



**INTERNATIONALISATION STRATEGY  
THE UNIVERSITY OF DANANG (UD), VIETNAM  
FOR THE PERIOD 2023-2025, vision to 2035**

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**I. General information about the University and internationalization strategy:**

With the mission and great responsibility trusted by the Government and the Ministry of Education and Training, UD is geared towards becoming one of the three prestigious training and research hubs on a regional and global scale. UD will continue to affirm its international quality and prestige making a significant contribution to the process of integration and renovation of the country's higher education.

Recently, the Government Office has issued the Prime Minister's direction to assign the Ministry of Education and Training to handle the suggestions of Danang city, including the policy of developing the University of Danang (UD) to Vietnam National University – Danang (VNU, Danang).



The UD has been implementing the development strategy to 2025 with a vision to 2035 (under the adjustment to 2035, with a vision to 2045) with the goal of “becoming one of the three prestigious training and scientific research centers of the country.” The UD also aims to become a national university.

### **1.Mission**

Training human resources with creative thinking, startup determination; having the bravery and ability to work in the international and domestic environment; pioneering in preserving national identity, spreading scientific knowledge, contributing into building a peaceful and prosperous Vietnam.

### **2.Vision**

UD will be one of three biggest centers; a training, research and technology transfer center; a multi-disciplinary, multi-level university with high quality training to reach the domestic and international standards.

UD aims to become one of the top universities in Vietnam and be ranked among the top 50 universities in Southeast Asia with many key training fields in Technology, Economics, Natural Sciences, Society and Humanities, Medicine; a cooperation center in research and application deployment at domestic and international level.

### **3. Strategic objectives**

The strategic objective of UD is to build a unified regional university comprising of many universities and affiliated units basing on an advanced university governance model; a multi-level, multi-disciplinary university with a dynamic and creative learning and research environment in order to train highly qualified human resources for the socio-economic development of the Central area-Western highland and the whole country; a scientific research and technology transfer center for solving all professional and multidisciplinary issues, creating a motivation for sustainable development of the region; an important bridge in



international cooperation to support the regional comprehensive integration in the globalization process; join in the accreditation and ranking systems of domestic and international universities so that UD is always in the top domestic and regional universities.

#### **4. Core values**

Quality – Creativity – Humanities - Community serving Quality: the quality of training, scientific research and community services have been gradually improved according to international standards to ensure that UD's graduates have the same qualification and skills as those of ASEAN countries and the world.

Creativity: representing the innovative spirit of thinking and doing; turning challenges into opportunities, producing new knowledge. Graduates are highly dynamic, self-adapt to the working environment.

Humanities: training students to not only love the homeland, preserve and develop the four thousand-year-old tradition of the nation but also be ethical in performing public duties, selfless, cooperative spirit, and respecting each other to achieve the same goals. Community serving: continuously improving the serving quality of nation and community is the goal of UD's training and scientific research activities. This requires the ability to update and renew the curriculum and teaching methods so that graduates have the best ability to work and serve for community effectively.

## **II. Action Plan**

### **1. Improve the educational quality assurance and accreditation mission to achieve the international standards**

1.1. Establish and improve the quality of the internal quality assurance system, the human resource governance and management system to meet the strategic development goals of UD's member universities and affiliated units.

- Continue to review and build documents, regulations and processes that are



lacking or not suitable to reality; build an internal education quality assurance system that meets all the quality accreditation criteria and standards; the process is carried out according to the cycle "Plan - Do - Check - Act".

- Build and develop a modern, professional and connected internal quality assurance system.

- Continuously improve the quality of training programs through the periodic review of training programs, compliance with the quality accreditation standards and recommendations of the external assessment teams, and constantly update new requirements of the labor market. .

- Update data and assess to support continuous improvement of the quality of educational institutions and training programs on the basis of focusing on analyzing recommendations from domestic and international external assessment teams, and do the improvement plan.

- Standardize training curriculum, implement the innovation in teaching, and include startup content in training curriculum.

- Measure the level of learners in comparison with output standards of the e-learning program; build and perfect the quality monitoring and publicizing system according to the output standard level of the training programs.

- Well organize the training course for all lecturers and staffs in the field of educational quality assurance and training programs; especially, there must be key officials and leading experts in education quality assurance to support the implementation process at units. To encourage staff in the field of quality assurance to participate in training courses and capacity building courses organized by UD, higher education institutions or domestic and international accreditation organizations; take part in as an observer of external evaluations of other higher education institutions...

## 1.2. Develop the educational quality accreditation plan



- Establish and gradually expand the cooperation relationships with foreign accreditation organizations such as AUN-QA, ABET, AACSB, FIBAA, ASIIN, AQAS... , train staff and lecturers to grasp information to implement the domestic and foreign standards which are expected to be implemented.

- There is a roadmap and plan for quality accreditation according to domestic and foreign standards. Carry out the quality accreditation of educational institutions and training programs according to the schedule and plan. Prioritize to select the training programs with good and untested enrollment rates for pre-accreditation.

## **2. Participate in deep international integration**

Actively integrate regionally and internationally, improve the efficiency of international cooperation, enhance the position of UD, increase human resources for training, scientific research and implement the community's responsibilities.

### **2.1. Active international integration**

- Actively participate in international education networks, organizations, international associations, international educational events, especially focusing on events improving the position of UD.

- Actively develop bilateral and multilateral cooperative programs with new international partners, while consolidate and promote deeper cooperation with traditional partners. Promote international training programs and lecturers and students exchange programs, various exchange programs...

- Actively connect and strengthen to organize and co-organize cooperation activities with foreign Embassies & Consulates, the Union of Friendship Organizations of Da Nang City...

- Promote communication activities, propagate UD's academic brand in the international market in many different channels, means and methods; Strengthen the recruitment mission to receive international students for long-term study,



especially focusing on recruit candidates in Southeast Asia: Laos, Cambodia, Thailand...; Foster the procedure of promotion, publicity and communication of UD's image to foreign partners: Continue to promote the brand identity for UD (Logo, Icon, Brochure, Video...) to serve the domestic and international media communication. Continue to improve UD's website in English version to propagate the image of UD as well as its member universities to UD's international partners and international students. Build French (Japanese) versions for UD's website.

-Research and promote the establishment of a UD's training institution in Laos.

## 2.2. Deep international integration in training and research

- Improve the level of internationalization of training programs, especially key and strategic programs. Unify to manage international training programs to ensure the quality and interests of learners. Focus on developing dual degree programs. Encourage the design of training programs based on internationally recognized programs, select and use foreign curricula as the main textbook or reference for teaching. Through international training programs and programs taught in foreign languages (especially English) to increase the percentage of foreign students studying at UD.

-Develop a mechanism to promote UD's member universities and affiliated units to develop joint undergraduate training programs with foreign countries in the form of 2+2, 3+1; postgraduate training programs associate with foreign universities; Further promote the credit recognition and student exchange from UD's member universities with partner ones for 1 to 2 semesters, especially integrating these programs with student transfer programs.

-Develop training cooperation programs with prestigious overseas universities in the form of credit recognition, dual-degree granting, and common



use of online learning resources.

-Promote the connection with scientists at partner universities to co-organize the highly influential international conferences and seminars, scientific seminars/workshops. Actively invite prestigious international scholars to work at UD's member universities and affiliated units in the short and long-term to co-research or collaborate with UD's lecturers to promote scientific publication. Develop research groups and research centers in collaboration with foreign countries to increase the scientific potential and international publication of UD.

### 2.3. Develop international projects

- Actively seek cooperation opportunities and sources of funding and support from foreign organizations and enterprises in order to improve the capacity of the team and contribute to improve the quality of training; modernize facilities and develop scientific research mission, professional capacity and university administration.

- Continue to implement projects within the framework of the Erasmus + Project of the European Community and other project sources; Continue to support UD's member universities and affiliated units in proposing and implementing international projects on the basis of foreign budget support.

- Actively seek funding projects to send UD's students abroad and receive international students to study, do internship, and participate in exchange culture programs at UD.

- Effectively promote the facilities of foreign partners at UD and expand foreign higher institutions at UD.

### 2.4. Foster capacity building and institutional improvement on international cooperation

- Strengthen foreign language capacity for staff, lecturers and students to meet the requirements of practical application, interoperability and integration to





create highly-specialized human resources with foreign language proficiency for working in an international environment. Promulgate and apply foreign language standards to lecturers, managers and leaders. Develop training and assessment programs on foreign languages for lecturers and staff as well as use English as the teaching language in key training programs. Innovate foreign language teaching methods for students and improve English output standards according to international standards (IELTS, TOEFL or other recognized international standards).

- UD needs to improve institutional capacity to promote international cooperation in a comprehensive manner, especially focus on building specific mechanisms and policies to attract foreign lecturers, experts and Vietnamese residents to participate in teaching and doing research at UD; Develop plans and programs to maximize the capacity of lecturers, students and alumni in promoting international cooperation activities, especially mobilizing and encouraging students with high foreign language proficiency to take part in international activities in UD's member universities.

- Complete the legal framework and working processes to improve the efficiency and quality of international cooperation activities; Foster the application of information technology in management and implementation of international cooperation; establish the virtual appropriate international cooperation in the new situation.

### **3. Activities to be done to realize the aims of internationalisation at Home**

#### **(IaH)**

IaH is the 'purposeful integration of international and intercultural dimensions into the formal and informal curriculum for all students within domestic learning environments





- Offer students international experiences, knowledge and skills through Internationalisation at Home to ensure that more students gain international competences and become globally
- Invite foreign guest lecturer to give students the opportunity to work on their international orientation and intercultural competences. This will bring them into contact with international issues and teach them to develop other perspectives.
- Offer international opportunities within the home curriculum that prepare all students for a life and career in the globalised environment.
- Develop more established English-medium instruction programs and courses so that students could also benefit from internationalisation at home and reverse student mobility.
- Integrate international and intercultural dimensions into the formal and informal curriculum for all students within domestic learning environments
- Incorporate internationalisation across the curriculum-Increase outgoing mobility opportunities for students
- Increase outgoing mobility opportunities for faculty/staff
- Increase the Recruitment of foreign students
- Increase the Recruitment of foreign faculty and visiting lecturers/ Professors
- Promote International research collaboration
- Use of foreign curricula or implementation of academic programmes in English for students
- Increase cross-border collaborative degree programmes (joint, twinning, bilingual, advanced degree programs)
- Increase International institution agreements with foreign partners
- Promote a multi-cultural environment on campus
- Integrate internationalisation elements into official documents of the institution
- Support services for students and staff participating in international activities



- Engage in quality assurance and accreditation at the international level
- Accelerate internationalization through expanded international publication
- Develop virtual mobility and virtual exchange as well as online intercultural dialogue to implementation the internationalisation at home.
- Strengthen the exchange of students and teachers (inbound and outbound) through the development of university cooperation and international research collaboration . financial sustainability is a major issue for UD to finalize the internationalization strategy. The governmental budget for Vietnamese HE remains relatively low compared to its counterparts. Hence, the Vietnamese government, partner government, and the universities need to draft a strategic plan that will secure both the required human resources and financial sustainability at the universities.

#### 4. The implementation, monitoring of the Internationalization strategy

##### 4.1. The University of Danang

- Successfully implement the UD's International strategy to 2025, vision to 2035 (with the attention from central and local ministries), enhance the mission of communication and introduction to raise awareness on the International strategy implementation, as well as attract the interest of domestic and foreign agencies, organizations and partners.
- Direct to establish the action plans to identify specific targets in accordance with the implementation itinerary of strategy.
- Direct, inspect and supervise the establishment and implementation of the International strategy of each member university in accordance with the orientation of UD's International strategy.
- Regularly direct to review, evaluate, adjust and supplement the plan targets in acc4

##### 4.2. Member universities and affiliated units

- Extensively disseminate contents of the International strategy.



- Establish the International strategy and corresponding plans.
- Actively mobilize and develop resources to organize the plan implementation.
- Annually, report to UD on the implementation of plans and recommendations to adjust targets in accordance to the units' practical.