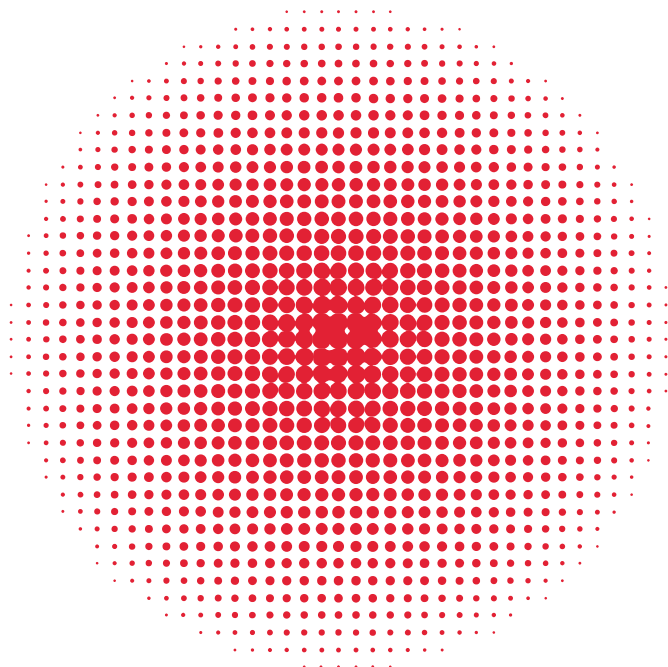




Saigon Business School

In partnership with





**Saigon
Business
School**



In partnership with



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ABOUT **SBS**

A NEW MODEL OF PRACTICAL BUSINESS EDUCATION IN VIETNAM



David Armstrong

*Senior Vice President of EQuest
Chairman of Saigon Business School*

“

Saigon Business School (SBS) is a member unit of the EQuest Education Organization, specializing in providing undergraduate and postgraduate programs in Business Administration, Marketing in collaboration with top 3% universities worldwide. The international standard training program is strictly inspected and monitored by leading educational organizations in the world.

SBS's training program has a high practicality, closely linked to large domestic and foreign enterprises. Students participate in practical projects in each course, as well as being instructed and mentored by a team of advisors (mentors, coaches) from the business. Therefore, students accumulate practical work experience right on the campus.

In the international environment of SBS, students study with international students and teachers right in Vietnam with highly interactive activities, preparing foreign languages and soft skills to compete in the global labor market. After the first 2 years of studying at SBS, students are selected to transfer to prestigious partner universities in the UK, Australia, the US, Canada, Singapore with preferential costs and many scholarships exclusively for SBS.

”



EQUEST®

THE QUEST FOR EXCELLENCE

16,000+

*High school
students*

7,000+

*University and
college students*

3,000+

*Students in
english programs
& international
programs*

131,000+

*Students using
educational
technology
platforms*

One of the **most influential private
educational organizations in Vietnam**



**PHU XUAN
UNIVERSITY**



**BROWARD
VIETNAM**



THE ST. NICHOLAS SCHOOL
Danang, Vietnam



**VICTORY
EXPERIMENTAL SCHOOL**

BLUE WHALE
Education



BÁCH KHOA SÀI GÒN
SAIGON POLYTECHNIC
ISO 9001 : 2008

MegaSchool

MegaEco



VICTORY
HỌC QUA THỰC HÀNH
TRƯỜNG THÀNH QUA TRẢI NGHIỆM

MEGAUNI
FUTURE READY



**IVY GLOBAL
SCHOOL**

IVYPREP
Success starts here



**TRƯỜNG TIỂU HỌC
CÔNG NGHỆ GIÁO DỤC HÀ NỘI**



**Saigon
Business
School**

**BLUE
OCEAN**



MegaTest

VATC
ANH NGỮ VIỆT MỸ



A large, semi-circular graphic on the left side of the page, composed of a dense grid of red dots that fade out towards the right.

WHY *SBS*?

1. PRACTICAL TRAINING PROGRAM



1 Real project

Real projects set by businesses are embedded into courses in each semester, allowing students to regularly encounter practical issues, enhance problem-solving skills, and accumulate practical experience.

2 Mentor

Students are connected, learn, and are trained by experts (mentors) with extensive business experience through practical projects, internships, and career counseling.

3 Semester at the company

Each student will have at least one semester to learn and intern within a company to improve work skills, accumulate experience, and gain confidence before entering the labor market.

2. INTERNATIONAL LEARNING ENVIRONMENT

1 Program transferred by international training organizations

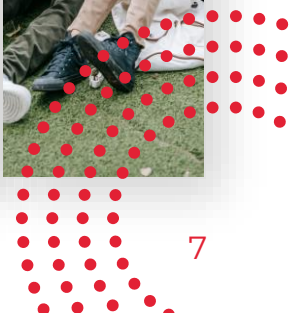
SBS's training program is built on the basis of standard international business and marketing training frameworks.

2 Diverse transfer opportunities

SBS students have many opportunities to transfer to leading universities in the UK, Australia, Canada, New Zealand, etc., saving 50% of the cost compared to regular study abroad.

3 Learning environment with international students

Many highly interactive activities designed by native teachers are for domestic and international students.



3. **GLOBAL** COMPETITIVENESS

Students accumulate practical work experience right in the classroom, learning and progressing towards competing globally with high expertise.



Exercise projects are
based on real business issues



Content with
practical value



English is the official language
used in learning and teaching.

CAMPUS FACILITIES AND AMENITIES FOR STUDENTS

SBS's campus is located at 7 Street 23, Phu My Ward, District 7, Ho Chi Minh City - situated in a prime location in Phu My Hung urban area - a multifunctional model urban area, a center for finance, commerce, services, industry, science, culture, education, residence, entertainment, etc. in the south and southeast of Ho Chi Minh City.



CAMPUS FACILITIES AND AMENITIES FOR STUDENTS

The facilities and amenities are modern and in accordance with international standards, including a swimming pool, cinema room, gym, multi-purpose sports hall, etc.

STUDENT ACCOMMODATION:

SBS partners with modern accommodation providers around the campus at reasonable costs for students in need.



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SBS TRAINING PROGRAM - SBS STUDY PATHWAY



YEAR 1 – LAUNCHING (VIET NAM):

Basic courses in the field + soft skills

List of Year 1 courses:

Business & The Business Environment
Marketing Essentials
Business Communication
Teamwork Skills
Human Resource Management
Management & Operations
Management Accounting
Emotional Intelligence
Managing A Successful Business Project
Innovation & Commercialization
Entrepreneurship & Small Business Management
Design Thinking For Innovation



YEAR 2 – TAKE OFF (VIET NAM):

Advance specialization + Training with real projects

List of Year 2 courses for Business majors:

Research Project
Organizational Behavior
Statistics for Management
Creative thinking
Business Strategy
Sales Management
Pitching & Negotiation Skills
Social Media Practice
On-the-job training & Capstone project

List of Year 2 courses for Marketing majors:

Research Project
Organizational Behavior
Consumers behavior & Insight
Creative thinking
Product & Service Development
Integrated Marketing Communications
Digital Marketing
Social Media Practice
On-the-job training & Capstone project



YEAR 3 – ACCELERATION (ABROAD):

Transfer study abroad program



YEAR 4 – DESTINATION (ABROAD):

Internship and obtain international degree

ABOUT THE AFFILIATED SCHOOLS WITH SBS & THE TRAINING PROGRAM

BACHELOR OF COMMERCE



BACHELOR OF MARKETING & BACHELOR OF HUMAN RESOURCE MANAGEMENT



BACHELOR OF GLOBAL BUSINESS ADMINISTRATION



BACHELOR OF INTERNATIONAL BUSINESS AND MARKETING



In partnership with



ABOUT **CANADA WEST UNIVERSITY**



ONE OF 4 UNIVERSITIES IN CANADA RATED **5* OVERALL**
BY THE UNIVERSITY EDUCATION RANKING SYSTEM.

Quality of training meets the strict standards of ACBSP business schools and training programs (US).

The program is certified National Accreditation with Chartered Manager Canada for excellent quality of training in the Commerce business field and directly reflects the standards related to management that all graduates achieve.

University Canada West graduates will have the opportunity to intern and work at world-leading companies: Apple, Amazon, Deloitte, IBM, PWC, SAP, SIEMENS, Seneca, TELUS, Four Seasons Hotels & Resorts, etc., as well as have the opportunity to apply for visas and settle after graduation.

ABOUT **MACQUARIE UNIVERSITY**

**TOP
1%**

Top 1% of the best universities in the world
(according to QS Rankings 2020, Times Higher Education Rankings 2021).

**TOP 1
AUSTRALIA**

Top 1 in Australia for Master's programs in Marketing and Applied Finance (according to QS World University Rankings).

**TOP 1
AUSTRALIA
AND SYDNEY**

Top 1 in Australia (2020) and top 1 in Sydney (2022) for the employment rate of graduates
(QS Employability Ranking).

Has strong connections with 4000+ business organizations, providing job opportunities for 40,000+ graduates each year.

Modern campus with infrastructure valued at up to AUD 1 billion.

The university provides the most generous scholarship program in Australia with a total value of up to AUD 6 million per year.

ABOUT UNIVERSITY OF **NORTHAMPTON**



Top 42 leading universities in the UK are rated Gold - the highest title in the TEF (Teaching Excellence Framework) assessment framework of the Government.



95% of the university's students have jobs within 6 months of graduation (according to the HESA Destinations of Leavers from Higher Education (DLHE) Survey) continuously for 10 years.

One of the top 20 business schools in the UK

(According to the government's survey of student satisfaction at universities).

Ranked 01 in the UK in the category "Value Added"

(according to the Guardian League Table).

The only university in the UK to be awarded the UK's No. 1 university in the field of social enterprise Ashoka; Won the "Outstanding University in Support of Social Enterprise" award from the HEFCE Association.



ABOUT **AMITY GLOBAL INSTITUTE**



Ranked as one of the top 10 private academies in Singapore with over 6,500 graduates from more than 42 countries.



Offers one of **the top 5 MBA programs in Singapore**.

Holds the prestigious EDUTRUST certification for 4 years from the Singapore Ministry of Education.

A member of the Amity International Business School network, which is the leading network of business schools in Asia with a presence worldwide, including the United States, the United Kingdom, India, Singapore, and Mauritius.

Provides opportunities for students to transfer to Amity schools in the US, UK, and Australia.

Offers various extracurricular activities that allow students to interact with corporations, management experts, renowned scholars from top universities, and famous leaders, such as CEO Dinner Series, CEO Forum, and Nobel Laureate Guest Lectures.



LECTURERS & MENTORS (ADVISORS)

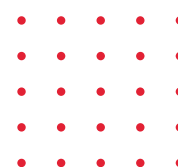


SBS mentors are entrepreneurs, business leaders, and department managers in areas such as business, marketing, etc., with a minimum of 3 years of experience in large international organizations, corporations, and startups inside and outside the country.



Hoang Van Cuong

Managing Director of Saigon Business School





Dr. Holger Siemons

PhD in Management Studies

from Delhi University (India).

MBA from Newcastle University (UK) and Diplom-Kaufmann - equivalent to BA (Hons) in Applied Science from Aachen University of Applied Sciences, Germany.

Research areas: virtual team development, multicultural integration strategy, application of personal development strategies in different cultural environments, etc.

Dr. Gelareh Farhadian

PhD in Business Administration from the University of Bordeaux, France.

Lecturer in Management Consulting and Business Environment.

21 years of experience in IT and management consulting.

Founder of Tiara Consulting/Tiia Arjanne.



George Drazenovic

Master of Business Administration from the University of Notre Dame.

Member of the Professional Accounting Organization British Columbia (CPA, CGA) and the Association of Chartered Financial Analysts of Vancouver.

Rich leadership experience in nurturing entrepreneurial projects in alternative energy, biotechnology, natural resources, etc.





Mentor Phuong Chu

Project Management Officer & Manager of the Visa Application Centre for Canada - International Organization for Migration (IOM) - United Nations Migration Agency in Hanoi.

CEO of Laurel Consult - Study Abroad and Immigration Consulting Company.

Mentor Thao Nguyen

Master of Marketing, Master of Media & Communication - Macquarie University.

Product Marketing Associate - Cover Genius (Sydney, Australia).

Over 3 years of experience as a B2B marketer in the Vietnam and Australian markets.



Mentor Huong Nguyen

Business Director - vBase Digital & YOOSE Singapore.

Mentor for international students at the University of Melbourne & Deakin University (Australia).

Mentor for international students at NUS & SMU (Singapore).

Founder and Director of Marketing - CoXplore.

Bachelor of Applied Science from Haaga-Helia University (Finland), majoring in International Business.





FEE PLAN AND OFFER FOR INTERNATIONAL STUDENTS 2023

No	Fee Plan	Installment			
		1 st Year Payment (Before Visa)	2 nd (After 1 Year)	3 rd (After 4 months)	4 th (After 4 months)
1	Administration Fee	100			
2	Visa Fee	-	150		
3	Tuition Fee	4,500	1,500	1,500	1,500
4	Health Insurance	160	160		
5	Accommodation Fee (*)	-	-	-	-
Note of payment schedule		4,760	1,810	1,500	1,500

Offer for International Students 2023:

1. **A relocation package offer** is available for all foreign students enrolling in the year 2023, which includes:

- Free airport pick-up.
- Free one-month accommodation.
- Free basic Vietnamese language course.
- Free city tour to experience Saigon.
- One-to-one buddy to take care of you throughout your first semester.

2. **Students with outstanding academic achievements** (GPA of 8.0/10 or above, or outstanding extracurricular activities) **will still be considered for scholarships** ranging from 30% to 100% of their tuition fees.



CALENDAR & ADMISSION REQUIREMENTS FOR ENROLLMENT

In 2023, SBS will have 2 admission sessions
with specific schedules as follows:

	Summer Session	Fall Session
<i>Orientation week</i>	May 8th - 13th	September 4th - 9th
<i>Class & exam schedule</i>	May 15th - August 5th	September 11th - December 2nd
<i>Deadline for application & first payment</i>	March 15th	July 11th
<i>Scholarship interviews</i>	From the 10th to the 15th of every month (specific schedule will be announced to each candidate by the school)	

ADMISSION REQUIREMENTS:



Completed high school program (Grade 12)
in Vietnam or abroad.



Have an IELTS score of 6.0 or equivalent before joining the program
(exempt for students from native English-speaking countries).

Students who do not meet the above requirement can participate in an English preparatory course.



Saigon
Business
School

PARTNERS NETWORK



CANIFA



ATS
Avenue to Success

KINGSTUDY
CỘNG BẠN CHÍNH PHỤC THẾ GIỚI



"In addition to owning basic and professional knowledge in school, with the training model closely linked to real projects at Canifa, SBS students will surely have practical experience when working at the company, accumulating the necessary skills, being able to adapt well to the business environment to confidently take on key positions at Canifa, as well as join the labor market worldwide."



Nguyen Thanh Phuong

HR Director of Canifa

"The SBS training model with two-stage bachelor's degree programs helps students have a cost advantage, study abroad opportunities, scholarships, etc. in developed countries, including Canada, while still ensuring quality programs and internationally standardized curriculum. I believe SBS will be an excellent launching pad for young people to achieve many successes on the journey to become global citizens."



Phuong Chu

CEO & Founder of Laurel Consult

"With years of experience in the field of studying abroad consultancy, through cooperation with SBS, ATS desires to expand opportunities for students to continue studying at leading universities in their home country abroad after completing their studies at SBS. Along with SBS, we commit to being a bridge, advising on the best choices and optimal solutions for you and supporting you to succeed in your upcoming journey."



Nhi Tran

Director of ATS Study Abroad
Consultancy Company

"On behalf of Coc Coc, I would like to send congratulations to Saigon Business School - SBS for its official launch. I hope that you will achieve many successes and attract, as well as train top students. From there, SBS can become a leading school in Marketing in Vietnam. We hope to become a companion with SBS. Especially in Marketing - a field that we have a lot of demand for."



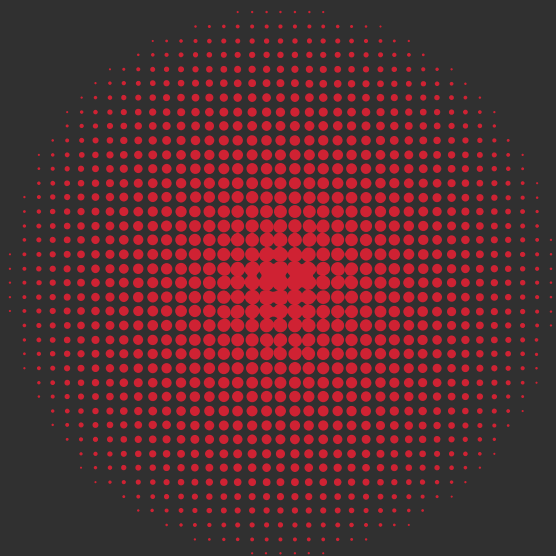
Nguyen Vu Anh

CEO of Coc Coc



Saigon
Business
School

BECOME A *SUCCESSFUL GLOBAL CITIZEN WITH SBS*



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HANOI ENROLLMENT OFFICE

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Thanh Xuan, Hanoi

