

VIETNAM CAMPUS IN ACTION

Issue 2



MESSAGE FROM THE PROVOST

Hello everyone! I want to first thank all involved in moving teaching entirely online for our Vietnam campus students. Like NSW, Ho Chi Minh City is under strict lockdown and tight social distancing rules, and students cannot study on campus or abroad. Vietnam is fast tracking its vaccine rollout to bring the country's current wave under control. So far, Vietnam has administered in excess of 20 million vaccine doses, and even though there is more work to be done, this is a remarkable effort.



Recruitment is well underway for the Vietnam campus September intake with some exciting activities planned. I anticipate that September will be our largest student intake yet for the Vietnam campus.

A special mention to Western Sydney University alumnus, Dr Ly Qui Trung, recently awarded an Honourary Doctor of Letters from Western Sydney University. Dr Trung is a highly respected entrepreneur around the globe. Dr Trung spends much of his time supporting our Vietnam campus, delivering talks to our existing and prospective students, and working with industry partners in Vietnam to provide opportunities for our students and alumni. For those who have had the pleasure of meeting Dr Trung, you will know that he is very proud of his connection to Western Sydney University. His ongoing dedication truly demonstrates what it means to be an ambassador of our University. Congratulations, Dr Trung!

Thank you, and enjoy reading!

MEET OUR VIETNAM TEAM

Dr Thu Phan

Program Director, Offshore Programs

Dr Thu Phan is a Western Sydney University Doctor of Business Administration (DBA) graduate. Nowadays, Thu holds the position of Program Director, Offshore Programs, managing three of our joint programs: Bachelor of Business, Master of Business Administration, and English for Academic Purposes (EAP).

Thu has taught at both undergraduate and postgraduate levels across the management and finance disciplines throughout her career. Thu is well respected for her work in academic leadership in curriculum design, subject and program development, program reviews, and international accreditation for onshore programs.



Thu's passion is to deliver high quality programs in Vietnam for students and professionals, striving to make a difference in the study experience of every student.

"It is my pleasure and honour to be part of Western Sydney University, from once a Ph.D. student to a program director. We've gone through some challenges recently as we grow, but I'm always encouraged by the way that we handle those opportunities for growth. I'm confident that our hard work will pay off."

Tran Ha

Operations Manager

Tran Ha is our Operations Manager. Tran has been a part of the Vietnam campus operation from the beginning, having worked on the campus establishment project. As an offshore MBA alumna, Tran provides ongoing support to both our onshore and offshore student communities.



"I feel lucky to join Western Sydney Vietnam team from the very first day. This is a very engaging place to work. It's refreshing to work with a team where everyone is on the same page and in pursuit of a common goal."

Hai Vo

Registrar Manager

Mr Hai Vo currently works as the Registrar Manager and is also one of

our Vietnam campus lecturers. Hai has much experience in senior leadership roles within the higher education sector and is highly regarded in his field. As an AusAID alumnus, Hai has extensive experience in Australian and international higher education systems. Currently, Hai lectures in the Bachelor of Business marketing program and is contributing to the development of a new school management system.



"Working with the Western Sydney Vietnam team gives me a totally different experience that I haven't had before. I do believe in the contributions of industry faculty like me to enhance students' learning experiences."

PROFILING OUR STUDENTS

Nant Lin Htut (Smile) and Naw Ngwe Yee Win (Silver)

2019 Scholarship Recipients, Western Sydney University Refugee Talent Program

Smile and Silver are two Myanmar refugees from the Myanmar-Thai border and recipients of Western Sydney University's Refugee Talent Program scholarships, a program in collaboration with the International Institute of Education (IIE) and UEH. In 2019, Smile and Silver travelled from Myanmar to Vietnam to commence their studies in the Bachelor of Business at our Vietnam campus. On completion of stage 1 of their course, both Smile and Silver achieved a remarkable GPA above 8.00. Both Smile and Silver are now in stage 2 of their studies.



Below, Smile shares her experience as a Vietnam campus student.



"I am currently studying International Business at WSU Vietnam. The university provides me with high standard education with much discussion, teamwork, critical thinking, and challenging case studies which can be applied in the business world. I believe that the WSU-UEH Business program is a great fit for students from around the globe who are interested in business."

Trung Nam Tran

Bachelor of Business, WSU Vietnam | Master of Business Administration, WSU Australia

Risk Analyst, PwC Australia



Why did you choose to transfer your degree from Vietnam to Australia?

I wanted to change the study environment, experience a new way of learning, and enhance my network.

How did your course help you with your career?

My study provided me with industry knowledge and prepared me with the mindset of a professional to always work with ethics and give 100% of everything I'm tasked with.

How did you get your current position at PwC Australia?

Through Western's Careerhub, I found that PwC was looking for new analysts to join the Centre of Excellence program. The position has provided me with valuable experience and hands-on work experience in a challenging yet supportive work environment.

What is your vision for your future career?

I'm looking to use this experience to find a position within the Human Resources field in the future.

Eilish McIntyre

Bachelor of Business (Major in Hospitality Management)

Events and Shift Supervisor, Club Central

2019 Vietnam Study Tour Participant



2019 Vietnam Study Tour

What was the trip about?

The Vietnam study tour involved learning about Vietnamese hospitality, tourism, the sports industry and the importance of the Indo-Pacific region to Australia. I participated in behind-the-scenes tours, seminars, and meetings with industry professionals, businesses, social enterprises, and the WSU Vietnam campus.

How did the trip help you with your future career?

The trip enhanced my knowledge of business and hospitality operations and business strategy on an international scale. The trip helped me with my career as I was given many opportunities to network, develop industry connections and learn from professionals their career tips and what they look for in university graduates and job applicants.

What did you like the most about the Vietnam campus?

I enjoyed the opportunity to connect with the students who were all very welcoming and kind. Particularly Anh Thy and Anh Dao Vu who I completed a differentiation of food offerings and preferences

project with. They took me and two other WSU students out on motorbikes riding around the city to visit different food outlets and translating when we conducted surveys with local people. Before the trip, I had never been on a motorbike before! Whilst completing the project with the students, I enjoyed learning about their culture, values, interests, and hobbies. We shared the enjoyment of dining out with friends and watching Netflix to relax after a busy day.



What did you learn from your trip to the Vietnam campus?

Prior to the trip, I was not aware of WSU's Vietnam campus. I learned of students there just like myself who are passionate about business. I also learned of the value students place on their tertiary education and socialising through extracurricular activities with other students is a large part of their university experience.

HIGHLIGHT OF THE QUARTER

Dr Ly Qui Trung

Western Sydney University Alumnus

Honorary Doctor of Letters Award Recipient

Dr Ly Qui Trung is an outstanding alumnus of Western Sydney University, graduating with a Bachelor of Hospitality Management in 1994. Following his study years, Dr Trung went on to become one of Vietnam's most successful entrepreneurs as co-founder of Pho24, a restaurant chain founded in 2003 offering traditional Vietnamese cuisine, and today, a well known empire of restaurants across Vietnam, Indonesia, Singapore, the Philippines, Cambodia, Korea, Hong Kong, Japan and Australia.

As Honorary Senior Advisor to the Vice-Chancellor and President, Dr Trung offers strategic advice in supporting the development of the University's ASEAN Hub initiatives in partnership with UEH. In addition, and through his well-established business networks, Dr Trung is working with us to explore an opportunity to establish the University's LaunchPad in Vietnam.

Through Dr Trung's significant contributions to the University and his dedication and ongoing commitment to our Vietnam campus, he was awarded a Western Sydney University Honorary Doctor of Letters during the June 2021 graduations.



Congratulations, Dr Trung!

IN CASE YOU MISSED IT

TikTok Campaign #daihoccogivui attracted 500 million views in HCMC

In collaboration with TikTok Vietnam, UEH-ISB and WSU Vietnam organised the **#Daihoccogivui** competition - Daihoccogivui, meaning "**What's fun at Uni**". The contest aimed to encourage students and alumni to share their study tips, motivation, and tutorials regarding university study. Entries recorded a 60-second video to be uploaded to the TikTok platform.

The **#daihoccogivui** competition received more than "**500 million views**" on TikTok. Based on outstanding video content and views, prizes were awarded to four Vietnamese community members and three Vietnam campus students.



Below are our three talented Vietnam campus students awarded competition prizes.



Quarter 3 UEH MBA Talent Class

The UEH MBA Talent Program provides effective training for industry professionals, aiming to cultivate the talents of a young workforce. The MBA Talent Competition is held yearly to select program participants nominated by large companies and multinational corporations in Vietnam.

This year, the MBA Talent Program included a new unit, Environmental Management: A Business Perspective, developed by Professor Yi-Chen Lan. UEH invited Yi-Chen to teach the unit online in Quarter 3. The unit received 33 enrolments, an exceptional result given this is the first time the unit has been offered. Student feedback has been very positive, with students sharing their experience that classes are engaging, interactive and inspire great ideas for their future research projects.

Below, students participating in an online Environmental Management class with Yi-Chen.



Venture Makers Program II

In November 2020, in collaboration with Western Sydney University's Launch Pad, the Venture Makers program was established for students studying at the Vietnam Campus. The seven week training program incorporates a competition where participating student groups develop business ideas under the guidance of facilitators and mentors then pitch their projects to a judging panel.

The inaugural program received positive feedback from students and industry partners. And due to its success, the second Venture Makers program took place in June 2021; eight entrepreneurial student groups participated. Of the eight groups, two groups were awarded prizes for their outstanding pitches:

First place: **H&H Foods** - A project idea producing a range of healthy snacks with low calories and high proteins that are good for consumer health.

Second place: **Mamas' mate** - A project idea providing health recovery services and products for women after giving birth with the motto: "Because mothers also need love and care."

Congratulations to the two winning groups as well as the remaining six teams for their great ideas and hard work!

We are excited to see what future opportunities the Venture Makers entrepreneurship training program will offer our Vietnam campus students.

[FIND OUT MORE](#)



Hồ Hoàng Long | Student of Western Sydney
Launchpad Vietnam gave me the opportunity to learn more things, dig deeper into the idea to be able to fill in the blanks in the business model canva, so that I can understand the gaps in my plan. The questions asked by the teachers at the Demo Day helped me to recognize the unforeseen circumstances and solve the problem more realistically.

Onshore Vietnamese student lunch event

In June, our onshore Vietnamese students had the opportunity to gather for lunch at the Boilerhouse restaurant at our Parramatta South campus. They were so excited to be back on campus and able to attend face-to-face classes again. We all shared a good laugh and a delicious meal.

All students expressed how much they had missed being on campus and look forward to attending more on campus events once the current restrictions are eased.



Virtual "Nhậu" Session

Nhậu means drinking in Vietnamese.

In the July semester break, our onshore Vietnamese students reunited for a virtual zoom session. They enjoyed catching up and made plans to visit each other in their hometowns in Vietnam when borders reopen. Students were reminded to stay positive and keep safe during this time. More virtual events are planned to support our onshore Vietnamese students so they remain connected.

We wish for everyone to stay safe and keep well!



Western Sydney University "Talk Series"

In collaboration with UEH-ISB, the Vietnam campus facilitated a "Talk Series" on the lives and experiences of students studying at WSU in Australia. The talk series focused on career and job opportunities to attract more students to our Vietnam campus pathway programs. Various guest speakers presented throughout the talk series, including current students, alumni, academics and industry partners. Eight "Talk Series" events will be broadcast in the first week of each month, commencing July 2021 to February 2022. To date, two "Talks Series" events were held via live stream on our dedicated WSU Vietnam's Facebook page and YouTube channel; both events experienced high-level student engagement through positive comments and views.

Talk with Western Sydney #1: Business grads: How to enhance your job edge

Date: 17 July 2021

Guest speaker: Trang Nguyen

Recruitment Manager (Indochina)

Western Sydney International

Total views: 38k views within 3 weeks



Talk with Western Sydney #2:

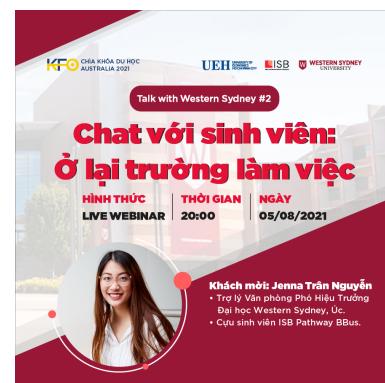
Chat with Alumna: Dream job starts from a hobby

Date: 5 August 2021

Guest speaker: Jenna Nguyen

WSU-UEH Student Engagement & Support Assistant
Office of the Pro Vice-Chancellor, Global Development
and Provost Vietnam Campus.

Total views: 3.7k views after 5 days



UPCOMING EVENTS

Talk with Western Sydney #3 – From WSU Vietnam to PwC Australia

The upcoming "Talk Series" event will feature two guest speakers - from industry partner PwC Australia, and talented Vietnam campus alumnus Trung Nam Tran. All guests will discuss the Western Sydney Operations Delivery Centre program and share their experiences working for a high profile Big Four company.

Date: 04 September 2021

Guest speakers:

- **Trung Nam Tran** - Analyst, PwC Australia
- **Katie Wakeman** - Operations Lead, Western Sydney Operations Delivery Centre, PwC Australia
- **Utkarsh Arora** - Senior Risk Consultant, PwC Australia



Talk with Western Sydney #4 – Meet the career advisor: A career in Communication

The "Talk Series" event will feature career expert Dr. Quang Nguyen and second-year onshore Vietnamese student Jade Ngo to share their perspectives on studying and pursuing a career in the communication industry.

Date: 30 September 2021

Guest speakers:

- **Dr. Quang Nguyen** - Founder of Mr. Q Career Oriental Channel
- **Jade Ngo** - Second-year student, Bachelor of Communication, Western Sydney University Australia



Career Sessions for Vietnam campus students

In collaboration with the Office of Employability and Graduate Success, the Vietnam campus will organise a range of career sessions for Vietnam campus students. Various topics will be covered to assist students with peer consulting programs, career planning, developing effective job search skills, and building professional skills to make a good impression in the workplace. The sessions will be delivered by career education consultant Iman Abou-Mahmoud to support Vietnam campus students with their career related questions.

The Mélody 2021 Contest hosted by our Vietnamese students

[Facebook](#) | [YouTube](#)



The Mélody is a music video making contest organised and hosted by Western Sydney University's Vietnam Student Council. The contest received 13 student team entries from various universities across Ho Chi Minh City, compiled of singers, video directors, and music producers. Once Vietnam's current lockdown has ended, a gala night called "Show The World What We Create" will be held to award the winning teams.

Below is a music video produced by our talented Vietnamese students for the contest!



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