

**New enrolment for 2011 - 2013 Master Program on Public Management
Part-time study in Vietnam, degree awarded by Universite Libre de Bruxelles - Kingdom of Belgium**

Vietnam-Belgium Master Programs is a 15-year-cooperation between Solvay Brussels School of Economics & Management (SBSEM) – Universite Libre de Bruxelles (ULB) and National Economics University which received the financial supports from Wallonia-Brussels for more than 10 years with the objective to train and educate highly qualified human resources for the economic reform in Vietnam. SBSEM, 100 year-old, has recently been ranked among the Top 20 European universities by the Financial Times. ULB also holds the double accreditation: AMBA (The Association of MBAs) and EQUIS (European Quality Improvement System), which are two of the three largest and most important Business school accreditation associations. The mission of SBSEM is to train the future leaders of tomorrow in both profit and non-profit sectors. Since 1995, Vietnam-Belgium Master Programs have been provided about 700 graduates of MBA and Master of Public Management - degree awarded by the Universite Libre de Bruxelles.

In 1998, **SBSEM** launched for the first time in Vietnam the Master in Public Management & Economics (MPM) program at **National Economics University**. The MPM program offers a unique curriculum of courses delivered by a faculty of top European professors, experts and professionals. All graduates of the MPM program highly appreciate SBSEM's teaching philosophy and the curriculum embodying the latest trends in terms of public management. They have benefited a solid base for performance and career success in non-profit sector.

Since the year 2009 the Vietnam-Belgium Master Programs have been self-funding and the new cohort is now open for new enrollment. To reflect the current trends and to satisfy new requirements for the State in the dynamic and complex global and Vietnam context, SBSEM in collaboration with NEU has innovated the MPM program and launch the new version in 2011 in the new context that Vietnam has just become a middle income country and the financial support from Wallonia has totally finished.

The reformed MPM course structure incorporates four practical parts.

The first part **Introduction & Global Issues** will provide basic understanding about the management of public administrations and non-governmental organizations now and in the coming years. It covers the following four subject courses:

- **Introduction to public and non for profit management:** The course is aiming at providing a pertinent conceptual framework allowing students to analyse critically short and long terms issues and to understand performance key components of public and non-profit organizations.
- **Global economic & geopolitical issues:** The course will focus on the major geopolitical forces shaping the world in this century and its consequences on the world economic situation and Vietnam.
- **Poverty reduction & equity:** This course aims at analyzing the causes & consequences of Vietnam's dual development model to formulate adequate public policies reducing inequalities and promoting equity.
- **Regulation:** This course covers regulation regimes in a market-orientated economy to deal with market failures.

The second part **Contextual Issues** will be the study of the impact of the global constraints on an emerging country like Vietnam in terms of *health care, urbanization, governance, ethics and microfinance*.

- **Public governance & ethics:** The course will focus on the ongoing process in which Vietnam is engaged to cope with these new trends and adapt its legal rules accordingly.
- **Urban development:** This course covers different topics related to sustainable development with a specific focus on developing countries and high growth economies.
- **Health Care & Social issues.** It examines health care policies and strategies of both public & private (profit & non profit) actors, their relationship to funding and financing issues and specific topics in health care management, such as output and cost control at the hospital level.
- **Microfinance:** The course aims at confronting the students to field initiatives and to lead them to understand the conditions for success in this matter.

The third part **Instruments & Managerial Issues** will present the *public management tools and techniques* focusing on the following elements to be able to be actors of the change at the internal level in their organization. Five courses are offered in this part, covering all major functional areas of organizations:

- **Budget audit & control:** this course is to analyze the characteristics of management control in public institutions and NGO's.
- **Public Marketing:** The objectives of the course are (1) to make students aware of the importance of marketing in today's conduct of public policies (2) to understand the contemporary approach and culture of marketing in non profit and public organizations, and (3) to provide students with marketing key concepts and basic tools, taking into account the dynamics of social marketing and social advocacy.
- **Human resources management.** The course content will cover topics like motivation and satisfaction key drivers, job analysis and job description, recruitment and selection processes, training and development programs and appraisal & compensation systems.
- **Public private partnerships.** The course will examine different schemes balancing responsibilities, risk bearing, expected rewards, etc.
- **Cost – Benefit and other techniques for evaluation of public projects:** The course aims at presenting the underlying theory and its developments and to clarify for students that conducting a well-executed cost benefit analysis, impact analysis or multicriteria analysis requires the analyst to follow a logical sequence of steps, questions and decisions rules.

In order to transform the first three parts in reality, learning the right things will not be sufficient. The participants should be equipped with the tools to apply the learning in the context of the Vietnamese transition to market economy by learning, doing and being. Therefore, the fourth part **Organizational & Personal Development** of the MPM program will be devoted to leadership and soft skills through seminars and preparing a case study on real organizations.

All of these skills and learning will be delivered by experienced SBSEM top faculty members, international experts and NEU competent lecturers in Hanoi on part time basis given the opportunity to the participants to obtain international degree without giving up their professional and family life and at a reasonable cost.

The MPM program will be open in March 2012. The application and selection starts on 5th September to end of October 2011.

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