxoffice Vietnam,
- Screenskills and Stage32



# Alumni Case Studies:

## From campus to career in Arts

### Tran Thi Thuy Tien



Lecturer at University

#### Educational Background

- Graduated with a Bachelor's degree in Interior Design, University of Architecture, Ho Chi Minh City

#### UK Study Path

- MA in Interior Design, Birmingham City University

#### Important skills for current job/ work sector (1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Patience
- Intuition
- Proactiveness

#### Extracurricular and Professional Experience

##### While studying in the UK

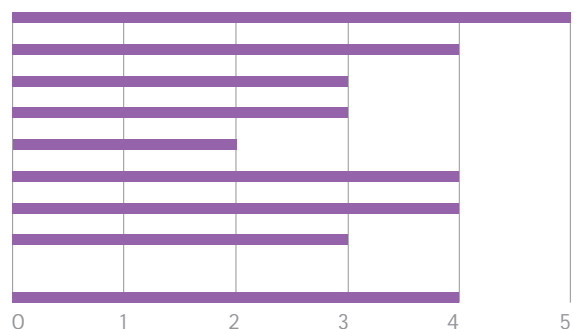
- Worked as a part-time designer for a Vietnamese restaurant in Birmingham
- Took an internship at an architectural firm after completing the Master's course
- Joined the Vietnamese Society and the English Club at Birmingham City University

#### Advice on Work Placements, Internships, and Employment after Graduation

- Participate in clubs and society to connect with others and build networks

#### Useful websites, resources, communities

- Vietnam Art Space
- Waldorf Steiner Group



Study UK Student learning and career paths

# Expert and alumni insights in Business

Featuring industry professionals and real-life case studies shared by alumni



# Student Learning and Career Paths in Business

Sharing from expert

## Adrienne Lee

### Director of Insights, Planning, and Strategy Starbucks Asia Pacific

Adrienne Lee is the Director of Insights, Planning, and Strategy with Starbucks Asia Pacific, where she led the brand's strategic expansion across 15 Asia Pacific Markets. Before this role, she worked in different corporate sectors, including banking, consulting, analytics, and business development. Reflecting on her experience, she gives guidance on what it takes to succeed in Business.



#### In the field of business, the three most essential skills are:

- logical and critical thinking – solving problems of all sizes, such as analysing the potential of a particular market in the next ten years, which drives investment planning and understanding consumer preferences.
- interpersonal skills – collaborating closely with many internal and external partners, helping them understand what the data is showing and developing solutions together.
- presentation and influencing skills – these are equally important for presenting ideas and delivering a successful strategy to stakeholders.

#### The current market and promising areas for recent graduates:

The retail market is changing, especially in Asia. On the consumer front, Gen Z purchasing power is rising, but their buying behaviours and considerations differ significantly from those of previous generations. From how they conduct product research (by social media vs. using a search engine) to what influences their purchases (value alignment with a brand vs. product features alone), all these rapid changes in trends are driving retailers to think differently across channels, marketing, product research and development, and store design.

The industry is making significantly greater use of data to understand consumer behaviour, as well as applying AI to improve the customer journey. No matter where graduates start in terms of functional areas, they should always keep consumer needs in mind. A valuable way to stay attuned to these needs is through understanding consumer data.

#### To stand out and succeed in the business industry, graduates should:

- demonstrate agility, curiosity, and self-drive – given all the resources available online, continuous learning has become essential. In a fast-changing technological landscape, standing still is no longer an option.
- take the initiative to develop diverse skills – employers are becoming more open to unconventional sources of expertise and demonstrations of individual brilliance that bypass traditional degrees. For example, I once hired a data scientist who had studied economics. He did not have a lot of work experience in the field, but he had used the Bible to train an NLP model to develop a chatbot. After browsing his GitHub we hired him on the same day, as the creativity and code quality were so impressive.

# Alumni Case Studies:

## From campus to career in Business

### Dang Son Tung



Deputy Director, Customs Duties Department, Viet Nam Customs

#### Educational Background

- Graduated from high school
- Awarded Prize B, National Physics Olympiad (2005)
- Awarded Second Prize, National Physics Olympiad (2006)
- Awarded Bronze Medallist, Asian Physics Olympiad (2006)
- Received direct entry to the Faculty of International Economics, Foreign Trade University

#### UK Study Path

- A-levels, (AAAA), Bosworth Independent College. Awarded a scholarship for 70 per cent of tuition fees
- BSc in Economics, (Upper Second Class Honours), Warwick University
- MPA in Public and Economic Policy with Merit, London School of Economics. Awarded a scholarship for 90 per cent of tuition fees

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Demonstrated ability to solve problems efficiently through critical thinking and strategic decision-making

#### Extracurricular and Professional Experience

##### While studying in the UK

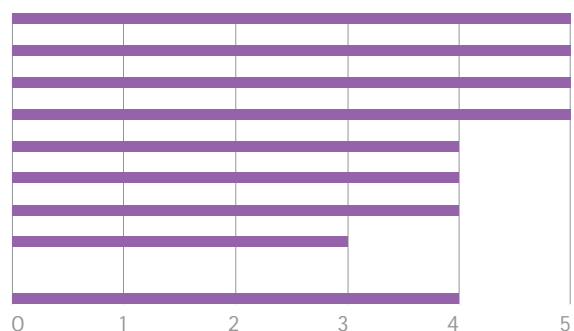
- Served as teaching Assistant at LSE: taught macro and microeconomics to first-year undergraduates
- Member of Vietnamese Society and president of TEDx Warwick

##### Advice on Work Placements, Internships, and Employment after Graduation

- Join networking events to connect with professionals and alumni
- Take part-time jobs to gain practical

##### Useful websites, resources, communities

- Ted.com



- The ability to stay resilient is essential for overcoming obstacles and thriving in demanding environments



# Alumni Case Studies:

## From campus to career in Business

### Duong Hong Ngoc



The profile photo and name have been altered to protect the interviewee's privacy per their request

External Affairs Specialist

#### Educational Background

- Bachelor's degree in Agricultural Economics (with Distinction), National Economics University
- Awarded a scholarship for being among the top 5 per cent of outstanding students
- Awarded Vingroup Scholarship for Talented Students

#### UK Study Path

- MSc in Sustainable Innovation (with Distinction), Teesside University
- Awarded the British Council Women in STEM Scholarship, which covered tuition fees and living costs

#### Important skills for current job/ work sector (1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Skilled in innovation, using design thinking to solve user-focused problems, and flexible in adapting to change

#### Extracurricular and Professional Experience Prior to studying in the UK

- Acted as a Communications Intern at an NGO focused on coffee sustainability
- Served as Project Manager at a tech startup specializing in STEM education management

#### While studying in the UK

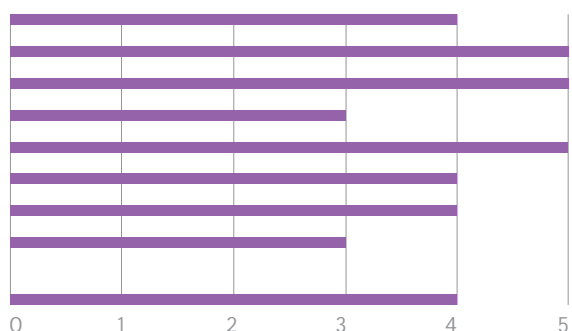
- Joined the Postgraduate Society at Teesside University to built friendships and participated in social trips
- Developed strong research and academic skills by analysing data and applying critical thinking to support academic projects and coursework

#### Advice on Work Placements, Internships, and Employment after Graduation

- Build connections with university staff to gain guidance and support for future career opportunities
- Take extra classes or courses to upgrade and strengthen soft skills

#### Useful websites, resources, communities

- University student unions
- LinkedIn



# Alumni Case Studies:

## From campus to career in Business

### Le Quoc Minh



Hedge Fund – Quantitative Analyst

#### Educational Background

- Graduated from High School for Gifted Students, Viet Nam University of Science
- Received an IELTS score of 8.0, TOEFL iBT 106 and SAT 1500
- Won multiple prizes in Informatics Olympiads at regional and national levels throughout high school

#### UK Study Path

- BSc in Computer Science (with Distinction), University of Oxford
- MSc in Computer Science (Upper Second Class Honours), University of Oxford  
Awarded Oxford Qatar Thatcher Scholarship, which covered tuition fees and living costs for undergraduate and master's courses

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Embrace continuous learning to stay sharp and adaptable in a fast-changing industry

#### Extracurricular and Professional Experience

##### Prior to studying in the UK

- Co-author, “Bí kíp luyện rồng” (A specialised algorithms book for students at HSGS-VNU)

##### While studying in the UK

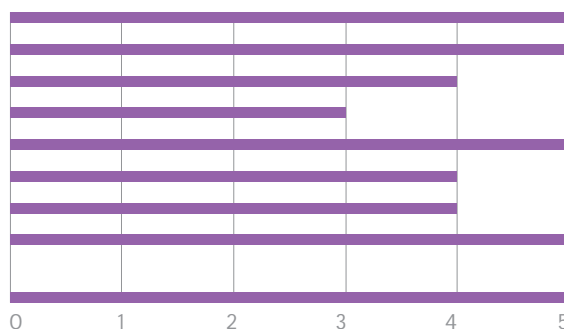
- Served as a Lab Demonstrator for the Artificial Intelligence course at Oxford
- Interned as Software Engineer at Roxar Emerson, an oil and gas company in Oxford
- Interned at VP Bank Viet Nam, and as a Data Scientist at Vega Fintech Viet Nam
- Interned as Software Engineer at Meta London
- Served as Research Assistant at the Oxford-Man Institute of Quantitative Finance
- Acted as President of the Oxford-Vietnamese Society

#### Advice on Work Placements, Internships, and Employment after Graduation

- Build strong skills in programming (Python/C++), mathematics, statistics, and financial fundamentals
- Gain experience through projects, competitions, internships, and industry networking

#### Useful websites, resources, communities

- Quantnet: An online community for Quantitative Finance
- Option Volatility and Pricing: Advanced Trading Strategies and Techniques: Studied option pricing methodologies
- LeetCode: Practiced coding interviews for Software Engineering roles



- Stay updated with the latest methodologies, technologies, and industry developments to remain competitive and relevant

# Alumni Case Studies:

## From campus to career in Business

### Nguyen Hoang Minh



Consulting – Associate

#### Educational Background

- Graduated from Hanoi-Amsterdam High School
- Received an IELTS score of 8.0

#### UK Study Path

- A-levels – A\*A\*A\*A\*, Abbey College, Cambridge. Awarded a scholarship for 50 per cent of tuition fees
- BA in Economics (First Class Honours), University of Cambridge
- Master's in Management, London Business School. Received a scholarship for 50 per cent of tuition fees

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Extracurricular and Professional Experience

##### Prior to studying in the UK

- Worked as an active member of Hanoi-Amsterdam Rock Club
- Participated in Cleopark, a park restoration project focused on community and environmental improvement

##### While studying in the UK

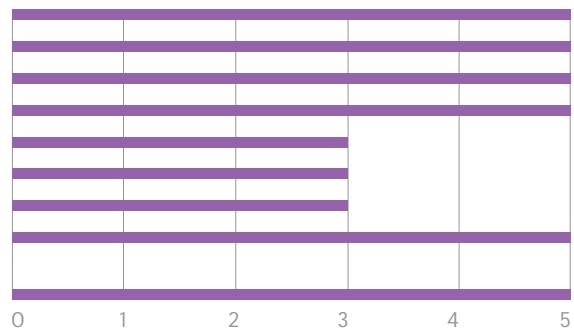
- Took an internship at M&A Advisory department at KPMG
- Worked as a Case Team Assistant at Boston Consulting Group in Viet Nam
- Co-founder of The Project Darts with runs three main activities: Leader Incubator (BootCamp focused on soft skills with a social impact project); Mentoring Bubble (small group, industry-based mentorship sessions); and Industry Skill Lab (technical skill BootCamps)
- Participated in SEO London's programmes, which provide access to a wide network of students

#### Advice on Work Placements, Internships, and Employment after Graduation

- Actively engage with university's finance and consulting societies

#### Useful websites, resources, communities

- The Project Darts
- SEO London
- Bright Network



#### Other skills

- Problem-solving
- Stakeholder management

# Alumni Case Studies:

## From campus to career in Business

### Vu Hoai Minh Huy



Strategy Consulting – Senior Consultant

#### Educational Background

- Completed secondary education
- Received an IELTS score of 6.5
- Interested in Mathematics, English, and Chemistry

#### UK Study Path

- GCSEs and A-levels – Cambridge Tutors College. Received a scholarship for 20 per cent of tuition fees
- BSC in International Business Management (with Distinction), Coventry University. Funded with £9,000 for 3 years

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Time management
- Working under pressure

#### Extracurricular and Professional Experience While studying in the UK

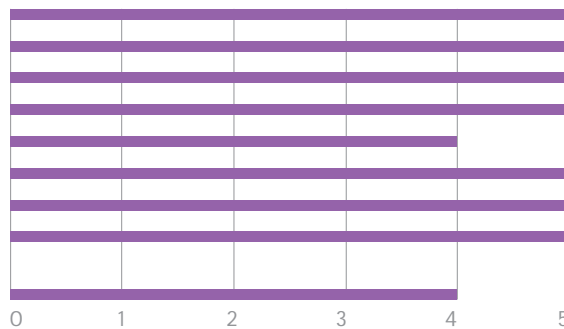
- Took internship at HSBC and Siemens during summer breaks
- Served as a student representative at Coventry University
- Served as President of Vietsoc Coventry, led and organised several events such as Tet Gathering, Christmas Party, Predeparture, and Welcome Orientation
- Served as Vice President of Finance and External Affairs at SVUK

#### Advice on Work Placements, Internships, and Employment after Graduation

- Pro-actively participate in extra-curricular activities to gain essential soft skills

#### Useful websites, resources, communities

- Job-search websites: LinkedIn, Vietnamworks, Ybox, SVUK
- Professional networks: Vietpro, University career advisor, career fair events



- Curiosity
- Mentoring
- Adaptability

# Expert and alumni insights in Education

Featuring industry professionals and real-life case studies shared by alumni



# Student Learning and Career Paths in Education

Sharing from expert

## Assoc. Prof. Nguyen Phu Khanh

**Vice President  
Phenikaa University**

Associate Professor Dr Nguyen Phu Khanh is the Vice President of Phenikaa University. He has nearly 25 years of experience in teaching and higher education management. Before joining Phenikaa, he served as the Head of the International Cooperation Department and the Head of the Aerospace Engineering Department for the PFIEV high-quality Engineering programme at Ha Noi University of Science and Technology. Based on his extensive experience, he provides guidance on how to distinguish oneself in Education.



### **In the field of education, the three most essential skills are:**

- creative thinking and problem-solving – education are not just about transmitting knowledge; it also plays a crucial role in developing critical thinking, creativity, and the ability to solve problems for students independently.
- adapting to change and continuous learning – education constantly evolves through the arrival of new technologies and teaching methods. To maintain a guiding role and support students, educators must continuously update their knowledge, innovate their teaching, and be flexible in adapting to change.
- management and leadership – the labour market in education is changing rapidly with the development of technology and the demand for flexible learning. The trends of digitalisation, personalised education, and lifelong learning are creating many new opportunities.

### **The current market and promising areas for recent graduates:**

The job market in the education sector is undergoing significant changes due to the development of technology and the demand for flexible learning. Digitalisation, personalised education, and lifelong learning are creating new opportunities in the following areas:

- online education and EdTech (educational technology) – professionals are needed who can develop digital learning platforms, AI in teaching, and virtual / augmented reality (VR / AR) applications.
- digital skills training and digital transformation in education – schools and businesses seek support in building digital capabilities.
- STEM education and digital technology – positions need to be filled in AI, data science, and semiconductor engineering.
- vocational training and career counselling – there is a growing emphasis on connecting education with real business needs and developing soft skills.
- health education and school psychology – it is becoming more important to support students in the modern learning environment.

### **To stand out and succeed in the education industry, graduates should:**

- develop practical and soft skills – engage in teaching practice and participate in real educational projects; enhance communication, problem-solving, and teamwork skills.
- seek opportunities and work experience – intern at educational organisations, attend workshops and career events, and connect with experts, lecturers, and businesses to find employment opportunities.
- keep learning and stay updated with trends – follow trends in digital education, AI, and modern teaching methods; take additional courses in educational technology and management.

# Alumni Case Studies:

## From campus to career in Education

### Nguyen Viet Anh



Private Tutor  
Psychotherapy – Therapist

#### Educational Background

- Completed 11th grade in Viet Nam (GPA: 8.6)

#### UK Study Path

- A-levels (AAAA in Mathematics, Further Mathematics, Physics, and Chemistry) at Abbey College, Cambridge. Awarded a scholarship for 50 per cent of tuition fees
- Diploma in Mechanical Engineering, University of Bristol
- BA in Psychology (Upper Second Class Honours), Open University
- MSc in Psychology (Upper Second Class Honours), University of Reading

#### Important skills for current job/ work sector (1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Develop an ability to understand others' needs without preconceptions

#### While studying in the UK

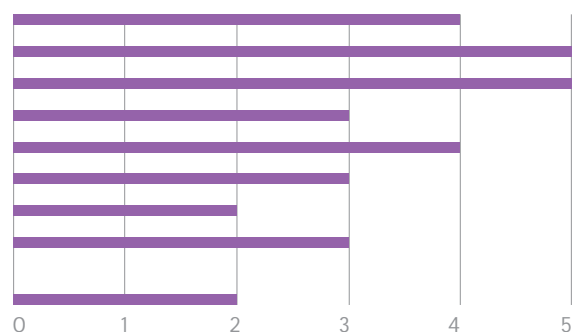
- Participated in the British Council Pre-departure Briefing event
- Provided support to Vietnamese students studying abroad in the UK and other countries
- Volunteered with an NGO supporting ethnic minority students in Ha Giang, working alongside educational specialists to deliver teacher training initiatives

#### Advice on Work Placements, Internships, and Employment after Graduation

- Volunteer with NGOs to build experience and demonstrate commitment
- Network with talented and passionate people who can offer guidance and support

#### Useful websites, resources, communities

- AI tools
- Google Office Suite (especially Google Spreadsheet)
- Talented people from your network



- Be proactive and self-directed in both academic and professional contexts

# Alumni Case Studies:

## From campus to career in Education

### Bui Thi Tu Anh



Education Manager & Associate Partner, Green Transition Training and Consulting Company Limited

#### Educational Background

- Bachelor's degree in Business Administration, International School of Business, University of Economics, Ho Chi Minh City

#### UK Study Path

- MSc in Sustainability, Entrepreneurship, and Design, Brunel University London
- Awarded the British Council Women in STEM scholarship, which covered tuition fees and living costs

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Tackling challenges in sustainability education and consulting with innovative approaches
- Building partnerships with businesses, educators, and policymakers

#### Extracurricular and Professional Experience

##### Prior to studying in the UK

- Served as Co-founder of Sky Up (Online beauty store, e-commerce, customer engagement)
- Volunteered for Skill Bridge Program (Women's leadership, project for Saigon Children's Charity)
- Served as Standing Committee Member – Ho Chi Minh Communist Youth Union (Community projects, volunteering, youth engagement)

##### While studying in the UK

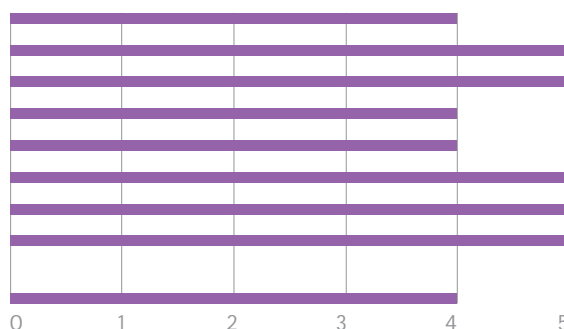
- Attended industry events and job fairs, connecting with sustainability, entrepreneurship, and manufacturing professionals
- Joined career workshops and development programs to boost industry knowledge and employability
- Took on part-time roles that strengthened communication, adaptability, and problem-solving
- Took part an innovation challenge, developing creative solutions to real-world problems through the 2023 RSA Student Awards
- Engaged in a startup ecosystem tour London Venture Crawl with students from Brunel and other universities, participated in business idea pitching and competitions

#### Advice on Work Placements, Internships, and Employment after Graduation

- Engage with a startup ecosystem tour and participate in business idea pitching and competitions
- Connect with sustainability professionals, discussing industry trends and opportunities in sustainable transformation through networking events like IEMA Networking Event

#### Useful websites, resources, communities

- The Institute of Environmental Management and Assessment (IEMA), the global professional organization in environmental and sustainability

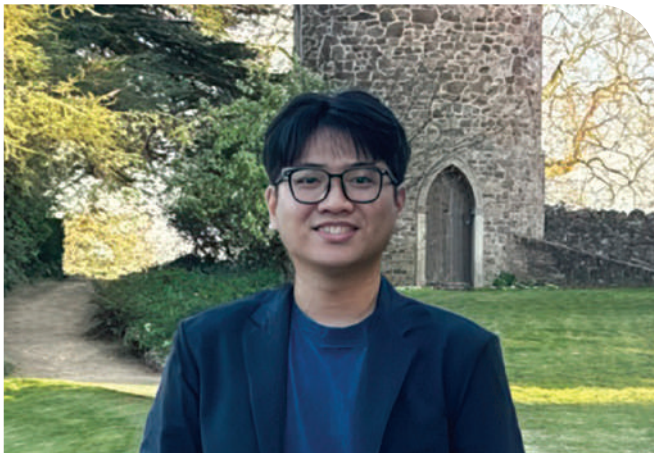


- Learning about ESG frameworks and sustainability regulations while strengthening resilience and emotional intelligence

# Alumni Case Studies:

## From campus to career in Education

### Cao Hoang Duc



Academia (Mathematics) – PhD Candidate and Graduate Teaching Assistant

#### Educational Background

- Graduated from Le Hong Phong High School for The Gifted, Ho Chi Minh City

#### UK Study Path

- A-levels (A\*A\*A), Ashbourne Independent Sixth Form College. Received a scholarship for 100 per cent of tuition fees
- MSc in Mathematics (with Distinction), University College London
- PhD Academia (Mathematics), King's College London. Received a scholarship for 100 per cent of tuition fees and an annual stipend

#### Important skills for current job/ work sector (1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Extracurricular and Professional Experience Prior to studying in the UK

- Served as mentor for high school students at a summer program in Ho Chi Minh City

#### While studying in the UK

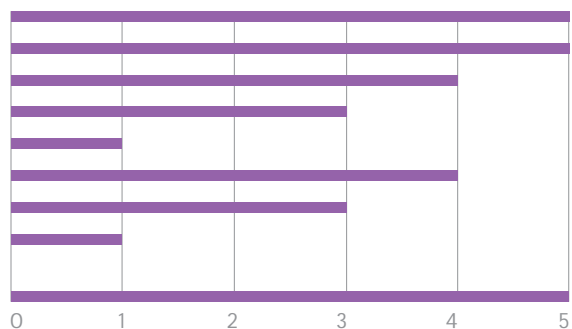
- Attended UCL's career workshops and mentor activities
- Participated in research projects from the Mathematics Department at UCL to gain more research skills

#### Advice on Work Placements, Internships, and Employment after Graduation

- Gain teaching and communication skills by working as a teaching assistant or tutor to engage students and excel in academic roles

#### Useful websites, resources, communities

- LinkedIn



#### Other skills

- Cultivate patience and perseverance to overcome challenges and achieve long-term success

# Alumni Case Studies:

## From campus to career in Education

### Huynh Luu Duc Toan



The profile photo and name have been altered to protect the interviewee's privacy per their request

Associate Professor in Applied Macroeconomic Analysis, Queen Mary University

#### Educational Background

- Bachelor's degree in Business, Foreign Trade University, Viet Nam
- Master's degree in Economics, Toulouse School of Economics, France
- Master's degree in Finance, Nantes University, France
- PhD in Economics, WHU – Otto Beisheim School of Management, Germany

#### UK Study Path

- MSc in Computer Science, University of York, UK

#### Important skills for current job/ work sector (1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Extracurricular and Professional Experience Prior to studying in the UK

- Served as lecturer at the University of Southampton, UK
- Acted as visiting lecturer at the University of Economics, Ho Chi Minh City, Viet Nam
- Received the Postgraduate Certificate in Teaching in Higher Education, Queen Mary University
- Awarded full scholarship for top future leaders (politicians) in ASEAN

#### While studying in the UK

- Served as Teaching and Research Associate at WHU – Otto Beisheim School of Management, Germany
- Engaged in multiple research projects and published papers in peer-reviewed journals

#### Advice on Work Placements, Internships, and Employment after Graduation

- Proficiency in programming languages such as Python, R, and Stata is essential for empirical research, particularly in economics and computer science
- Tackle problems from multiple angles to contribute to innovative, interdisciplinary solutions

#### Useful websites, resources, communities

- jobs.ac.uk
- inomics.com
- Vietphd.com
- LinkedIn and Twitter



# Expert and alumni insights in Finance and Banking

Featuring industry professionals and real-life case studies shared by alumni



# Student Learning and Career Paths in Finance and Banking

Sharing from expert

## Doan Ngoc Khanh Chi

**Country Human Resources Officer (CHRO)  
Citibank Vietnam**

Doan Ngoc Khanh Chi is the Country Human Resources Officer (CHRO) for Citibank Vietnam, where she leads the country's HR agenda and strategies in alignment with business goals. Prior to Citi, Chi served as the Human Resources Relationship Manager at HSBC Vietnam and held roles at Navigos Group Vietnam in Executive Search and Selection and Human Resources Advisory Services at Ernst & Young Vietnam. Through her experience, she provides valuable advice on succeeding in Finance and Banking.



### **In the field of finance/banking, the three most essential skills are:**

- effective communication – banks provide financial advisory services and products to corporations or individual customers. Communicating effectively and with impact is essential so bankers can identify and consult customers for the right financial solutions.
- financial analysis – bankers must understand their customers' financial performance to provide them with the most suitable financial products and services based on their banks' strategies and priorities.
- risk management – banks expect every banker to understand and mitigate risks. Risks can include fraud, violating border or regulatory regulations, and other actions that result in financial loss, reputation damage, or legal consequences.

### **The current job market and promising areas for recent graduates:**

The banking sector in Viet Nam is undergoing a transformation focused on efficiency, growth, and digitalisation. New graduates can explore exciting opportunities in corporate relationship management, retail banking sales, and operations.

### **To stand out and succeed in the finance / banking industry, graduates should:**

- demonstrate a strong compliance mindset
- adapt to digital transformation
- show the ability to multitask
- maintain strong customer service orientation
- apply problem-solving skills
- master excellent communication in both English and Vietnamese.

# Alumni Case Studies:

## From campus to career in Finance and Banking

### Hoang Tran Tuan Minh



Deloitte London – Audit and Assurance Associate

#### Educational Background

- Graduated from Ha Noi-Amsterdam High School for the Gifted (GPA: 9.0)
- Received an IELTS score of 8.0

#### UK Study Path

- A-Levels, Oxford Sixth Form College (A\*A\*A\* Economics, Business Studies, Mathematics). Awarded a scholarship for 100 per cent of tuition fees
- BSc in International Business Management, University of Bristol. Funded by a £15,000 Think Big Scholarship

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Technically relevant skills within audit/accounting

#### Extracurricular and Professional Experience

##### Prior to studying in the UK

- Served as Vice President of Ams Baking Club. Responsibilities included networking, communication skills, financial management and logistics
- Served as Head of Operations and logistics at six charity events

##### While studying in the UK

- Served as Student Ambassador for Oxford Sixth Form College
- Represented the University of Bristol as a Student Ambassador
- Served as Vice President of the Bristol Consulting Society
- Received an offer for the HSBC UK Banking Summer Internship
- Completed an internship with Deloitte UK in auditing and insurance
- Accepted a return offer for the Deloitte UK Graduate Scheme in London

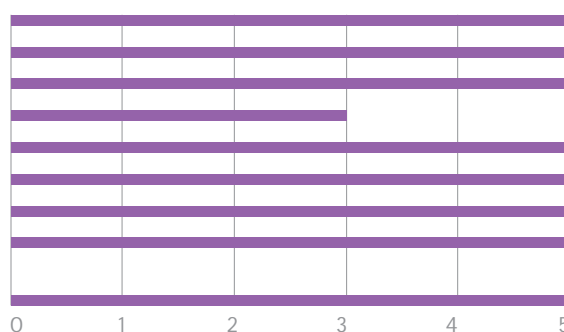
#### Advice on Work Placements, Internships, and

##### Employment after Graduation

- Apply for summer internships and vacation schemes within various industries
- Proactively engage with recruiters via LinkedIn and career fairs
- Keep in touch with past hiring managers via social media
- Participate in various part-time jobs before applying to a full-time job to gain cultural experience

#### Useful websites, resources, communities

- Job-search website: LinkedIn, Indeed
- Companies' own websites
- Prestigious news forums: The Financial Times, BBC, The Guardian



# Alumni Case Studies:

## From campus to career in Finance and Banking

### Nguyen Thi Mai Trang



The profile photo and name have been altered to protect the interviewee's privacy per their request

Bank Officer

#### Educational Background

- Graduated from the joint education programme at the Institute of Finance and Banking, Foreign Trade University (GPA: 8.0)
- Received an IELTS score of 7.0

#### UK Study Path

- BA in Business with Finance (fast-track entry into the third year), University of Greenwich. Awarded a £1,000 scholarship
- MSc in Financial Management, London Middlesex University. Awarded a scholarship for 70 per cent of tuition fees

#### Important skills for current job/ work sector (1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Data analysis

#### Extracurricular and Professional Experience While studying in the UK

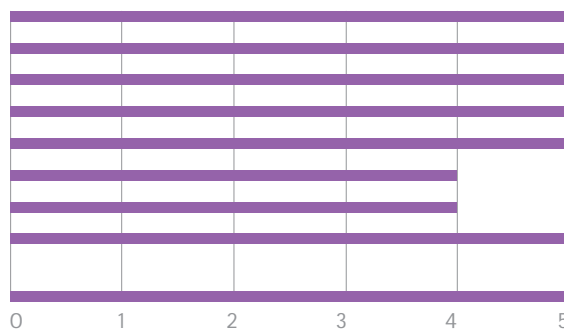
- Took a part-time job to improve communication skills
- Participated in a university mentoring scheme with mentors from UK banks to better understand the professional environment

#### Advice on Work Placements, Internships, and Employment after Graduation

- Network with employees from UK banks through the university mentor scheme to understand working environment, recruitment requirements and basic procedure in banks

#### Useful websites, resources, communities

- Job-search and experience-sharing Facebook groups like 'Thực tập sinh tại Big 4' or 'Hội những người sắp đi UK'
- The Vietnamese Student Association in the UK (SVUK) forum



- SQL and Python
- Research and information-gathering skills

# Alumni Case Studies:

## From campus to career in Finance and Banking

### Dinh Thy Huong



Financial Reporting – Finance Graduate

#### Educational Background

- Graduated from high school (GPA: 3.99/4.0)
- Graduated with a Bachelor's degree in International Business and Finance (with Distinction), RMIT University, Viet Nam. Awarded a scholarship from RMIT University, Viet Nam
- Received an IELTS score of 8.0

#### UK Study Path

- MSc in Banking and Finance (with Distinction), King's College London

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Interpersonal skills
- Negotiation/debate skills
- Numerical and verbal reasoning

#### Extracurricular and Professional Experience Prior to studying in the UK

- Worked as a Management Trainee at Nestlé Vietnam

#### While studying in the UK

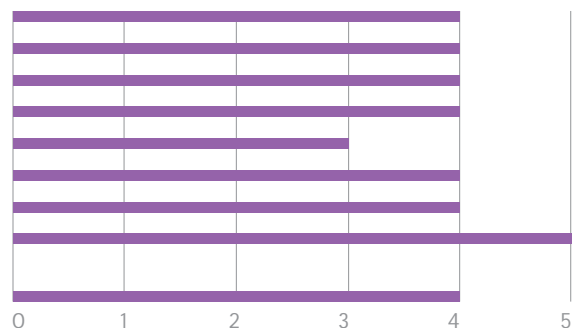
- Attended career workshops in university
- Built professional networks with other finance professionals through LinkedIn and events
- Participated in an investment project with HSBC's former Global Head
- Joined King's Investment Fund as an Equity Analyst
- Attended multiple networking and finance events at King's College London

#### Advice on Work Placements, Internships, and Employment after Graduation

- Utilise professional platforms such as LinkedIn, social media, and career events to expand networks and explore job opportunities

#### Useful websites, resources, communities

- LinkedIn
- University's career website



# Alumni Case Studies:

## From campus to career in Finance and Banking

### Dao Phuong Dong



The profile photo and name have been altered to protect the interviewee's privacy per their request

Finance – Postdoctoral Research Associate

#### Educational Background

- Bachelor's degree in Banking and Finance, Viet Nam National University
- CFA Level 1 Certification

#### UK Study Path

- MBA in Finance, Bangor University
- PhD in Finance, Coventry University. Fully funded PhD scholarship (both tuition fees and living expenses)

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Resilience and a strong work ethic
- Focused ambition
- Critical thinking
- Leadership

#### Extracurricular and Professional Experience

##### Prior to studying in the UK

- Worked as a Finance Lecturer at Viet Nam National University
- Co-authored a research article with a professor from the University of Alberta
- Served as the President and Co-founder of Viet Nam National University's first Investment Club and Student Investment Fund

##### While studying in the UK

- Advised a Vietnamese company on stock-exchange listings and investment strategies

#### Advice on Work Placements, Internships, and

##### Employment after Graduation

- Acquire relevant certificates such as CFA
- Take part-time jobs to gain valuable industry insights, learn the detailed processes behind IPOs, monitor market fluctuations, and strengthen investment-analysis skill

#### Useful websites, resources, communities

- VietPhD



# Alumni Case Studies:

## From campus to career in Finance and Banking

### Duong Minh Anh



The profile photo and name have been altered to protect the interviewee's privacy per their request

Finance and Banking – Lecturer

#### Educational Background

- Graduated with a Bachelor's degree in Economics (with Distinction), National Economics University
- Received an IELTS score of 7.5

#### UK Study Path

- MSc in Financial Trading (with Distinction), Coventry University. Awarded for Highest achievers of Coventry University

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Research skills
- Creativity

#### Extracurricular and Professional Experience

##### Prior to studying in the UK

- Awarded Consolation Prize in the University-level Student Scientific Research Competition
- Worked as Lecturer assistant of Securities Department, Faculty of Banking and Finance, Foreign Trade University, Viet Nam

##### While studying in the UK

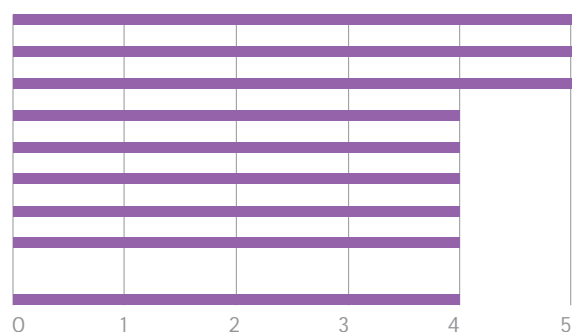
- Joined tutoring activities organised by my university library
- Mentored classmates during the exam period
- Won first prize in an academic research competition for finance students, organised by the Project Darts

#### Advice on Work Placements, Internships, and Employment after Graduation

- Network with talented Vietnamese students around the world in the same specialisation
- Join competitions to gain more hands-on experiences related to the chosen field, like public speaking and equity research

#### Useful websites, resources, communities

- The Project Darts



# Expert and alumni insights in Law

Featuring industry professionals and real-life case studies shared by alumni



# Student Learning and Career Paths in Law

Sharing from expert

## Jeremy Sargent OBE

**Founder and Managing Partner  
JSA**

Jeremy Sargent OBE is an experienced business professional and entrepreneur with nearly 20 years of experience as a lawyer. He has advised international clients across various industries, with general corporate, commercial, employment, regulatory, M&A, and commercial contracts expertise. As the founder and managing partner of JSA, a legal consulting firm, he serves clients ranging from individuals to Fortune 500 companies. Reflecting on his career, he discusses the qualities and skills needed to succeed in Law.



### **In the field of law, the three most essential skills are:**

- deep legal knowledge and critical thinking – understanding the law is just the start. Great lawyers do not stop at surface-level answers. They ask questions, explore issues from different angles, and think critically to find the best solutions.
- creative and strategic thinking – law is not just black and white. Lawyers need to think outside the box, stay flexible, and devise innovative, strategic ways to approach each case. Creativity provides an edge when solving complex challenges.
- empathy and communication – it is not just about the law; it is about people. Good lawyers put themselves in their client's shoes, understand their needs, and turn that into a clear plan to solve the problem. Building trust and communicating well is just as important as knowing the law. These soft skills help lawyers connect, collaborate, and make a real impact.

### **The current job market and promising areas for recent graduates:**

Law is one of the essential foundations of society. Lawyers play a vital role – not just in advising clients and reviewing contracts, but also in protecting rights, upholding justice, and ensuring fairness. They are a key part of the system that keeps power in check and society balanced.

Promising areas for law graduates include litigation, where lawyers represent clients in court; employment law, which focuses on workplace rights; and intellectual property, protecting inventions and creative works. With the digital era, data protection and cybersecurity law are increasingly vital, alongside M&A, supporting business growth through deals, and regulatory law, ensuring compliance in complex industries.

### **To stand out and succeed in the law industry, graduates should:**

- be different – achieving good grades is essential but not enough. To stand out, graduates need to show a unique quality. Ask: What makes me interesting? What personal strengths or experiences can I bring to a team? Why would clients want to talk to me? Consider how background, personality, and values can add value to a firm.
- seek out experience and network – make the most of every opportunity to build experience and connections. Apply for summer placements or internships, volunteer at legal events or with NGOs, or attend networking events and reach out to legal professionals directly.
- be proactive – successful graduates introduce themselves to those who could support their career and show them what they can offer. **Remember that firms need great people as much as graduates need great opportunities.**

# Alumni Case Studies:

## From campus to career in Law

### Le Duc Trung



Finance & Projects – Associate, Baker McKenzie Vietnam

#### Educational Background

- Bachelor's degree in Law, University of Economics and Law in Ho Chi Minh City

#### UK Study Path

- LLM in International Corporate, Business and Finance Law, Liverpool John Moores University. Awarded LLM – Hodgson Law Scholarship, which covered tuition fees and living costs
- Diploma in Law, BPP University, Manchester

#### Important skills for current job/ work sector (1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Develop commercial awareness and business acumen to understand industry trends and make informed decisions

#### Extracurricular and Professional Experience

- Worked at a regional firm in Ho Chi Minh City, Viet Nam

#### While studying in the UK

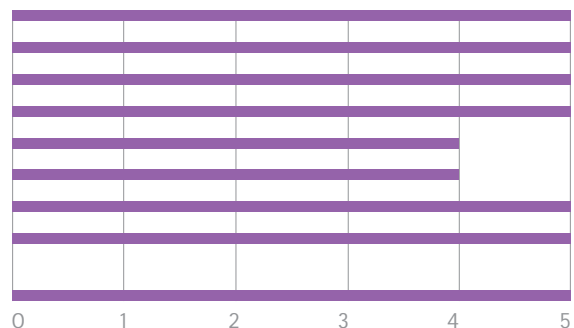
- Joined Clinical Legal Education (CLE) Programme and Moot Court and Legal Research Competitions (Part of CLE - UEL programme)
- Took part-time work at a Manchester law firm, gaining exposure to the UK legal system

#### Advice on Work Placements, Internships, and Employment after Graduation

- Apply legal knowledge in practice while actively developing essential professional skills
- Build strong communication and negotiation abilities to effectively advocate and collaborate in legal settings

#### Useful websites, resources, communities

- LinkedIn
- Economist
- The lawyer
- Thomson Reuters



- Enhance time management and multi-tasking abilities to efficiently handle multiple responsibilities and meet deadlines

# Expert and alumni insights in Media, Communication and Marketing

Featuring industry professionals and real-life case studies shared by alumni



# Student Learning and Career Paths in Media, Communication and Marketing

Sharing from expert

## Do Thi Hai Dang

**CEO**

**Le Bros and Dep Magazine**

Do Thi Hai Dang is a seasoned communication expert with over 15 years of experience advising international and local organisations. She currently leads as CEO of Le Bros and Dep Magazine. Hai Dang specialises in brand strategy, crisis communication, and media relations. She is also a respected lecturer, teaching Public Relations and Advertising at the Academy, where she mentors young professionals and helps prepare the next generation for global opportunities. With her wealth of experience, she offers insights into what it takes to stand out in Communication.



### **In the field of communication, the three most essential skills are:**

- connectivity and networking – building strong relationships with communities, media, and industry professionals is essential to creating meaningful impact and influence. Great communicators do not just speak – they connect, engage, and inspire trust.
- data-driven creativity – in today's digital world, creativity needs to be guided by data. By understanding audience insights, communicators can craft personalised, targeted messages that resonate more deeply and drive better results.
- agility and adaptability – the communication landscape changes fast. Success depends on adapting quickly, staying curious, and continuously learning. Embracing new tools and trends helps communicators remain relevant and ahead of the curve.

### **The current market and promising areas for recent graduates:**

Today's communication job market is dynamic and full of opportunities where traditional and digital media come together. With the rise of social platforms, AI, big data, and automation, how we create and share information is evolving fast.

Thus, exciting career paths for new graduates include:

- digital marketing and content creation, especially in social media
- media analytics – using big data to improve communication strategies
- integrated communication – blending PR, advertising, and events to build strong brand stories.

### **To stand out and succeed in the communication industry, graduates should:**

- develop strategic thinking – set clear goals, plan effectively, and build a personal brand.
- improve tech proficiency – master digital tools, AI, and data analytics to improve efficiency and stay ahead of the curve.
- strengthen teamwork and interdisciplinary communication – collaborate effectively across departments.
- hone core skills – writing, research, storytelling, and critical thinking are all central to the job.
- acquire advanced skills – become proficient in data analysis, digital media management, AI applications, and cross-platform content optimisation.

# Alumni Case Studies:

## From campus to career in Media, Communication and Marketing

### Vo Tran Tuyet Anh



The profile photo and name have been altered to protect the interviewee's privacy per their request

English Teacher

#### Educational Background

- Graduated with a BA (Hons) in Business Administration, majoring in Marketing (GPA: 3.14/4)
- Awarded a direct scholarship offer from the University of Economics Ho Chi Minh City
- Earned Google Online qualifications such as Google Search Certificate
- Received an IELTS score of 8.0

#### UK Study Path

- MSc in Advertising and Marketing Communication, Nottingham Trent University, funded by a merit scholarship covering 30 per cent of the tuition fees for one year of study in the UK

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Extracurricular and Professional Experience

##### Prior to studying in the UK

- Worked as a member of the External Communications Department of CAM Club, UEH-ISB
- Founded the BEAST Football Club at UEH-ISB

##### While studying in the UK

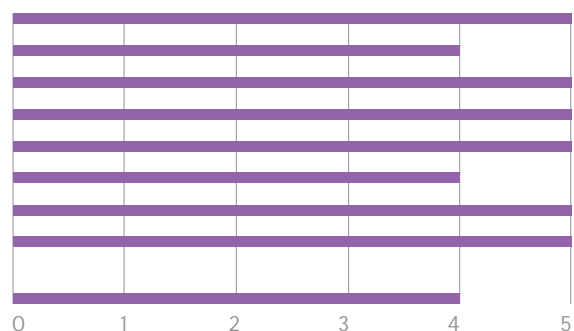
- Served as Student Ambassador at Nottingham Trent University
- Worked as a Vietnamese interpreter for an agency specialised in helping Vietnamese citizens in the UK
- Led multiple group projects while at university

#### Advice on Work Placements, Internships, and Employment after Graduation

- Actively join communities and find mentors to support both personal and professional growth

#### Useful websites, resources, communities

- Free online courses: Udemy, Coursera
- Facebook groups: University's group and internship and job opportunity groups in Ho Chi Minh City



# Alumni Case Studies:

## From campus to career in Media, Communication and Marketing

### Ngo Thi Uyen



Final-year student at Bournemouth University

#### Educational Background

- Graduated with a Bachelor's degree in Journalism from the Academy of Journalism and Communication, Viet Nam
- Received an IELTS score of 7.0

#### UK Study Path

- MA in Multimedia Journalism (with Distinction) at Bournemouth University. Funded by a £3,500 scholarship

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Reporting, interviewing, writing, SEO

#### Extracurricular and Professional Experience

##### While studying in the UK

- Worked part-time in a busy coffee shop, enhancing language and communication skills
- Volunteered at a museum, improving skills in public engagement

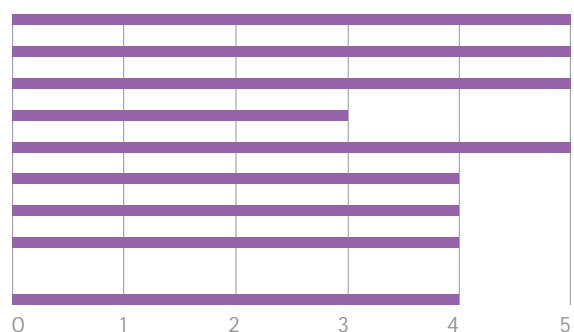
##### Advice on Work Placements, Internships, and

##### Employment after Graduation

- Complete placements in different organisations, gaining diverse experiences
- Hone journalism skills by writing for an online news site
- Seek advice from lecturers to develop knowledge and career readiness

#### Useful websites, resources, communities

- Google News, Twitter and LinkedIn for aspiring journalists



# Alumni Case Studies:

## From campus to career in Media, Communication and Marketing

### Hoang Minh Ngoc



The profile photo and name have been altered to protect the interviewee's privacy per their request

H&K Group, London – Content and Publishing Manager

#### Educational Background

- Graduated from the Foreign Language Specialized School for Gifted Students (GPA: 9.3)
- Received an IELTS score of 8.0

#### UK Study Path

- International Year One programme, University of Sussex
- BSc (Hons) in Marketing and Management (with a professional placement year), University of Sussex

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Extracurricular and Professional Experience

##### Prior to studying in the UK

- Participated in a student club in a Communications and Media role

##### While studying in the UK

- Served as Student Ambassador of University of Sussex
- Talked at the UK Alumni activities
- Completed a placement year on the Marketing and Communications course at the Social Innovation Centre, Cambridge University Business School
- Worked part-time as a waiter and receptionist at restaurants and hotels

#### Advice on Work Placements, Internships, and Employment after Graduation

- Participate in a placement year
- Take various part-time jobs before applying to a full-time job

#### Useful websites, resources, communities

- The university's career centre
- Friends' network
- LinkedIn
- Recruitment agency



#### Other skills

- Organisation and time management

# Alumni Case Studies:

## From campus to career in Media, Communication and Marketing

### Tran Thi Thanh Hien



Head of Marketing & Business Development  
(Strategy, Student Recruitment and Admissions)

#### Educational Background

- Graduated with a Bachelor's degree in International Relations (minoring in International Communications) from the Diplomatic Academy of Viet Nam
- Completed a training programme focused on personality traits, behaviours, and career assessments

#### UK Study Path

- MSc in Marketing Luxury Brands (with Distinction), University of Lincoln. Awarded a scholarship for £5,000 of tuition fees

#### Important skills for current job/ work sector (1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Growth mindset
- People skills, e.g. personal initiative, coachability, and emotional intelligence

#### Extracurricular and Professional Experience

##### While studying in the UK

- Served as a Lincoln Welcome Ambassador
- Worked in multiple part-time roles such as academic assistant, sales assistant, graphic designer, and event collaborator to prepare for full-time employment
- Volunteered at the Student Union, gaining insights into international environments
- Joined various clubs and societies in different roles such as member, team leader, and supervisor

##### Advice on Work Placements, Internships, and Employment after Graduation

- Attend university courses to better integrate as an international student
- Participate in workshops on job searching, digital skills, CV building, and interview techniques to prepare for a career
- Join workshops and panel discussions with local business leaders to explore various industries
- Attend career fairs and local events to expand networks and gain insight into the business environment

##### Useful websites, resources, communities

- University Careers and Employability Centres
- Careers fairs and professional development workshops
- Local organisations and events supporting employability
- Personal networks, including teachers, friends, and colleagues
- Company websites
- Recruitment agencies and online job market websites such as LinkedIn



# Alumni Case Studies:

## From campus to career in Media, Communication and Marketing

### Bui Thi Kim Anh



Freelance content writer  
Regional Alumni Ambassador, Southeast Asia, British Council

#### Educational Background

- Graduated with a Bachelor's degree in Sociology from the University of Social Sciences and Humanities

#### UK Study Path

- MA in International Broadcast Journalism, Birmingham City University

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

Self-confidence	5
Critical thinking	5
Communication skills	5
Leadership	4
Digital skills	4
Collaboration/teamwork	4
Project planning	4
Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)	5
Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)	4

#### Other skills

- Resilience

#### Extracurricular and Professional Experience

##### Prior to studying in the UK

- Worked for a daily newspaper and a TV production company

##### While studying in the UK

- Served as Student Ambassador on Birmingham City University Open Day
- Worked as Tiger TV Producer, a station run by the Student Union
- Took a part-time job as contributor for BBC West Midlands
- Took a part-time job filming for the Library of Birmingham project
- Joined the marketing team of the Birmingham Made Me project

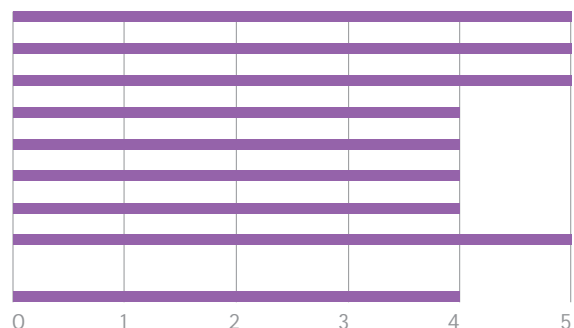
#### Advice on Work Placements, Internships, and

##### Employment after Graduation

- Take freelance work to gain storytelling, writing and filming skills, along with developing a professional network
- Join clubs and social organisations in university to gain diverse skills
- Attend networking events

#### Useful websites, resources, communities

- BBC
- Student Union at the University
- Lecturers



# Alumni Case Studies:

## From campus to career in Media, Communication and Marketing

### Tran The Ban



Marketing Executive

#### Educational Background

- Graduated from James Busby High School, Sydney, Australia
- Graduated with a Bachelor's degree in Marketing, La Trobe University, Sydney Campus (Upper Second Class Honours)

#### UK Study Path

- MSc in Digital Marketing (with Distinction), De Montfort University

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Self-motivation
- Communication
- Programming
- Problem-solving
- Advanced writing

#### Extracurricular and Professional Experience

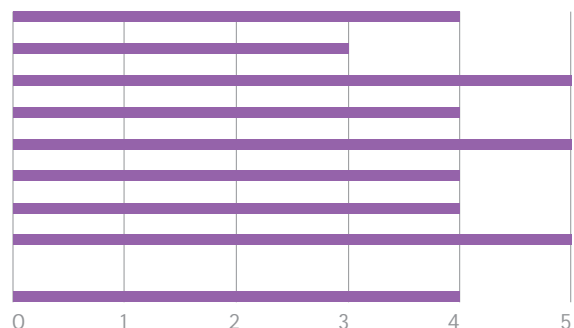
- Enrolled in an online digital marketing course at Ho Chi Minh City Polytechnic College
- Attended networking events to connect with professionals like Vietpro and Project Dart
- Volunteered for a startup on a short-term project to gain hands-on experience
- Completed a free bootcamp course in the UK

#### Advice on Work Placements, Internships, and Employment after Graduation

- Seek volunteer opportunities in the marketing field to build a strong portfolio
- Leverage networking by attending events
- Proactively explore the job market through job search platforms to identify in-demand skills and tools

#### Useful websites, resources, communities

- Community group: Mar-com in EU, The Project Darts and Vietpro
- Website: Unitemps helps students find jobs right on campus



# Alumni Case Studies:

## From campus to career in Media, Communication and Marketing

### Nguyen Viet Anh



The profile photo and name have been altered to protect the interviewee's privacy per their request

Marketing Coordinator at London School of Hygiene & Tropical Medicine (LSHTM)

#### Educational Background

- Graduated with a Bachelor's degree in Environmental Science

#### UK Study Path

- MA in Education, Leeds Beckett University
- MA in Public Relations and Strategic Communication, Leeds Beckett University

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Advocacy
- Policy Understanding

#### Extracurricular and Professional Experience

##### Prior to studying in the UK

- Volunteered and worked on several grassroots environmental education initiatives in Nepal, Viet Nam, Indonesia, and the Philippines
- Collaborated with NGOs and educational institutions to develop content for environmental campaigns and youth capacity-building programmes
- Supported educational outreach and career orientation for young people in rural areas

##### While studying in the UK

- Worked part-time at Leeds Beckett University to support student engagement and international outreach
- Held a 20-hour-per-week contract at Anglia Ruskin University to support various student services and events
- Served as student ambassador at Leeds Beckett University
- Volunteered as a teacher in local community programmes and abroad (Nepal and ASEAN countries)

#### Advice on Work Placements, Internships, and

##### Employment after Graduation

- Participate in leadership and public speaking workshops
- Organise student conferences and mentoring sessions to support fellow international students



- Emotional Intelligence (EQ)

# Alumni Case Studies:

## From campus to career in Media, Communication and Marketing

### Do Ha Linh



Digital Marketing and CRM at LVMH Beauty / Givenchy London

#### Educational Background

- Received an IELTS score of 7.5

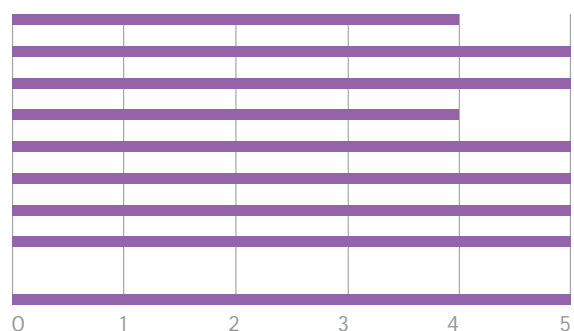
#### UK Study Path

- BA in Marketing Management (First Class), Coventry University London

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)



#### Other skills

- Develop data analytics skills to better understand key metrics and make informed, data-driven decisions

#### Extracurricular and Professional Experience

##### Prior to studying in the UK

- Served as Project Assistant at Boise State University, USA
- Served as Executive Assistant at the Head Office of Vingroup
- Delivered a TED Talk as a Champion of the TEDxcellence Competition, TEDxFTUHanoi 2023
- Ranked among the Top 20 Finalists in the Marketing On Air 2022 Competition
- Served as Vice Head of Media for the Volunteer Student Team (TNT), National Economics University
- Awarded 2nd Runner-Up in the Speak Out! English Public Speaking Competition 2021

##### While studying in the UK

- Joined Marketing & Business Case competitions
- Joined various extracurricular activities, clubs, projects and internships

#### Advice on Work Placements, Internships, and Employment after Graduation

- Get involved in extracurricular activities to gain practical experience (e.g. media, marketing, and design)
- Take on leadership roles to develop transferable skills such as content creation, project management, and team coordination
- Build confidence and expand professional networks, both of which are essential for securing work placements after graduation

#### Useful websites, resources, communities

- The Vietnamese Students Association in the UK (SVUK)

# Expert and alumni insights in Technology

Featuring industry professionals and real-life case studies shared by alumni



# Student Learning and Career Paths in Technology

Sharing from expert

## Tang Cong Hao

**CEO**  
**DayOne**

Tang Cong Hao is a tech founder and engineering leader with a strong product development background. He co-founded his first software agency in college, quadrupling its size before moving on to new ventures. Today, he leads DayOne, a software agency known for its unique technical and business philosophy. Over the years, Hao has built hundreds of products and collaborated with ambitious founders, entrepreneurs, and top-tier technologists. Drawing from his experience, he shares what it takes to stand out in technology.



### **In the field of technology, the three most essential skills are:**

- applying AI in practical contexts – while AI is ubiquitous, its true value comes from knowing how to apply it to solve real problems. Whether enhancing customer experiences or improving team productivity, the ability to deploy AI to support business goals is a game-changer.
- designing robust software – understanding how to build sound systems enables better decision-making and helps prevent system failures at critical moments.
- integrating software and hardware – understanding how software interacts with robots, smart devices, and sensors offers a strong edge in modern tech.

### **The current market and promising areas for recent graduates:**

AI is becoming so advanced that software can be built with fewer engineers – perhaps none in the future for specific tasks. This means many routine coding jobs are at risk, and only top-level, creative engineers will be in high demand.

Thus, new graduates should focus on aligning well with the AI revolution. They could develop expertise in areas such as hardware-software integration (e.g. VR combined with AI, or chip / firmware integration with embedded code), or learn how to apply AI within traditional industries such as healthcare, public services, construction, and agriculture. A narrow focus on software alone may pose significant risks to their careers.

### **To stand out and succeed in the technology industry, graduates should:**

- use a high-quality CV tool – creating a clean, modern CV with tools like linkedcv.io makes a real difference.
- find a career coach – the guidance of senior professionals can provide clarity and a safer path forward.
- contribute to open source – showcasing the ability to work on real-world problems demonstrates initiative and technical competence.
- build strong foundations – mastering core principles of programming, algorithms, data structures, and computer systems is essential.
- sharpen their thinking – developing critical, design, and problem-solving skills is vital in any technology role.
- pursue what they love – a deep passion, boundless curiosity, and a learn-it-all mindset will help graduates thrive in a challenging market.

# Alumni Case Studies:

## From campus to career in Technology

### Nguyen Tran Phuoc Thinh



Software Engineer

#### Educational Background

- Bachelor's degree in Computer Science, Ho Chi Minh University of Science (GPA: 3.78/4.00)

#### UK Study Path

- MSc in Computer Science (with Distinction), Middlesex University, London  
Awarded the British Council Women in STEM scholarship, which covered tuition fees and living costs

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Applies strong communication skills by effectively sharing ideas and collaborating with others

#### Extracurricular and Professional Experience

##### While studying in the UK

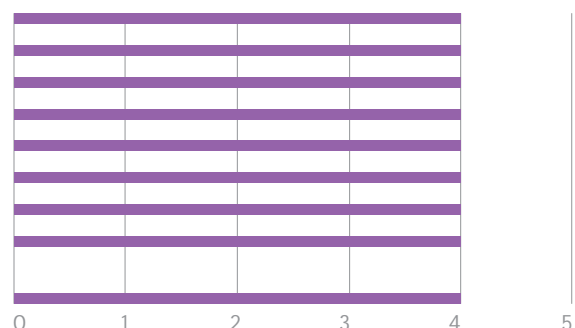
- Participated in both online and offline competitions related to computer science
- Established and led a team to collaborate, share knowledge, and prepare for competitions
- Proactively applied for jobs immediately after relocating to the UK
- Organised hackathons and various webinars to promote women in tech, which attracted more than a hundred female participations

##### Advice on Work Placements, Internships, and Employment after Graduation

- Develop strong core computer science skills through study and practice
- Participate in coding competitions and projects to build experience
- Network with professionals and stay proactive in applying for jobs

#### Useful websites, resources, communities

- LinkedIn: get latest news and explore the job market
- University groups to connect with professionals and expand networks for future career opportunities



- Demonstrates proficiency in project management, effectively planning, executing, and delivering tasks

# Alumni Case Studies:

## From campus to career in Technology

### Le Thu Thao



Ecommerce – Senior Data Analyst and Project Management

#### Educational Background

- Bachelor's degree in Economics, Foreign Trade University, Ho Chi Minh City
- Received an IELTS score of 7.5

#### UK Study Path

- MSc in Data Science, Middlesex University London (with Distinction)  
Awarded the British Council Women in STEM scholarship, which covered tuition fees and living costs

#### Important skills for current job/ work sector (1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Demonstrates persistence in analysing complex datasets to uncover meaningful patterns and solutions

#### Extracurricular and Professional Experience

- Served as a Data Analyst for 4 years in Viet Nam

#### While studying in the UK

- Served as Student Ambassador at Middlesex University
- Attended BCSWomen Lovelace Colloquium to showcase the research on account takeover and expanded professional networks
- Joined Data Science Toastmasters Club to build connections within the data science community
- Interned at a FinTech company as Data Analysis

#### Advice on Work Placements, Internships, and Employment after Graduation

- Build strong skills in data analysis tools like Excel, SQL, and Python, and practice interpreting data to support decision-making
- Gain practical experience through projects, internships, or competitions, and develop effective communication skills to present insights clearly to others

#### Useful websites, resources, communities

- SEO London
- Enactus club
- Toastmaster club



- Able to use storytelling to present data insights clearly and engagingly, helping others understand and act

# Alumni Case Studies:

## From campus to career in Technology

### Luu Tran Minh Anh



Internet of Things – Co-founder and Director of Business Development

#### Educational Background

- Graduated from Le Hong Phong High School (GPA: 9.0)
- Awarded 2nd prize in the citywide Computer Programming student competition

#### UK Study Path

- University Foundation year, EF Brittain College, London (A grade). Received a scholarship for 50 per cent of tuition fees
- BSc in Computer and Business Studies, University of Warwick
- MSc in Information Systems, University of Surrey

#### Important skills for current job/ work sector (1 = least important, 5 = most important)

Self-confidence	5
Critical thinking	5
Communication skills	4
Leadership	5
Digital skills	3
Collaboration/teamwork	2
Project planning	5
Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)	3
Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)	2

#### Other skills

- Demonstrates entrepreneurial spirit through self-learning and proactive skill development

#### Extracurricular and Professional Experience While studying in the UK

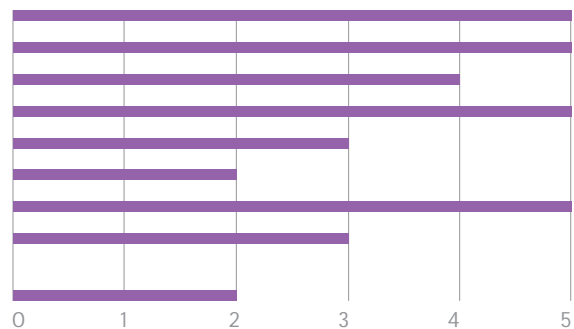
- Took a part-time job in the Food and Beverage field
- Interned at an IT outsourcing company to gain professional skills and insights into a typical IT environment
- Actively participated in job fairs and enterprise events regularly held at the university
- Hosted social campaigns with medium to large audiences while actively involved in university society
- Participated in a non-profit event to expand professional networks

#### Advice on Work Placements, Internships, and Employment after Graduation

- Build strong technical skills through courses, projects, internships, and certifications
- Attend industry events, join online tech communities, and connect with professionals to discover opportunities and gain insight

#### Useful websites, resources, communities

- Vietpro community for pursuing a career in the UK
- UKAV community for advancing a career in Viet Nam



- Applies sales and marketing skills to promote products or ideas effectively and drive business growth

# Alumni Case Studies:

## From campus to career in Technology

### Nguyen Thi Hong Nhung



AI, Machine Learning, Data Science – Data Scientist

#### Educational Background

- Bachelor's degree in Electronics and Telecommunications Engineering, Hanoi University of Science and Technology (GPA: 3.41/4.0)
- Received an IELTS score of 7.0

#### UK Study Path

- MSc in Data Science (with Distinction), Middlesex University, London  
Awarded the British Council Women in STEM scholarship which covered tuition fees and living costs

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Practices strong presentation skills and solid business knowledge to support effective and informed decision-making

#### Extracurricular and Professional Experience

##### While studying in the UK

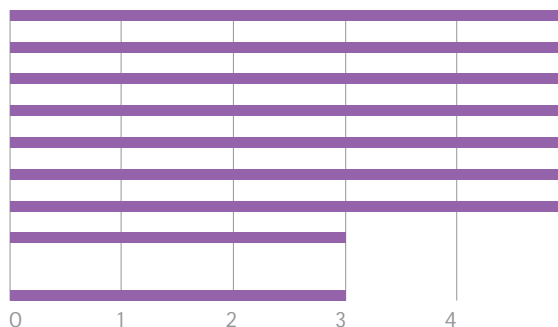
- Served as a Laboratory Research Assistant at university
- Participated in technical contests, conferences, and volunteering activities
- Attended BCSWomen Lovelace Colloquium 2024, organized in Liverpool to gain insights into the latest industry trends, and build connections with professionals
- Joined STEM workshops at Middlesex University to gain practical knowledge, improve problem-solving skills, and connect with industry experts and peers

##### Advice on Work Placements, Internships, and Employment after Graduation

- Build strong technical skills like Python, data analysis, and machine learning, and work on projects
- Gain practical experience through internships and research projects, and actively network by connecting with professionals on LinkedIn

##### Useful websites, resources, communities

- Coursera (<https://www.coursera.org/>)
- edX (<https://www.edx.org/>)
- LinkedIn Learning (<https://www.linkedin.com/learning/>)
- Kaggle (<https://www.kaggle.com/>)
- LeetCode (<https://leetcode.com/>)
- Reddit Data Science Community (<https://www.reddit.com/r/datascience/>)



- Embraces continuous learning and adaptability to stay current with industry trends and respond to changing environments

# Alumni Case Studies:

## From campus to career in Technology

### Nguyen Nguyen Thao



Clinical Management – Research Assistant

#### Educational Background

- Bachelor's degree in Medical Technology , Da Nang University of Medical Technology and Pharmacy (GPA: 3.6/4.0)
- Received an IELTS score of 7.0

#### UK Study Path

- Msc in Global Public Health (with Distinction), Newcastle University
- Awarded the British Council Women in STEM scholarship which covered tuition fees and living costs

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Extracurricular and Professional Experience

- Served as Ethics and Regulatory Assistant at Oxford University Clinical Research Unit for 2 years 8 months
- Volunteered for Prevention and Control of the COVID-19 Pandemic at the Hospital for Tropical Diseases, Ho Chi Minh City, Viet Nam
- Volunteered as an organiser for charity work and outdoor events in Quang Nam and Da Nang City Viet Nam

#### While studying in the UK

- Attended online courses through platforms such as Coursera and HarvardX
- Participated in volunteer work to contribute to the community and develop new skills
- Joined networking events to connect with professionals

#### Useful websites, resources, communities

- ACRP
- SVUK Forum (The Vietnamese Student Association in the UK)
- LinkedIn
- Udemy, Coursera, EdX



#### Other skills

- Develop adaptability and flexibility to handle change effectively and thrive in dynamic work environments

# Alumni Case Studies:

## From campus to career in Technology

### Hua Duc Thien



Research Staff

#### Educational Background

- Graduated with a Bachelor's degree in Electrical and Electronics Engineering, Ho Chi Minh City University of Technology and Education
- Completed a Master's degree in Computer Science at Chung-Ang University, Seoul, South Korea (GPA: 4.45/4.5)

#### UK Study Path

- Research-based PhD Programme, Queen's University Belfast. Awarded a Special Research Scholarship – European Research Council (ERC), Queen's University Belfast (2023 – 2026)

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

Self-confidence	4
Critical thinking	5
Communication skills	4
Leadership	3
Digital skills	4
Collaboration/teamwork	3
Project planning	4
Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)	2
Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)	4

#### Other skills

- Self-motivation
- Communication
- Programming skills

#### Extracurricular and Professional Experience

##### While studying in the UK

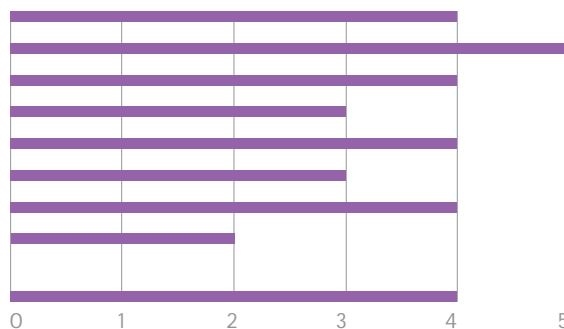
- Worked as Member of the Institute of Electrical and Electronics Engineers (IEEE)
- Received the School Postgraduate Research Committee (SPRC) Paper Award from the School of Electronics, Electrical Engineering and Computer Science, Queen's University Belfast (2025)
- Engaged in several research projects such as End-to-End Ultra-Communication and Networking Technologies, and Reflecting Intelligent Surfaces for Near-field Energy Transfer
- Served as President of the Vietnamese Student Society in Belfast

#### Advice on Work Placements, Internships, and Employment after Graduation

- Participate in student society organisations

#### Useful websites, resources, communities

- AI and IBM Data Science course on Coursera
- British Council Viet Nam English Facebook page for English skill improvement
- Centre for Wireless Innovation LinkedIn page for research engagement in wireless communications



- Problem-solving
- Advanced writing

# Alumni Case Studies:

## From campus to career in Technology

### Tran Vu Quang Vinh



Therapeutic radiographer/Dosimetrist

#### Educational Background

- Completed grade 10 in Viet Nam
- Received an IELTS score of 7.0
- Academic focus on Chemistry

#### UK Study Path

- A-levels in Math, Chemistry, and Biology, Exeter College
- BSc in Radiotherapy and Oncology, University of Hertfordshire. Received NHS funding of £5,000 per year

#### Important skills for current job/ work sector (1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Other skills

- Empathy
- Emotional Resilience
- Adaptability
- Crisis management

#### Extracurricular and Professional Experience

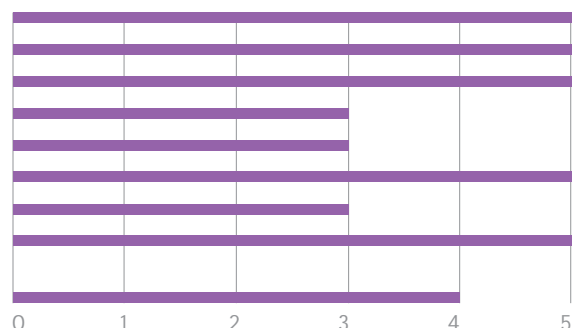
- Gained valuable hands-on experience through clinical placements at NHS hospitals
- Worked with qualified radiographers, understood the workflow of radiotherapy departments, and directly interacted with patients
- Joined student sessions at Society of Radiographers conferences or webinars with ESTRO (European Society for Radiotherapy & Oncology)
- Volunteered at hospitals or cancer support charities like Macmillan

#### Advice on Work Placements, Internships, and Employment after Graduation

- Complete e-learning modules on platforms like eLearning for healthcare (e-lfh) and FutureLearn (e.g., cancer care, patient safety, or communication skills) to gain more skills

#### Useful websites, resources, communities

- Society of Radiographer (sor.org)
- Radchat on Instagram



# Alumni Case Studies:

## From campus to career in Technology

### Vu Huu Bach



The profile photo and name have been altered to protect the interviewee's privacy per their request

Data Analyst

#### Educational Background

- Graduated from Phan Dinh Phung High School with top grades in Mathematics, Computing, Physics
- Received an IELTS score of 7.0

#### UK Study Path

- A Levels, Notre Dame Sixth Form College, Leeds
- BSc in Computer Science, MSc in Data Analytics, MSc in Artificial Intelligence, Birmingham City University

#### Important skills for current job/ work sector (1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Extracurricular and Professional Experience While studying in the UK

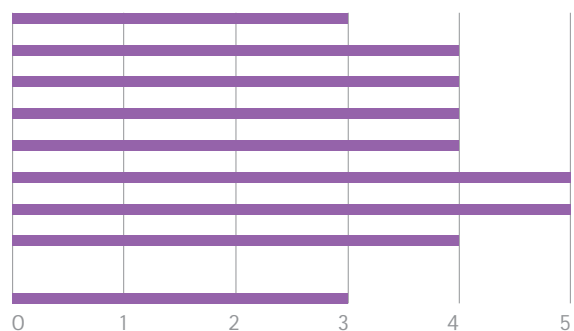
- Joined academic projects and internships to gain experience and build professional connections
- Participated in coding challenges and online courses

#### Advice on Work Placements, Internships, and Employment after Graduation

- Build strong networks and engage with the community to forge valuable connections and create new opportunities

#### Useful websites, resources, communities

- Learning Platforms: Coursera, edX
- Facebook group: SJSH



# Alumni Case Studies:

## From campus to career in Technology

### Bui Dang Toan



The profile photo and name have been altered to protect the interviewee's privacy per their request

Technology – Software Developer

#### Educational Background

- Graduated from Ha Long High School for Gifted Students

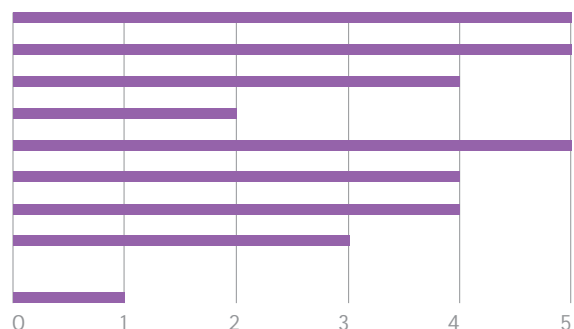
#### UK Study Path

- A-Levels, Abbey College, Cambridge (A\*AB). Awarded a scholarship for 50 per cent of tuition fees
- BSc in Computer Science (with Distinction), Queen Mary University of London

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)



#### Other skills

- Proficiency in Microsoft Excel, PowerPoint, Git, Azure (including working toward certifications to validate tool proficiency)

#### Extracurricular and Professional Experience While studying in the UK

- Participated in a spring week programme during the first year to explore the investment management industry and develop foundational knowledge in finance
- Completed an internship at Barclays as a Technology Developer in the second year, working within the post-trade business analyst team, with a focus on market risk

#### Advice on Work Placements, Internships, and Employment after Graduation

- Attend external career events to understand more about the job application process
- Join networking events in different industries
- Participate in a mentorship programme to connect with other mentees and gain knowledge about different career paths

#### Useful websites, resources, communities

- Job-search websites: LinkedIn, Bright Network, Target Jobs

# Alumni Case Studies:

## From campus to career in Technology

### Nguyen Thanh Huyen



Healthcare – Clinical Pharmacist – Vinmec Healthcare System

#### Educational Background

- Bachelor’s degree in Pharmacy, Pham Ngoc Thach University of Medicine

#### UK Study Path

- MSc in Applied Statistics in Health Sciences (with Distinction), University of Strathclyde  
Awarded the British Council Women in STEM scholarship, which covered tuition fees and living costs

#### Important skills for current job/ work sector

(1 = least important, 5 = most important)

- Self-confidence
- Critical thinking
- Communication skills
- Leadership
- Digital skills
- Collaboration/teamwork
- Project planning
- Intercultural skills (the ability to operate effectively with people from different backgrounds/cultures)
- Global Citizenship (knowledge and understanding of global issues and the wider world and your place in it)

#### Extracurricular and Professional Experience

##### Prior to studying in the UK

- Served as a hospital pharmacist at FV Hospital (Viet Nam), overseeing medication reviews, antibiotic monitoring, oncology preparation, and patient counselling

##### While studying in the UK

- Served as Student Ambassador at Strathclyde to inspire Science students, especially women in STEM
- Attended Glasgow Tech Week 2024 to explore innovations and investments in Health Tech and Social Care
- Volunteered in the Glasgow Bridges Walk 2024 to raise funds and awareness for kidney disease with TeamKidney
- Joined the EU-Viet Nam Research & Innovation Community Meeting to support global research collaboration between the EU and Viet Nam
- Participated in statistical analysis and scientific writing with Professors from the Department of Mathematics and Statistics and Strathclyde Institute of Pharmacy and Biomedical Sciences (SIPBS)
- Supported pharmacy students in data analysis, visualization, and interpretation

#### Advice on Work Placements, Internships, and

##### Employment after Graduation

- Work in real healthcare settings to develop essential skills in patient care, medication management, and collaboration with medical teams

#### Useful websites, resources, communities

- Young Southeast Asian Leaders Initiative (YSEALI)
- The Royal Statistical Society (RSS)
- The Royal Pharmaceutical Society (RPS)
- International Society for Clinical Biostatistics (ISCB)



#### Other skills

- Pay close attention to detail to ensure accuracy and quality in healthcare work
- Develop skills in statistical analysis and data management to support evidence-based decisions
- Gain experience in healthcare consulting to offer valuable insights and improve patient outcomes

# Choosing a Major: Students' Top Questions



# 1. Self-Discovery and Interests

## Personal Interests and Hobbies

- What do you find most exciting to read about?
- Which subjects or topics (inside or outside school) truly excite you and why? Which ones do you explore even outside of class?
- Do you have any hobbies or passions that could relate to a future career?
- Can you name three jobs you would like to do? They do not necessarily have to be related to each other.

## Life Goals and Visions

- What is your dream company to work for? / Who is your dream employer? Why?
- What are your plans after completing your studies?
- What contribution do you want to make to the world / to society?
- What are the things that make you feel fulfilled?
- Where do you see yourself in 5 or 10 years, both personally and professionally?

# 2. Career Exploration and Understanding

## Career Research and Expectations

- Have you ever worked, interned, or joined any activities that helped you explore a certain career?
- Have you explored the job market or researched growing industries in your field of interest? What excites or concerns you about them?
- What is the purpose of studying abroad for you and what is your expectation from that experience?

## Industry Insights

- Are you aware of the job opportunities in the field you are interested in?
- What are the current and future needs of the world or the job market?
- If money and skills were not an issue, what job would you be invested in?

## 3. Strengths and Skills

### Skill Confidence and Development

- What skills do you feel confident in, and how do you enjoy using them? What skills would you like to develop further?
- Are you more interested in practical, hands-on work, or research and theoretical learning?
- What steps are you willing to take to gain experience or develop skills in your field of interest (e.g. internships, volunteering, networking)?

### Strength Identification

- What strengths or skills do you feel most confident in? What strengths and skills do others recognise in you?
- Are you more of a problem-solver, a creator, a helper, or a leader?
- What do you think your strongest/weakest trait is?

## 4. Personality and Working Style

### Working Preferences

- Do you prefer working independently, or do you thrive in team settings?
- What kind of environment or conditions make you feel most comfortable and motivated?
- What kind of work-life balance do you want in your future career (e.g., flexible hours, standard 9-to-5, work from home etc.)?
- Do you prefer working with people, data, or things (machines, tools, etc.)?
- Would you prefer a job with a high salary but demanding workload or a balanced work-life with moderate pay?

### Personal Traits

- Do you consider yourself to be more numerically or verbally inclined?
- Are you willing to sacrifice work-life balance to pursue a long-term career?
- How far can you endure burnout and work-life pressure?
- Are you open to learning new things and adapting to new industries or technologies?

**Disclaimer:** These questions come from student surveys and reflect what students most want to know when choosing a major.

# Further information

## Useful links

Scan the QR to read more about studying in the UK, and what opportunities you will find here.



Scan the QR code to access the student guide on choosing an education agent.




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## Social media

 [https://www.facebook.com/StudyUK.  
BritishCouncil](https://www.facebook.com/StudyUK.BritishCouncil)



 [https://www.instagram.com/studyuk\\_britishcouncil?  
igsh=MXRvZjl5MWxsNGZIZQ%3D%3D&utm\\_  
source=qr](https://www.instagram.com/studyuk_britishcouncil?igsh=MXRvZjl5MWxsNGZIZQ%3D%3D&utm_source=qr)



 <https://twitter.com/StudyUKBritish>



# Further information

## Useful links



<http://www.linkedin.com/showcase/study-uk-british-council/>



<https://www.youtube.com/user/StudyInTheUK>



[https://www.tiktok.com/@studyuk\\_britishcouncil?\\_t=ZS-8yHmJLRp6ue&\\_r=1](https://www.tiktok.com/@studyuk_britishcouncil?_t=ZS-8yHmJLRp6ue&_r=1)



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