



SEAMEO RETRAC, July 13-14, 2023

TRAINING QUALITY AT PRIVATE UNIVERSITIES FROM A MARKETING PERSPECTIVE - FOUNDATION FOR INNOVATION IN GOVERNANCE OF PRIVATE UNIVERSITIES IN HO CHI MINH CITY

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INTRODUCTION

Vietnam is facing a mismatch between the training orientations of private universities and the needs of the labor market.

It leads to a huge gap between university training and employment in the labor market.





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AIMS OF STUDY

Aims to develop the concept of training quality at private universities from the perspective of Marketing

Redefining the factors in the concept of training quality to provide an orientation on training quality in private universities

The basis for innovating private university governance is from the training quality orientation are mentioned above



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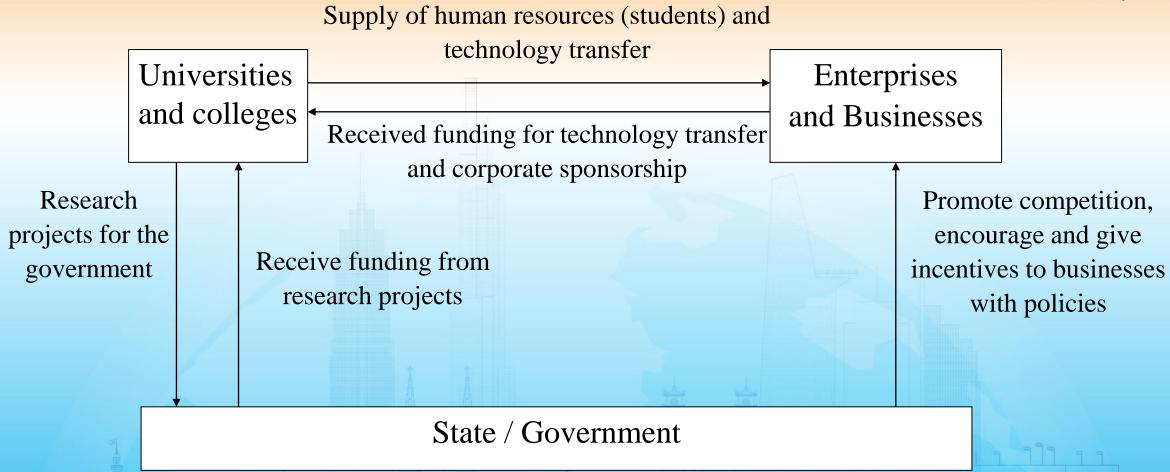


Figure 1: Diagram of the innovative private university governance model





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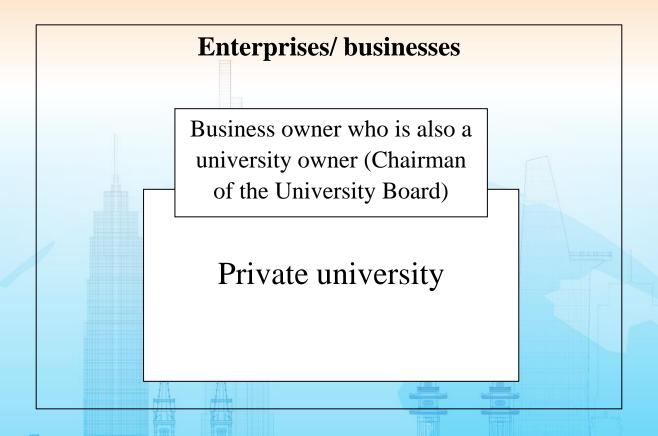


Figure 2: Diagram of the existing private university governance model

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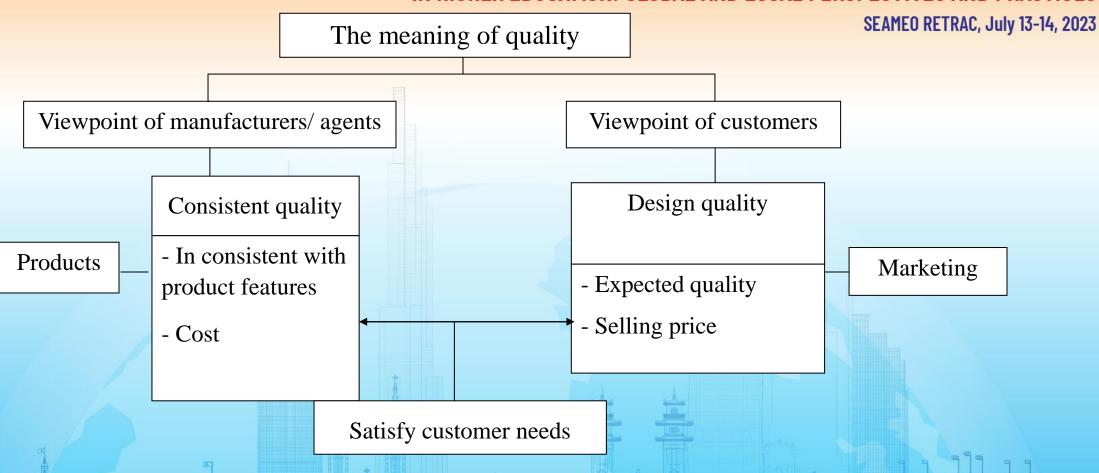
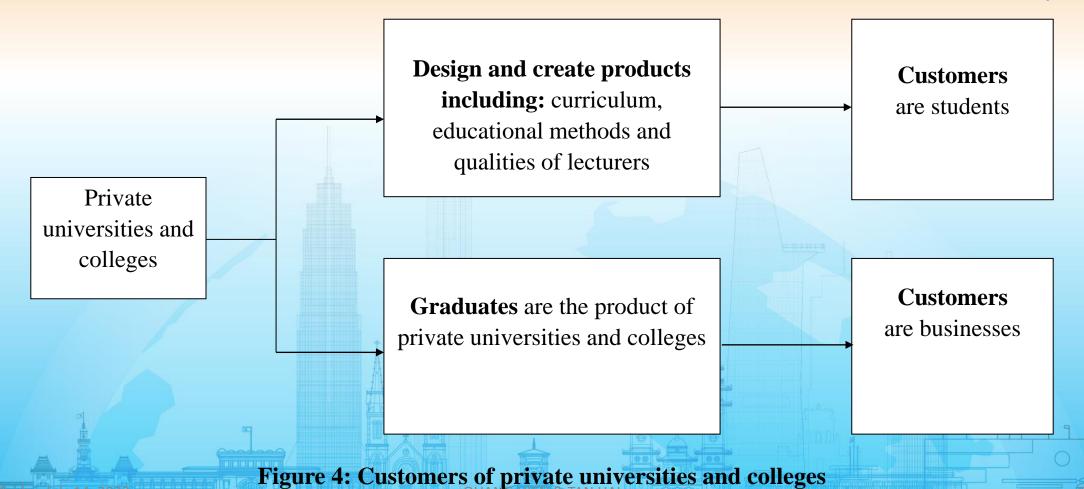


Figure 3: Diagram of the relationship between the two perspectives on quality



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Educational quality of private universities and colleges

Meet the expectations of students: by providing students with products including curriculum, educational methods, quality of lecturers

Meet the expectations of enterprises: by using of the products of private universities (they are graduates)

Figure 5: Two core factors create the educational quality of private universities and colleges

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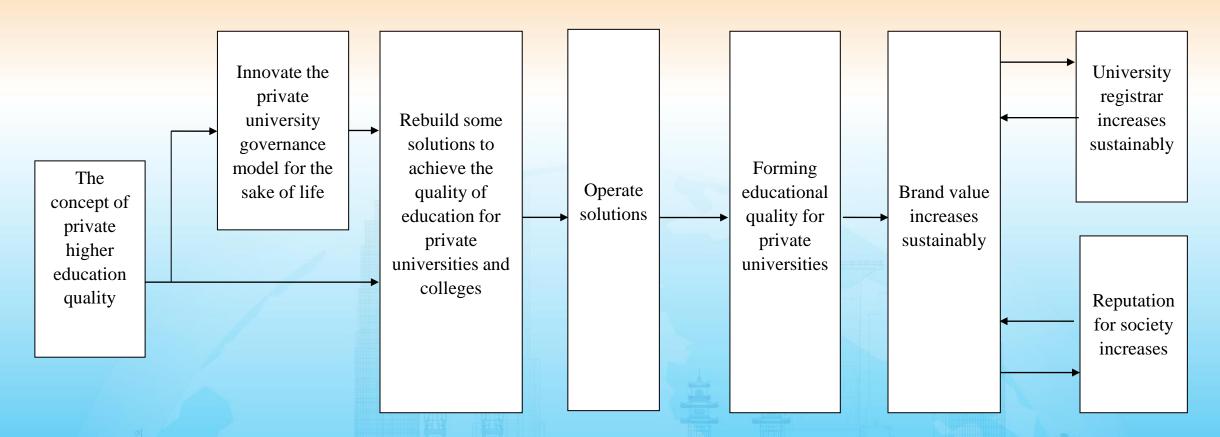


Figure 5: Diagram of the relationship between the concept of educational quality and brand values

Friday, July 14, 2023 QUANG HIEN & TAN HAI



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THANK YOU for YOUR PATIENT LISTENING

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