



INTERNATIONAL STUDENT RECRUITMENT

PATHWAY PROGRAMME IN VIETNAM

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TIMELINE

2017

- MARKET SURVEY (Educluster, Global Education Services, HY+, Finnish Consulting Group)

2018

- PILOT PROGRAMME (Haaga-Helia, JAMK, Metropolia, KAMK, FCG, Viope)

2019

- Final form of the consortium was found as Haaga-Helia and JAMK continue after the pilot year 2018-2019

2020

- 3rd cohort started in fall 2020 and due to covid the programme was provided fully online

KEY FEATURES OF THE PROGRAMME

- Students have to be eligible for higher education studies (in Vietnam).
- Length: Nine months from September to May.
- Programme opens a path to 8 BSc –level programmes in total.
- Programme consists of 60 ECTS –credits of 1st year Bachelor-level studies/courses
 - 45 ECTS ‘General studies’
 - 15 ECTS ‘Specialization studies’
- Courses taught by JAMK and Haaga-Helia teachers.
- 3rd edition: 2020 – 2021 academic year fully online, 4th edition: 2021 – 2022 online-onsite-hybrid?
- Price: 5 000 euros

LESSONS LEARNED

- For any programme running abroad, emphasis has to be put on local coordination
- Key to success is a partnership that benefits all stakeholders
- Entry upon completion has to be guaranteed to every student. Seats must not be limited and there must be no further testing involved after completion
 - Use time and effort in setting the entry criteria for the programme
- 1st year diploma has better commercial potential than a foundation programme in Vietnam
- Work with your colleagues and partners, not against them: Compromise and adjust!

STRONG PARTNERSHIP AND A LONG TERM COMMITMENT WILL TAKE YOU FAR

