

ISTNU

The International School of Thai Nguyen University

SOCIAL ENTERPRISE EDUCATION. A CASE STUDY OF THAI NGUYEN UNIVERSITY, VIETNAM

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SPEAKER'S PROFILE

1. Current position

- Vice Dean – International School of Thai Nguyen University
- Director – International Cooperation Centre, TNU
- Senior Lecturer at College of Agriculture, TNU
- National Secretary, International Association for the Exchange of Students for Technical Experience (IAESTE Vietnam)

2. Education background

- 1999, Ph.D. In Agronomy, University of the Philippines Los Banos, Philippines
- 1993, M.S. In Farming System, Chiang Mai University, Thailand
- 1981, B.S. In Agronomy, Thai Nguyen University, Vietnam

PRESENTATION OUTLINE

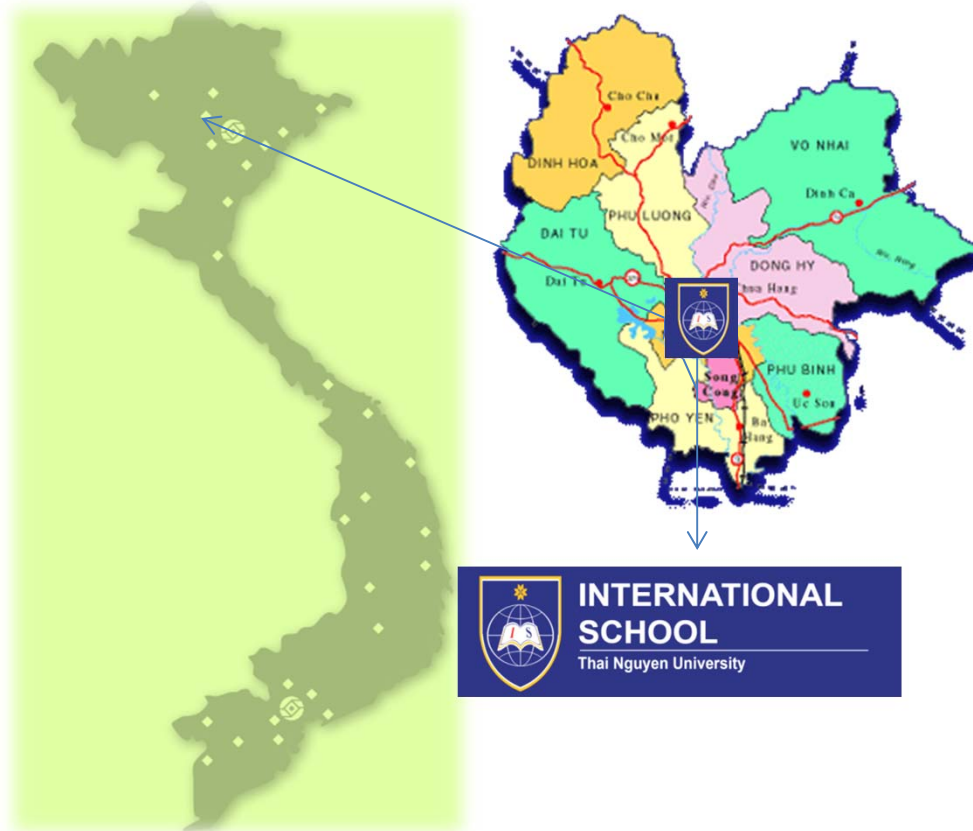
- Thai Nguyen University – International School
- Social Enterprise Education Project (2012-2014)
- Thai Nguyen University as an agent of SEE in Vietnam



THAI NGUYEN UNIVERSITY

- One of the key Regional Universities in Vietnam
- Home to over 90,000 students and 2,700 faculty
- TNU is composed:
 - ❖ 10 Colleges (Uni of Technology, Uni of Education, Uni of Agriculture and Forestry, Uni of Medicine, Uni of Economics and Business Administration, Uni of Science,...)
 - ❖ 3 Research Centres (Institution of Life Sciences, Research Institute of technology & Humanities, Research Development Institute of Advanced Industrial Technology)
 - ❖ 8 Support Centres (Publish house, Centre for National Defense, Distance Training Centre, LRC, CFORD,...)
- Links with over 70 international partners

TNU – INTERNATIONAL SCHOOL



1.5 hour from Hanoi

5 Advanced undergrad programs

3 graduate programs

600 BS. students

300 Grad students

10 partner universities

3 different language training



INTERNATIONAL SCHOOL (ISTNU)

- Established in 2011
- 5 majors, over 600 students
- Imported advanced curricula from the UK: Manchester Metropolitan University, De Montfort University



SOCIAL ENTERPRISE EDUCATION PROJECT

- SEE project was conducted by the International School of Thai Nguyen University (ISTNU), Viet Nam in partnership with Manchester Metropolitan University (MMU) United Kingdom
- Financial support from the British Council, Hanoi and Thai Nguyen University
- Period: 1 November 2012 to 28 February 2014



SOCIAL ENTERPRISE EDUCATION PROJECT

- **Primary purpose:** include the study of Social Entrepreneurship in existing curricula of Thai Nguyen University
- **Other purposes:**
 - ✓ Enhance the reputation of MMU as a provider of Social Enterprise research and education
 - ✓ Strengthen and broaden existing partnership between Thai Nguyen University and Manchester Metropolitan University



SOCIAL ENTERPRISE EDUCATION PROJECT

❖ Major activities

- **Development of learning resources** in support of new curriculum including assessments such as case studies and student projects
- **Awareness raising** programs for organizations, lecturers and students through: joint workshops; a joint MMU – TNU conference; seminars to disseminate learning
- The **piloting** of the new curricula
- **Professional Development of faculty** of the Responsible Business module



SOCIAL ENTERPRISE EDUCATION PROJECT

❖ Social Enterprise learning activities

- Lecture, journal articles and texts
- **Fieldtrips** and visits to working Social Enterprises, case studies, study tours, internships
- **Inviting Social Entrepreneurs for talks** and seminars, collecting stories about social enterprises,
- **Open Days for Social Enterprises** to promote their products & services, inviting Social Enterprises to the university's Graduate Recruitment Days, Social Enterprise Clubs (working with Social Enterprises), and Social Enterprise Business Projects



SOCIAL ENTERPRISE EDUCATION PROJECT

- ❖ **How to apply the SEE project to the training curriculum program of ISTNU:**
 - Write a trail draft of new module called: Responsible Business
 - Developing learning resources of new module: Unit specification, lecture material, assessment, case study
 - Piloting of new module in the existing joint UK-VN programs
 - Organized seminars, workshops, and conferences to develop learning recourses and material
 - Joint delivery of the Responsible Business Module to include Social Enterprise contents for K1 – BA of International Business student (delivered in Semester 1, 2013)
 - Evaluation of the student learning outcomes and teaching



SOCIAL ENTERPRISE EDUCATION PROJECT

❖ What we have done:

- The conference on **Corporate Social Responsibility in Higher Education** between IS and the Vietnamese Business Council for Sustainable Development – Vietnam Chamber of Commerce and Industry (Dec. 2012).
- A training workshop on **social enterprise education: A United Kingdom – Vietnam partnership** between IS and Manchester Metropolitan University (Jul. 2013).
- The conference on **Exchange knowledge and experience of teaching in CSR** between ISTNU and Hanoi National University (Sep. 2013).
- A workshop on **Understanding Social Enterprise** between Centre for Enterprise (MMU) and ISTNU (Nov. 2013)



SOCIAL ENTERPRISE EDUCATION PROJECT

❖ Relevant organizations

- CSIP (the Centre for Social Initiative Promotion), Spark (the centre for social enterprise support in Vietnam)
- Vietnam Women's Union
- PLAN International, International Cooperatives Association
- Vietnam Union of Science & Technology Associations
- Vietnamese NGOs (e.g., those registered with VUSTA), International NGOs (e.g., SNV, World Vision), Disability Associations (e.g., Associations for the Blind, SOS Villages)
- Agricultural cooperatives, Traditional craft villages
- Community projects that make bio-gas, solar and wind energy, organic farms; Organisations that provide social care, job training for disadvantaged people



SOCIAL ENTERPRISE EDUCATION PROJECT

❖ Project outcomes

- Incorporation of Social Enterprise Education the BA in International Business, through the core unit “Responsible Business” (in April, 2014)
- An understanding of the potential relationships for business and Government with community based social enterprises
- A collection of resources for study of social enterprise
- The development of joint research projects in the field of Social Enterprise between TNU and the Centre for Enterprise at MMU
- UK’s reputation is enhanced as a source of expertise and a partner for Social Enterprise development
- Building new and strengthening SEE networks with universities not only in the UK, Vietnam but also other countries

SOCIAL ENTERPRISE EDUCATION PROJECT

“We have identified a broad range of organizations who are relevant to Social Enterprise Education in Vietnam, which can be used for Case Studies, and may like to participate in the delivery of the curriculum” - Dave Greal, Manager International Education Partnerships, Thai Nguyen University





SOCIAL ENTERPRISE EDUCATION PROJECT



“Social Enterprise can be included in many business and management subjects, even if simply to consider how the business and management issues relate to Social Enterprise types of organizations” - Dr Susan Baines, MMU



SOCIAL ENTERPRISE EDUCATION PROJECT

*“A social enterprise is a business with **primarily social objectives** whose **surpluses are principally reinvested** for that purpose in the business or in the community, rather than being driven by the need to maximise profit for shareholders and owners” – Dr. Mike Bull, Centre for Social Enterprise, MMU.*





SOCIAL ENTERPRISE EDUCATION PROJECT

❖ Ideas and recommendations

- The study of Social Enterprise **be incorporated into undergraduate business degrees at every university** in Vietnam
- Opportunities for joint research on:
 - The role of Social Enterprise in addressing disability issues in developing countries;
 - The role of Social Enterprise in making communities stronger in Vietnam



THAI NGUYEN UNIVERSITY AS A SOCIAL ENTERPRISE EDUCATION AGENT IN VIETNAM

❖ Advantages

- Educational impact of Thai Nguyen University in the Northern region of Vietnam
- Advanced curricula imported from UK
- Existing collaboration with UK universities (MMU, DMU), support from British Council Vietnam, relationships with social enterprises, and existing collaboration with Thai Nguyen Provincial government
- Experience in advanced education and research



THAI NGUYEN UNIVERSITY AS A SOCIAL ENTERPRISE EDUCATION AGENT IN VIETNAM

❖ Through education

- **Sharing the learning resources** containing the learning contents of social enterprise with other colleges of TNU and other universities
- **Professional development of faculty** for the delivering of the social enterprise contents
- **Awareness raising programs** for organizations, lecturers and students through: workshops, conferences or seminars



THAI NGUYEN UNIVERSITY AS A SOCIAL ENTERPRISE EDUCATION AGENT IN VIETNAM

❖ Through research

- Conducting joint research on specific topics such as: The potential demand for SE in developing countries, The role of Social Enterprise in addressing disability issues in a developing country, etc.

❖ Through consultation

- **Policy consultation** for the government in developing social enterprises in Thai Nguyen and in Vietnam



THANK YOU FOR YOUR ATTENTION!