



Financial Technology and digital innovation to modernise and develop
curricula of Vietnamese and Philippines Universities

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WP4

Implementation and delivery of the Master in Financial Technology and of the masters modernised to students in Vietnamese HEIs



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1. Report on Achieved Results of Implementation and Delivery of the Master in Financial Technology and Modernized Masters to Students in Vietnamese HEIs

All three universities in Vietnam, including VNU University of Economics and Business (UEB VNU), College of Economics at Hue University (HCE), and Ho Chi Minh Open University (HCMOU), have completed activities related to modernization of the existing Masters program. In terms of accreditation for the new Fintech master's programs, HCE and UEB VNU AND HCMCOU have successfully achieved accreditation in 2022 and 2023. The enrollment numbers in the new Master in FinTech and the modernized Master's programs present a significant indicator of the project's impact. The total students enrolled in the e-learning platform are HCE 113, HCMCOU 86 and UEB-VNU 92.

For the implementation and delivery of the new master and the modernized masters, high standards were maintained in student selection, adhering to the respective processes of each university, which included screening applications and conducting interviews. Both UEB VNU and HCE placed a strong emphasis on English proficiency, which seems to have had a positive impact on their program implementation. In contrast, HCMOU faced challenges with the English language skills of its students. Specifically, for the modernized programs, they encountered issues with students' English proficiency; although 75 students were enrolled on the Trust project platform, only one student completed the course. The remainder logged in but were unable to finish the virtual courses on the platform. Training was conducted both in-person and online using the TRUST Platform system. Students engaged in lectures and participated in knowledge exchange sessions with experts in economics, business, and financial technology. All three institutions focused on industry engagement, providing practical learning through workshops and expert sessions.

The TRUST project has significantly enhanced the educational offerings of participating institutions. It introduced a Master in FinTech, aligning with global advancements in finance and offering exposure to advanced financial technologies. The modernization of traditional finance curriculums meets current market needs, enhancing the skills and knowledge of both students and faculty, preparing them for the evolving challenges and opportunities in the global financial sector.

Furthermore, all institutions have expanded or plan to introduce Fintech Bachelor's Degrees, with HCE already enrolling 41 students. This move anticipates a rise in applicants for Master's Programs in Financial Technology. HCMOU is set to launch a financial technology program for undergraduates from mid-2024. The project has also broadened research and academic opportunities. Incorporation of new technologies

and practices in curriculums prepares students for professional roles and fosters innovative research in finance and technology. UEB VNU is developing short courses and establishing FinLab to support Fintech teaching and research.

In conclusion, the TRUST project has successfully implemented new and modernized master's programs in Vietnamese HEIs, evident from enrollment numbers and training strategies. The project has added value by enhancing curricular offerings, aligning with global trends, and supporting professional and academic growth.

2. Promotion of the Master in Financial Technology and Modernized Masters to Students in Vietnamese HEIs

All Vietnamese universities have applied different methods of promoting their new and modernized master's programs. Each university utilized a diverse array of channels, including local and online media, social media platforms, and direct marketing in banks and financial companies, demonstrating a comprehensive strategy to reach potential students. Examples of such marketing efforts can be seen in materials available at [link 1](#), [link 2](#), and [link 3](#). For the new master's program, Ho Chi Minh Open University will organize an information session (both online and offline) after obtaining MOET approval. Currently, they are planning to promote the number of modernized programs to undergraduate students, with application opportunities twice a year, in April and October.

3. Collaboration with Fintech industry /students' internship /thesis

The masters both modernized and new master are still in progress but universities took the opportunity during the project lifetime to struct collaboration with companies of the FinTech industry and start-ups for the further students' internship and /or students' thesis.

Here below a list of companies and agreements Vietnamese universities established to this purpose:

UEB-VNU University of Economics and Business also hosted several workshops to introduce the master's programs. One such event, a workshop held in collaboration with a local commercial bank, PVcombank, is detailed at [this link](#).

UEB-VNU boat the cooperation with several companies of the banking an economic industry: <https://old.ueb.edu.vn/enNewscategory/44/310/cooperation.htm>

HCMCOU collaborated with SAS Inc. for a data analyst certificate and added quantitative methods to its accounting master's program, planning an increase to 12 ECTS. Moreover, At the HCMCOU, the corporations have recruited our students:

1. Asia Commercial Joint Stock Bank (ACB).
2. HDBank (and its subsidiaries- including the digital transformation division)
3. Tien Phong Commercial Bank (TPBank)
4. Ho Chi Minh City Securities Corporation (HSC)
5. FPT securities corporation
6. Yuanta Securities Vietnam
7. Eximbank
8. Nam A Bank
9. SSI Securities Corporation
10. Bao Viet Group (Insurance, Securities, Bank)
11. Joint Stock Commercial Bank for investment and development of Vietnam (BIDV)
12. VNDirect Securities Corporation
13. Military Commercial Joint Stock Bank (MB)
14. FIDT (Start up on digital consulting, training for financial advisor...)

Other Vietnamese companies as part of the **HCE's** networks are:

Joint Stock Commercial Bank for Foreign Trade of Vietnam, Branch in Thua Thien Hue (VCB Thua Thien Hue)

Joint Stock Commercial Bank for Investment and Development of Vietnam - Thua Thien Hue Branch (BIDV Thua Thien Hue)

Vietnam Joint Stock Commercial Bank For Private Enterprises

Vietnam Agriculture And Rural Development Bank-Thua Thien Hue Branch

Asia Commercial Bank-Thua Thien Hue Branch

DongA Bank, Hue Branch

Vietnam Technological And Commercial Joint Stock Bank, Hue Branch (Techcombank)

Vietnam Payment Solution Joint Stock Company - VNPAY

VNPT Pay

MoMo E-Wallet

Viettel Money

MobiFone Money

NextPay Digital Transformation Group Joint Stock Company

VinID