

# The Situation Of Private Universities In Vietnam

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**E**ducation is always an element which could be one of the most important in the developing of country. In Vietnam, education is becoming the strategic factor which is invested with large budget, including two kind of systems. They are state and private systems. Each system has its position in education system of Vietnam. This paper will evaluate the situation of private university in Vietnam as well as some important factors which affect operation of university. It will continue with the relationship between university, students and enterprises. After that will be the analysis of the customer benefits. All of these information give the readers the general of situation of private universities in Vietnam.

**Keywords:** Education, systems, private university, students, customer benefits, Vietnam.

## Private university position in Vietnam

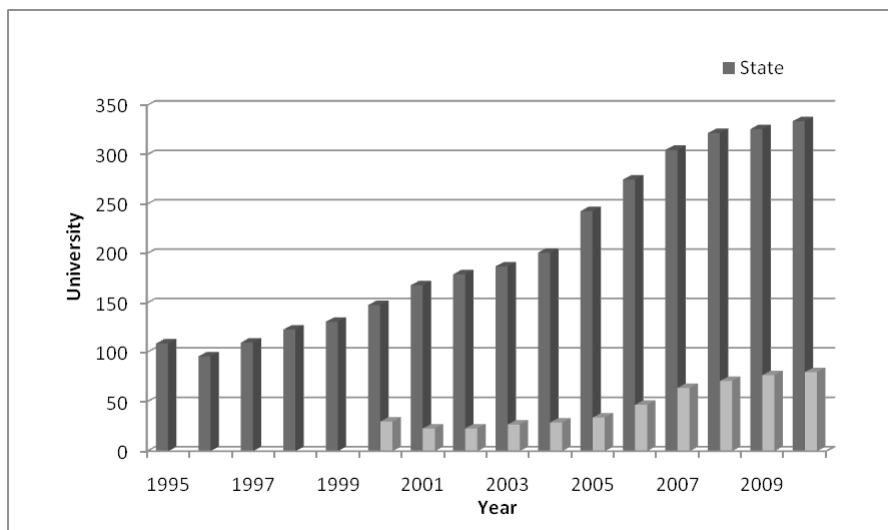
In the process of developing in Vietnam, education is also the field which Government focuses to invest. If we want to make the point in the change process of education in Vietnam then it could be 1986. From this year, Government starts to manage by new policies. In education, this year open for the trend to improve then the number of universities in Vietnam went up speedily as the graph shown below. In ten years, the numbers of private university from 30 in 2000 increased to 80 in 2010. This is the result of increase of demand about the study in society.

However, according to Nhan N. (2010) – Vice Prime Minister of Vietnam, although the numbers of university is going up, the quality is not assured. So nowadays, almost of universities notice about the quality issue through many quality

assurance systems such as Standard of Moet, AUN (Asian University Network) or AACSB (Association to Advance Collegiate Schools of Business). With state universities, they have brand name already as well as the prestige to society for

a long time. In contrast, private universities must create brand name by themselves. Beside, they must prove for society how customers could believe them. Sometime, these become important things to compare between state and

Figure 1: The number of universities



Source: General Statistics Office of Vietnam

**Table: The Qualification of Lecturers Unit: Lecturer**

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Total	32357	35941	38671	39985	47613	48541	53364	56120	60651	69581	74573
Graduate	12656	15131	16708	17628	21284	23861	24325	26586	30283	33901	38298
Undergraduate	19321	20348	21302	21845	25598	24169	28460	29011	29757	34795	34776
Other	380	462	661	512	731	511	579	523	611	885	1499
State	27891	31419	33394	34914	39960	41976	45631	51287	54751	60316	63329
Graduate	10840	13035	14375	15189	17318	19958	20140	24105	27333	29987	32956
Undergraduate	16718	17945	18425	19251	22035	21529	24965	26669	26866	29633	29089
Other	333	439	594	474	607	489	526	513	552	696	1284
Private	4466	4522	5277	5071	7653	6565	7733	4833	5900	9265	11244
Graduate	1816	2096	2333	2439	3966	3903	4185	2481	2950	3914	5342
Undergraduate	2603	2403	2877	2594	3563	2640	3495	2342	2891	5162	5687
Other	47	23	67	38	124	22	53	10	59	189	215

Source: Statistical General Office in Vietnam

private university when customers decide which one for their child study except the reason of mark of entering examination.

By the going up of number of private universities as well as state universities, the numbers of lecturers and their qualified are not upgraded to follow that developing. ear to say that the qualifications of lecturers in private universities are not developed as the numbers of students every year. So how could they control about the

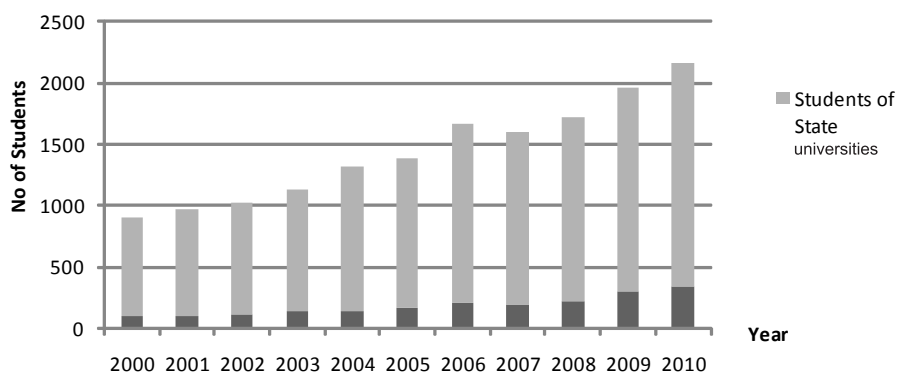
quality of program? And this problem is not just the thing which should be considered at private universities but also with state universities when the increase of current teachers were not sufficient in quantity and quality to the increase of students (Dang , 1997; Pham, 1997; Tran, 1999). Beside other problems which they must face in developing process such as facilities, tuition fees or event the prestige to society.

Therefore, those features impact on the operation of private system as well as its position on society. The statistics of students of state and private universities show how private university system contributes to the process of education in Vietnam. Every year, private system supplied about 10-20% demand of studying from society. It means private system is also admitted by society although they still have a bias. This bias comes from the quality of program is not controlled as good as possible. We presented above, there are some problems which are from features of private system, and therefore it is clearly to understand why quality is not sure and what the reasons are for society to be afraid of private universities.

### Importance factors effect to operation of private university system

Every university has its features in order to introduce for students or parent. These features will belong to characteristic of every university. However, it will

**Figure 2: Students of State vs. Private Universities**



Source: Statistical General Office in Vietnam

Although private or state universities also active under the control of MOET, the features of each system still differ.

be based on some factors which are program or curriculum, faculty and staff, books or references, and the last one is infrastructure.

Curriculum or programs: Jon W. and Joseph B. (2002) defined that curriculum is composed by objective and value which are formed in students through activities. In Vietnam, the first thing is every curriculum must follow the format of MOET. This includes some subjects which we must include in the program in order to be approved by MOET. To private universities, as bias of social, they must design to have more subjects as much as possible beside some special features of program. One of the special features which many private universities like to use is to apply the new teaching methods.

Faculty and staff: In the book “Developing the curriculum” (2005), Peter F. said that in the process of curriculum – teaching, managers will be charged in curriculum for primary while faculty will be charged primary in teaching. Thus they mainly do in teaching. This impacts on the result of students or by other words, they effect to result of object of school through result of students. Moreover, faculties are also the professor of curriculum. However, it is not easy to keep them for long time as there are many opportunities for them outside, especially experienced professors.

Regards to staff, Professor Phu P. (2005) confirmed that they have a vital position to training known as person who is charged

as logistic. Therefore, according to Quality Assurance office of UEF, they advice private higher education should concern about policies as well as thinking of staff in order to recruit the good human resource. It is clear to conclude that faculties and staffs have the relationship which supports each other.

Books or material: These are important assistant system in study for students as well as the teaching plan of lecturers. Base on this system, lecturers design more detail what activities will be done in classroom. With students, they get knowledge from this and refer for lecture.

Infrastructure: This is the last one but not at least for the requirement of training process. Regards to private universities now, they often invest more on facilities such as classroom with modern equipment that could be used for teaching such as overhead projectors, loudspeakers, microphones, computers. On the other side, as experience of private universities, private higher education often got the problems when do not have their building but they must rent for training. That problems sometime will make the confuse of students and their parents.

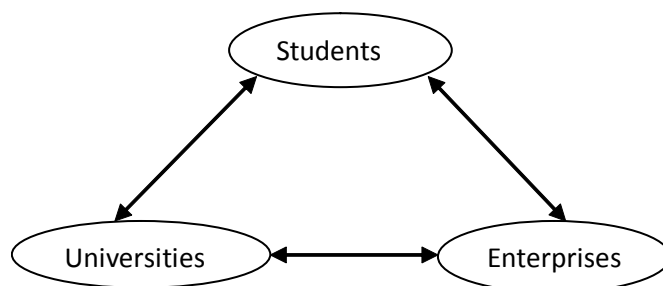
## Relationship between university – student – enterprises

On the discussion above, we concerned about the outside factors which effect to operation of universities. Here we should discuss about the relationship between three key factors which affect each others. They are universities, students and enterprises.

First of all are universities. They are the schools for training as the demand of social and persons or students who want to study in order to accumulate knowledges and get certificate for working. Moreover, they also train as the order of enterprise. Therefore, some universities often asked the ideas from enterprises for developing of curriculum. According to Lan Huong (2008), in the report of MOET about the quality of graduated students, there are more than 50% of them must be trained again before starting to get job. So what the problems are as these phenomenon wastes the time of training at university. One of the reasons is that some universities could not confirm the objectives of curriculum or sometimes its objectives are not suitable for enterprises.

Regards to students, they have the demand to get knowledge and skill to prepare for work in future. This is the necessary for

Figure 3: Relationship: Students – Universities - Enterprises



job. Every universities have their curriculum in order to satisfy their student's demand. Moreover, as the requirement of social which is represented by enterprises, students need some skills therefore the curriculum must design for these purposes. Here students are the customers of universities so it is necessary for universities to satisfy them as well as possible. So it is important for universities to meet the demand of students, parents or persons who want have ability in working.

And the last one is enterprises. They are the organizations which need human resources for operation. As presented above, sometime universities asked the ideas from companies to upgrade the curriculum. In the figure, the universities are the producers and students are customers. However, students are customers and they also the products of universities. And the place attract the products could be the enterprises or society. Furthermore, enterprises sometimes will use universities for research some issues for projects. In converse, universities will apply the result of research into the real. That is the reason why on the world, curriculum will be more reality when there are the cooperation of enterprises.

### Benefits of customer

If we use business context in order to display about the relationship between students or parents and universities, then we should call that is the relationship between customers and enterprises. Therefore, customers could require their benefits in the agreement with enterprises. It means they ask what universities promised when advise

them to choose school for studying. However, it is very important to define what will protect the benefits of customers.

First of all is MOET, this is an organization which represents Government to control quality of programs they give the permission to establish. Next is the means of communication system. This one will collect the information from reality in order to reflect on means of communication. It is necessary to give information for customers deciding which one is the best one for studying. And the last one is the accreditation system which is independent accreditation organizations. These will be based on quality assurance of standards to accredit universities and show on society. If universities or training centers do not do what they promised or they do not obey as requirement of MOET then those organizations will protect customers as well as their prestige.

### Conclusion

In conclusion, education environment in Vietnam has changed a lot since the Doi moi policy of Government in 1986. That time was the point of new trend in education, especially in higher education with the appearance of private higher education beside the existing public system. Moreover, the information gotten in this paper confirms the bias of society to private universities.

Furthermore, private higher education has some troubles on the market if comparing to public higher education. They are academic staff, teaching staff, infrastructure and especially the finance. These are also ones of some important factors beside the

curriculum, materials which affect operations of private university. The analysis of relationship between University – Student – Enterprises is the necessary information to design the program as well as meet the demand of society ●

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