

Internationalization strategy of the SEPT Program
Design of market-oriented training
and education products

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Activities



Master's Program (MBA)

Promotion
Institutions

Consulting
Firms

SMEs

Research
Institutions

200 applications per year

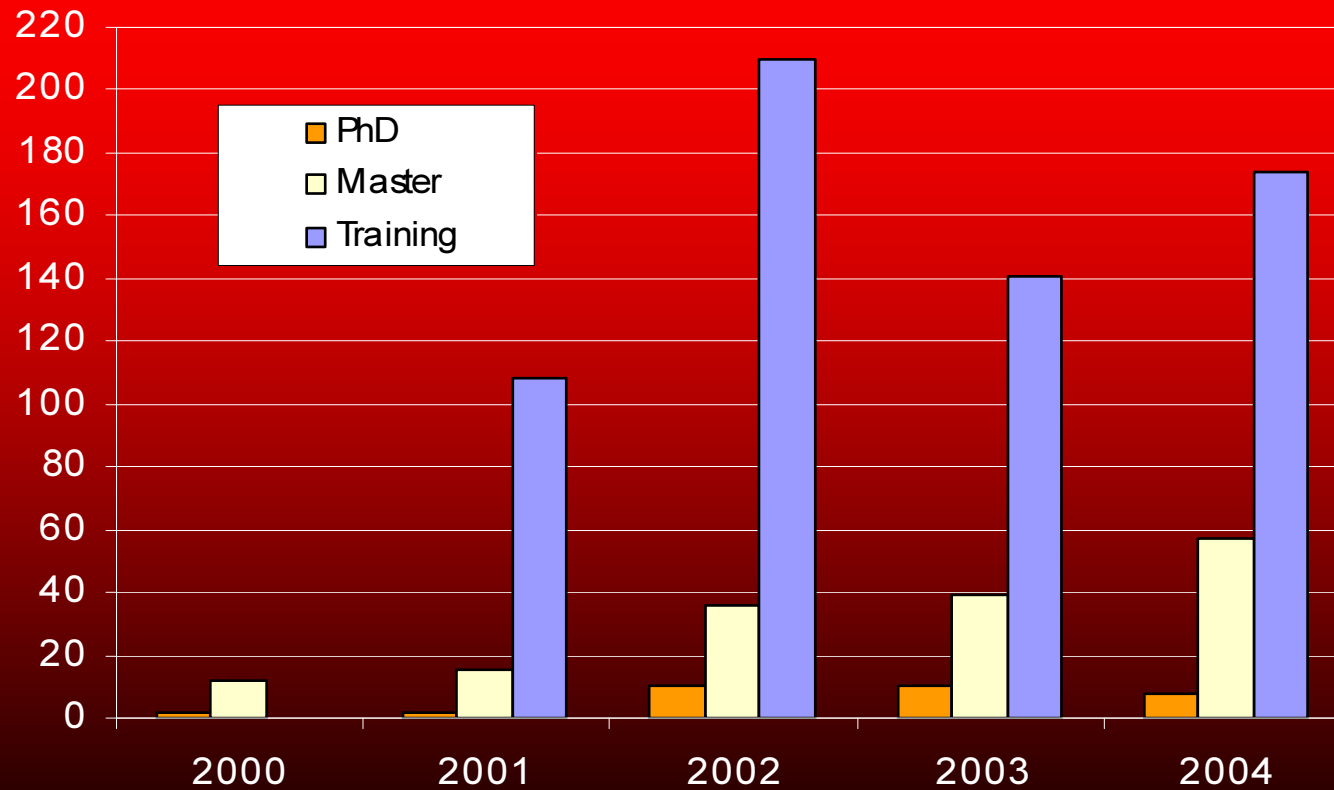
- **20 - 25 participants per year from 10 different countries**
- **Course divided in 7 modules of theory, internship, research abroad, and thesis**
- **Lecturers: 50% academic and 50% national as well as international experts**
- **DAAD Scholarships as well as other institutions**

Training Program

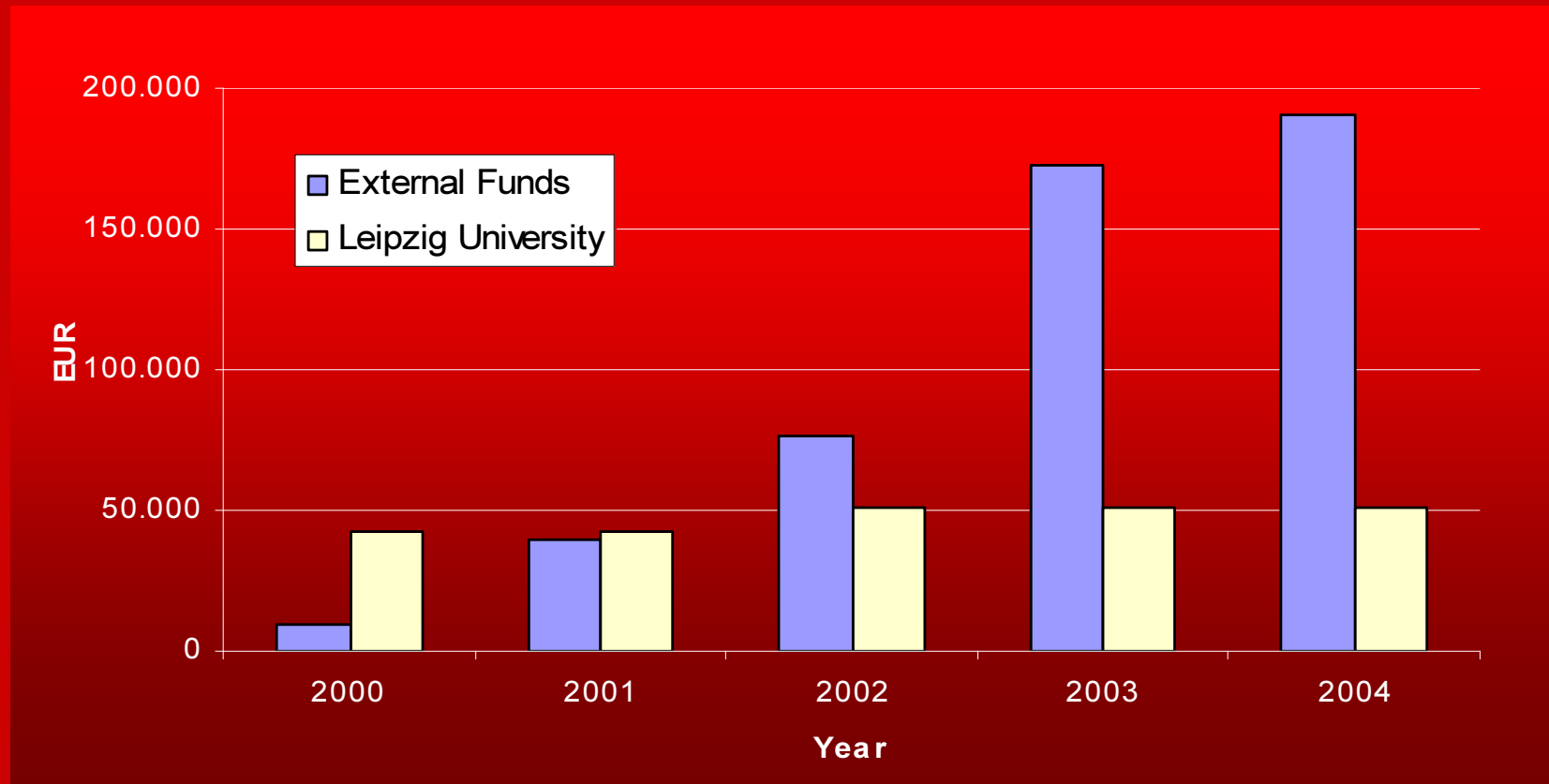
- **Technology and Innovation Management**
 - **Diploma "Innovation Manager in SMEs" in Colombia**
 - **INWENT's "Cooperation in Technology in Latin America" Program**
 - **EU-Project with INWENT in Brazil**
- **Entrepreneurship Promotion**
 - **World Bank project with Hanoi University of Technology**
- **Access to the WTO and its implication for SMEs**
 - **More than 15 manager-trainings in last 3 years**
- **Service Management**
 - **Training for Vietnamese Post and Telecom**



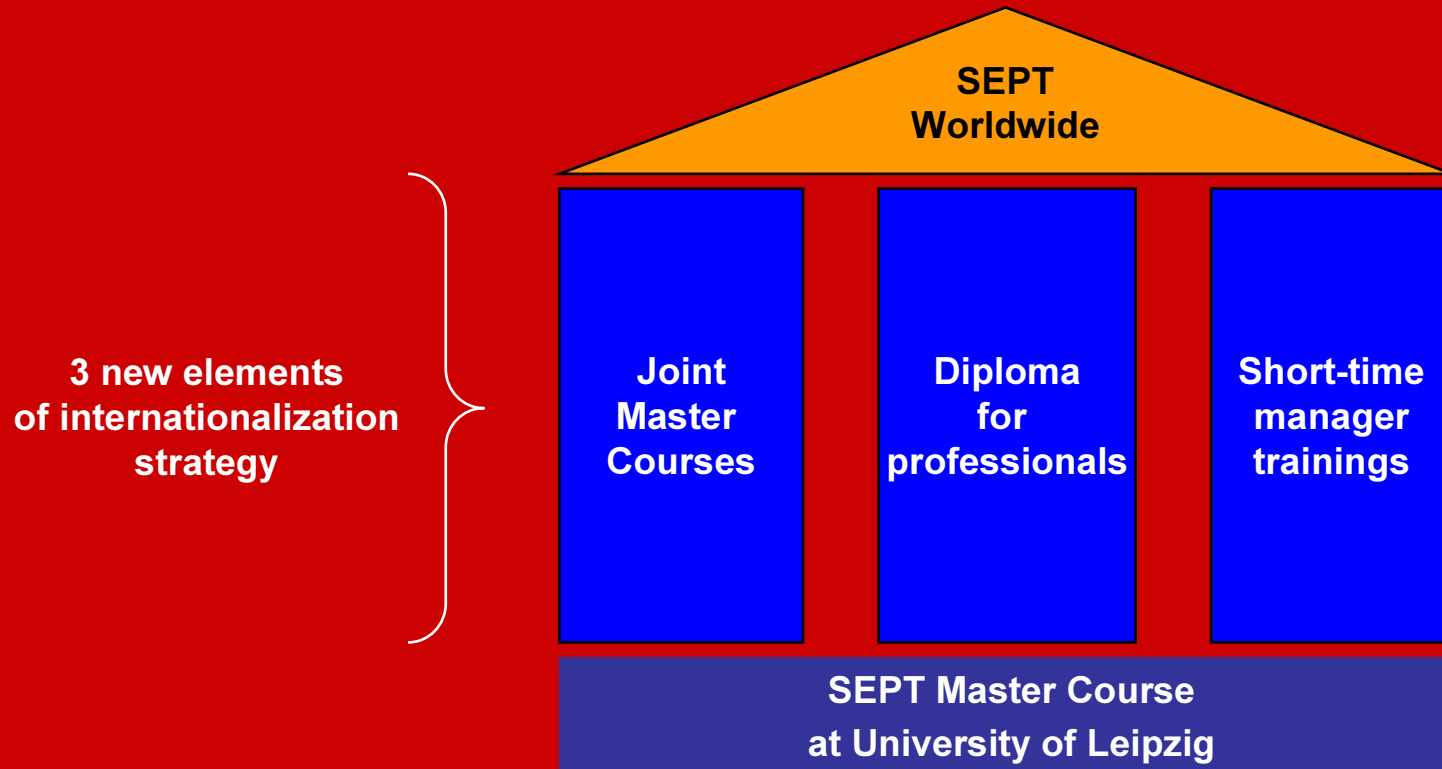
SEPT Participants



SEPT Funding



New Internationalization Strategy



3 new elements
of internationalization
strategy

Joint
Master
Courses

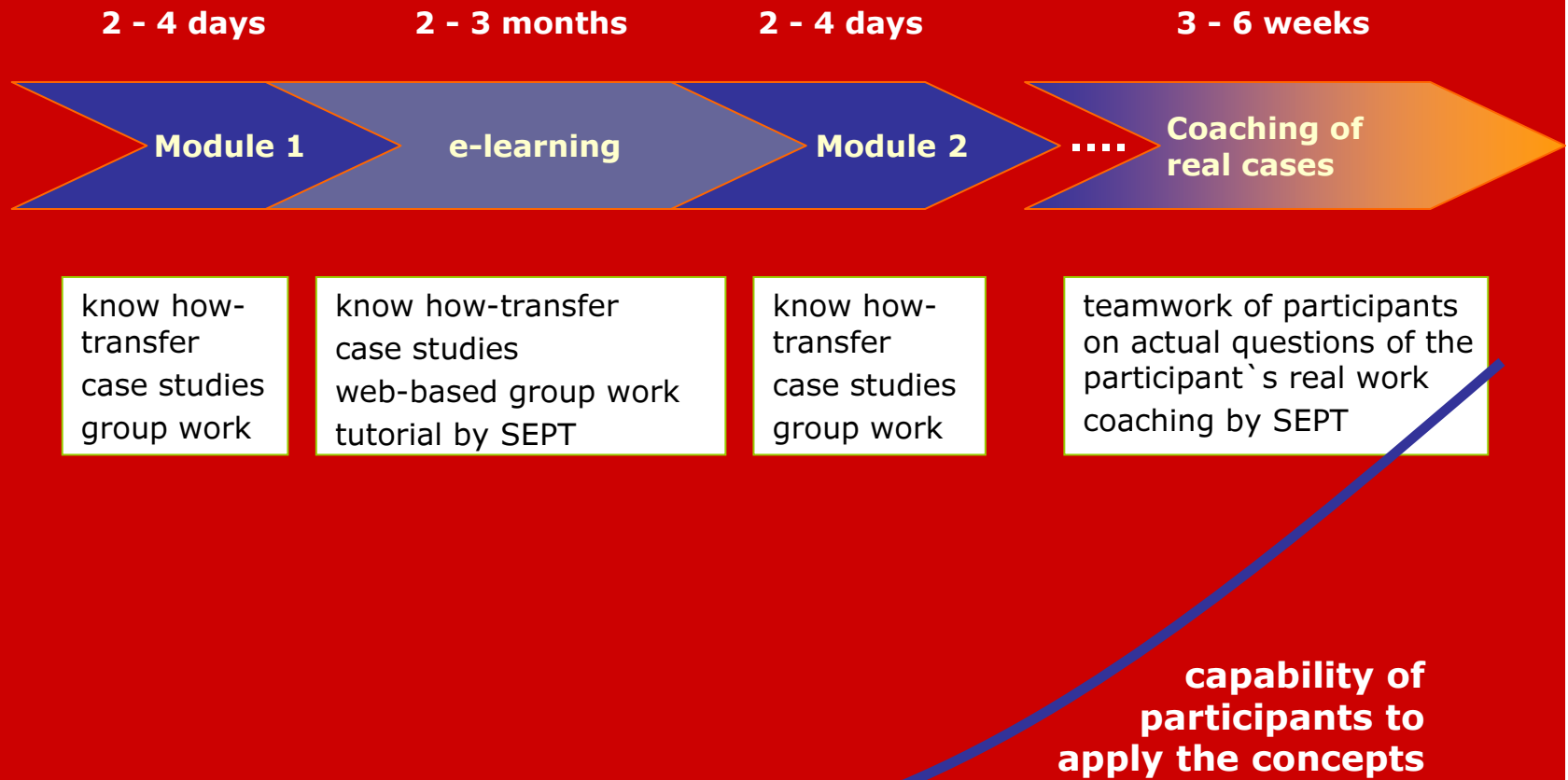
Diploma
for
professionals

Short-time
manager
trainings

SEPT Master Course
at University of Leipzig

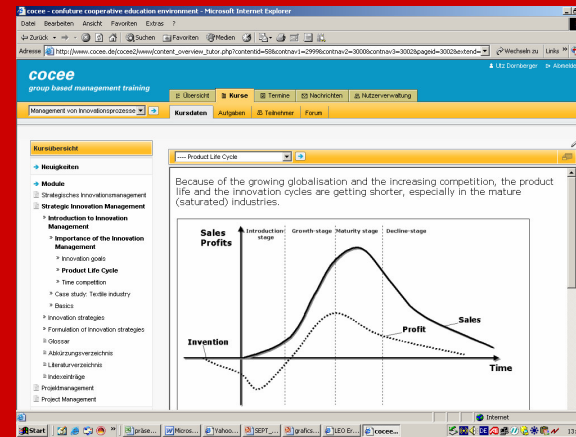
- all training offers have to be market-oriented and training fees should cover all costs
- all training courses will be offered in cooperation with local partners: universities, NGOs or private firms

New Methodology

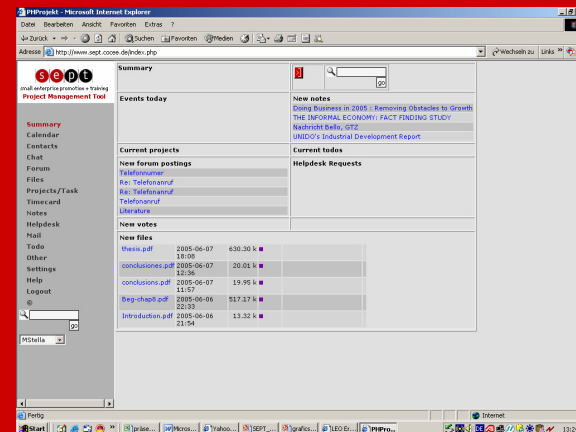


Web-based Instruments

➤ **E-learning platform:
Group-based
management training**



➤ **Web-based Project
Management Platform
PHP-SEPT
www.phproject.de**



➤ **Digital Library
MyCoRe www.mycore.de**

SEPT in Vietnam

- **Selection of foreign partners was carried out on the basis of two principles:**
 - **previous experience in cooperation**
 - **regional demand for the training products of SEPT**



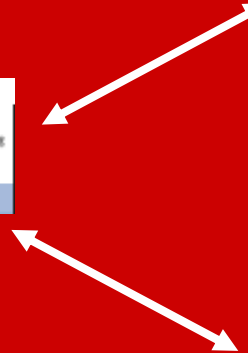
course design
50% teaching staff
training of foreign staff
financial planning



course design
50% teaching staff
infrastructure



mediator
marketing
course design



other clients

- **companies**
- **state**

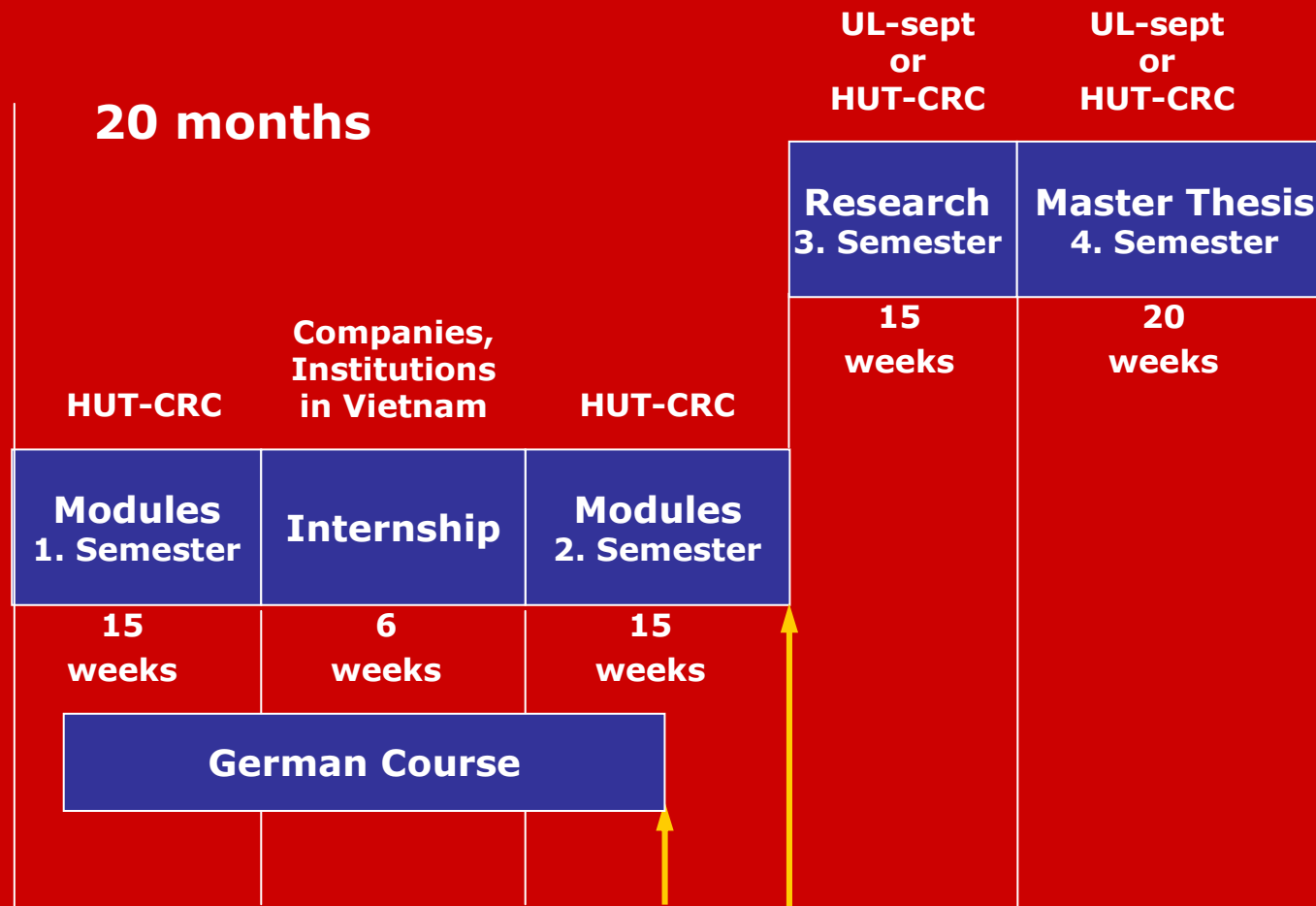
- **Business services for foreign (German) companies in Vietnam**
 - whole service package, from market research to after sales customer service
 - more than 20 German clients (i.e. Henkell Soehnlein)
- **Business services for Vietnamese exporting companies**
 - whole service package, from market research to after sales customer service
- **Management training provider**
 - marketing, export, innovation management, HRM
 - important Vietnamese clients: Vietnam Telecom
 - training in the framework of development cooperation projects

Role of HANOI IEC in Partnership

- **Mediator**
 - **intercultural communication**
 - **conflict management**
- **Marketing**
 - **design of marketing strategy**
 - **coaching of SEPT and HUT-CRC for implementation of marketing activities**
 - **acquisition of Vietnamese clients for training courses**
- **Course design and implementation**
 - **coaching of SEPT and HUT-CRC for Master course design**
 - **short-time training courses for Vietnamese managers in Germany**
 - **linking private companies to Master Course for selection of real case studies**

Master Course Vietnam

20 months



Examinations

Thesis

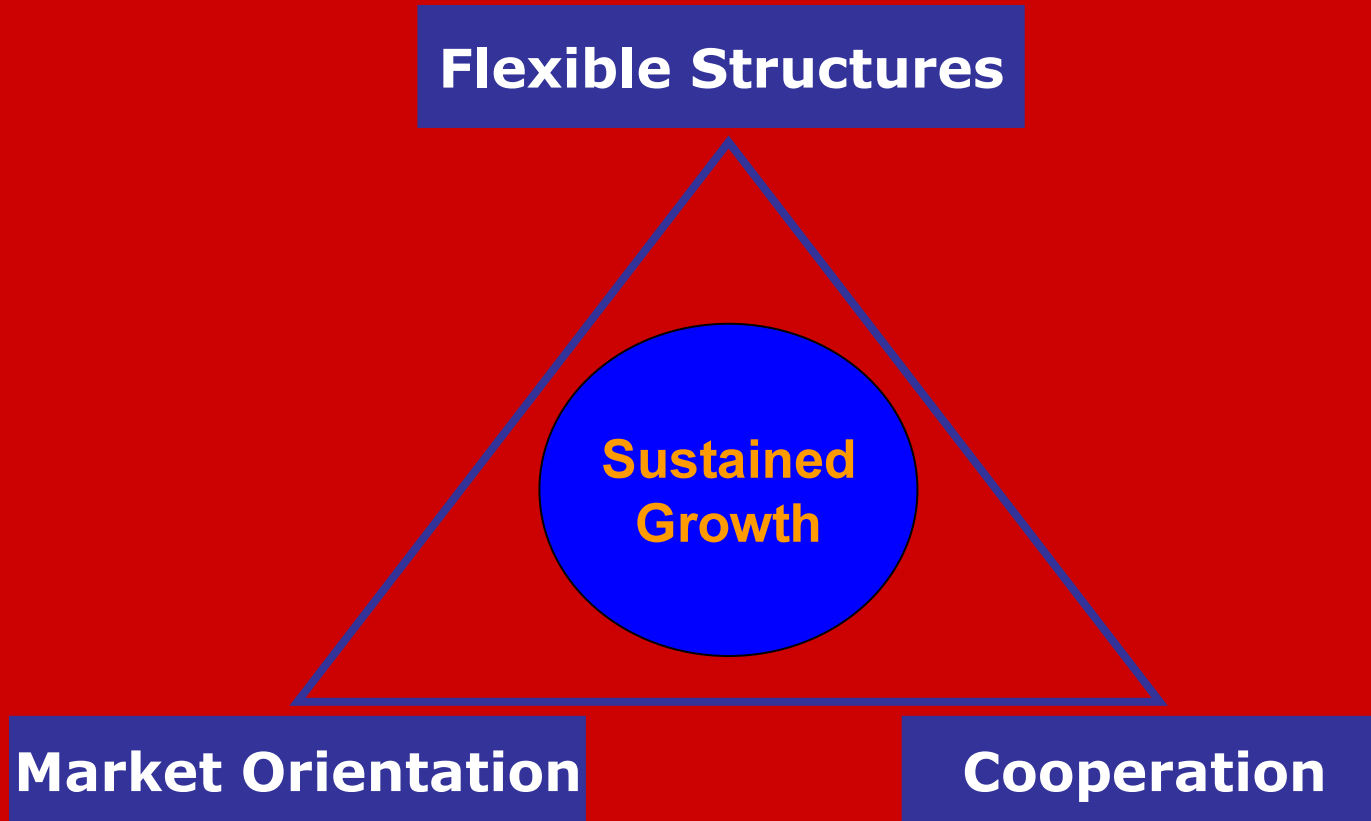
Management Training

- **Five years further training program on management for managers of Hanoi Post and Telecom**
 - **cooperation partners: BBI in Halle/Saale, Telekom Hochschule Leipzig**
 - **in 2004: 10 leading managers from Hanoi Post and Telecom participated in a three-week training course**
 - **in 2005: 20 Managers will come to Leipzig and discuss about themes like product and service management; innovation management in post and telecom sector**
- **Training “Business start-ups” for student**
- **Training course for Vietnamese handicraft producers and exporters**

Future Projects

- **Take part in bidding process of “Blended Learning Program” of World Bank in Vietnam**
- **Concept design and implementation of training course for marketing and market research department of Vietnam Airline**
- **Preparation of a training and coaching program for the EU-Vietnam Small Projects Facility**

Conclusions



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