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

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Activities

Master’s Program
(MBA in SME Development)

Research

Training

Consulting

UNIVERSITAT LEIPZIG
sept

INNOWAYS GmbH
Connecting Innovators Worldwide
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
New Internationalization Strategy

3 new elements of internationalization strategy

- Joint Master Courses
- Diploma for professionals
- Short-time manager trainings

SEPT Worldwide

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

Module 1: 2 - 4 days
- know how-transfer
- case studies
- group work

Module 2: 2 - 3 months
- know how-transfer
- tutorial by SEPT
- case studies
- group work

Coaching of real cases: 2 - 4 days
- teamwork of participants
- on actual questions of the participant`s real work
- coaching by SEPT

Capability of participants to apply the concepts
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

- 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

HUT-CRC

Companies, Institutions in Vietnam

HUT-CRC

Modules 1. Semester

15 weeks

Internship

6 weeks

Modules 2. Semester

15 weeks

German Course

Examinations

UL-sept or HUT-CRC

Research 3. Semester

15 weeks

Master Thesis 4. Semester

20 weeks

UL-sept or HUT-CRC

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

Flexible Structures

Sustained Growth

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