

List of SMU Collaboration with Vietnamese partners

Collaborations with Partner Universities

SMU has forged partnerships with three leading universities in Vietnam, namely Vietnam National University Ho Chi Minh City (VNU-HCMC), Vin University (VinUni), and University of Economics Ho Chi Minh City (UEH).

As a result of these partnerships, we have carried out numerous exchange programmes, study programmes and developed joint SMU-XO courses. SMU-XO is a project-based experiential learning course that offers students the opportunity to take on real-world business challenges by collaborating with on projects with industry partners.

These are some examples:

Vietnam National University Ho Chi Minh City (VNU-HCMC)

- SMU and VNU-HCMC embarked on a strategic partnership through a Memorandum of Understanding (MOU) signed in May 2014, which is renewed annually.
- In 2017, SMU and VNU-HCMC collaborated on a joint case development and writing of the Asian Management Briefs with SMU's Centre for Management Practice (CMP).
- Students of the SMU-XO course 'Story Craft for Business in Emerging Markets' visited the VNU-HCMC's international university in Term 2 Academic Year 2018/19 and worked on a project sponsored by KFC Vietnam.

Vin University (VinUni)

- Led by SMU Executive Development (SMU), Dr. Havovi Joshi and Professor Shantanu Bhattacharya conducted a "Case Teaching and Writing Programme" for 20 participants consisting of faculty and staff of Vin University in December 2021.
- An MOU was signed in Nov 2022 for cooperation in student exchanges, short-term programmes, experiential learning (SMU-XO) courses and Master of IT in Business (MITB) academic collaborations.
- VinUni is currently involved with one of SMU's School of Economics / SMU-X Overseas's courses (Overseas Project Experience – Macroeconomics in Asia). There will be joint activities such as VinUni hosting SMU students for campus visits and cultural activities in Vietnam.

University of Economics Ho Chi Minh City (UEH)

- Two tripartite MOUs were signed between April 2018 and April 2021 with UEH in the presence of the former Prime Minister of Vietnam, Nguyen Xuan Phuc.
 - **The first MOU** was signed between SMU, UEH and the Private Sector Development Committee, aimed at making recommendations to Vietnam's government for improving the country's Innovation & Entrepreneurship ecosystem.

- **The second MOU** between SMU, UEH and Vina Capital outlines SMU's role as a founding knowledge partner for the establishment of a UEH Institute of Innovation (UII).
 - Collaborations between SMU's Institute of Innovation & Entrepreneurship (IIE) and UEH included: (1) training for two UEH officers on incubator curriculum development and management in October 2018, and (2) provision of advice from SMU's IIE on the design of UEH's incubator space.
 - IIE hosted a UEH leadership delegation visit to SMU in Nov 2022 and both parties discussed several Innovation & Entrepreneurship areas to work together on.
 - Recently,
 - UEH Institute of Innovation hosted 3 SMU students for the IIE Global Innovation Immersion programme.
 - UEH participated in the 4th Annual Meeting (hosted and organised by IIE) of the ASEAN University Network – University Innovation and Enterprise (AUN-UIE) thematic network on 13 Sep 2023.
- SMU Centre for Global Education & Opportunities (GEO) is launching a week-long short-term global exposure (GE) programme in collaboration with UEH to introduce SMU students to the politics, economy, and society in Vietnam. The first batch of students will embark on the programme in May 2024. More groups of students will join this programme during summer and winter breaks in the future.
- SMU-X is working together with UEH on an SMU-X Overseas course (Overseas Project Experience – Digital Business Transformation Across Asia Practicum) this semester. SMU students will be heading to HCMC to participate in joint activities with UEH students.

Industry Collaborations

SMU Institute of Innovation & Entrepreneurship (IIE)

- SMU IIE's Global Innovation Immersion (GII) Programme provides students firsthand experiences of innovation & entrepreneurship through global internships, to cultivate an entrepreneurial mindset & competencies. Students gain valuable global exposure that helps them stand out in the increasingly hypercompetitive job market and expand their global professional network which will open doors for future career opportunities.
- GII programme partners for GII include: 500 startups, Foreign Trade University (FTU), LogiVan, Ru9, Saigon Innovation Hub (SIHUB), Startup Vietnam Foundation, TikiNow, University of Economics Ho Chi Minh City (UEH) (Institute of Innovation), and Zone Startups. SMU has been sending students to Vietnam for the GII programme since 2018.
- IIE worked with UEH, Foreign Trade University (FTU)'s student organisation Enactus, VNU-HCMC's Innovative Entrepreneurship Centre and VinUni to promote the call for applications for the Lee Kuan Yew Global Business Plan Competition (LKYGBPC) 2023. LKYGBPC is Asia's largest university startup competition which gathers the best and brightest student founders and young entrepreneurs globally, to reimagine the future and tackle 21st century challenges.

SMU Dato' Kho Hui Meng Career Centre (DKHMCC)

- The SMU Dato' Kho Hui Meng Career Centre (DKHMCC) works with startups, SMEs, NGOs and big corporations across various industries for internships, events and full-time hiring.
- To date, DKHMCC has worked with more than 500 partners in Vietnam. Some of these partners include FPT Software Company Ltd, Homebase, TIKI, Capitaland, Buymed, Wefood.

SMU Centre for Social Responsibility (C4SR)

- The Centre oversees the Community Service initiatives of SMU undergraduates and guides students to undertake local and overseas service learning projects that are meaningful and sustainable. The Centre also provides insights into best practices in community engagement and social responsibility initiatives.
- Since 2018, C4SR has facilitated a total 653 Overseas Community Service Projects with Vietnamese organisations, virtually and onsite.

SMU-X

- SMU-X is an experiential learning framework which calls for students to take on real-world challenges by collaborating on projects with corporates, non-profit and government organisations. The framework represents a paradigm shift in the traditional approach to teaching and learning; from being teacher-centred to students taking ownership of their own learning. SMU-X also enables a mind-set shift for the University by encouraging internal collaboration amongst SMU faculty and external collaboration with its stakeholders. SMU-X Overseas (SMU-XO) projects focus on business challenges outside Singapore.
- SMU-XO has successfully conducted four courses in Vietnam since 2018, participated by a total of 205 students.

SMU Executive Development (ExD)

- SMU signed an MOU in February 2022 with **VIETSTAR Training & Consulting JSC (VIETSTAR)**, a leading training and consulting organisation in Vietnam, for strategic cooperation in Management Capability Enhancement and Digital Transformation. The partnership aims to hone the management and leadership capabilities of leaders and managers in Vietnamese enterprises, positioning them to be successful in the region and beyond.
- Following the signing of our MOU, SMU-ExD has partnered with Vietstar to deliver two Vietnam Singapore Board Forums in Hanoi in 2022 and 2023. The 2024 Vietnam Singapore Board Forum will be held again in Hanoi in May 2024.
- The previous forums have attracted over 100 senior government and business leaders for a one-day conference. Each year we have had notable speakers including Singapore's Ambassador to Vietnam Mr Jaya Ratnam, Mr Lim Boon Heng, former Cabinet Minister and Chairman of Temasek, Mr Wong Kim Yin, Group President and CEO of Sembcorp as well as SMU professors including Professor Shantanu Bhattacharya and Assoc Professor Dr. Simon Schillebeeckx.
- The theme for 2024 is leading for tomorrow – pioneering green business solutions – new challenges and opportunities.

SMU Academy (SMUA)

- The Internationalisation Series: New Ventures in Vietnam (Ho Chi Minh City) by SMU Academy is a 5-day immersive programme in Vietnam that provides a comprehensive understanding of Vietnam's business environment. It combines theoretical knowledge with practical experiences, offering participants insights into economic trends, legal frameworks, and cultural nuances, while facilitating visits to local companies and international trade fairs, creating a holistic view of the business opportunities and challenges in Vietnam.
- Some notable corporate visits include CBRE Vietnam, Frasers Property, and trade fairs like the Food and Hotel Vietnam Fair, to experience Vietnam's dynamic market first-hand.

Other partnerships

- **In 2019, Vingroup** established the Vingroup Young Talent Scholarship to provide full financial support for Vietnamese students pursuing a postgraduate programme at SMU.
- The Scholarship programme aims to find talents, develop them further and provide them with rewarding opportunities to enable them to lead and advance the development of Science and Technology in Vietnam in the future.
- This Scholarship is open to Vietnamese students who are interested in pursuing the SMU PhD in Computer Science, SMU PhD in Information Systems or SMU Master of Philosophy in Information Systems, SMU Doctor of Engineering (EngD) , SMU Master of Science in Computing programmes (also known as SMU Postgraduate Research Programmes). The Scholarship covers full tuition fees and provides monthly stipends during the recipient's period of study.