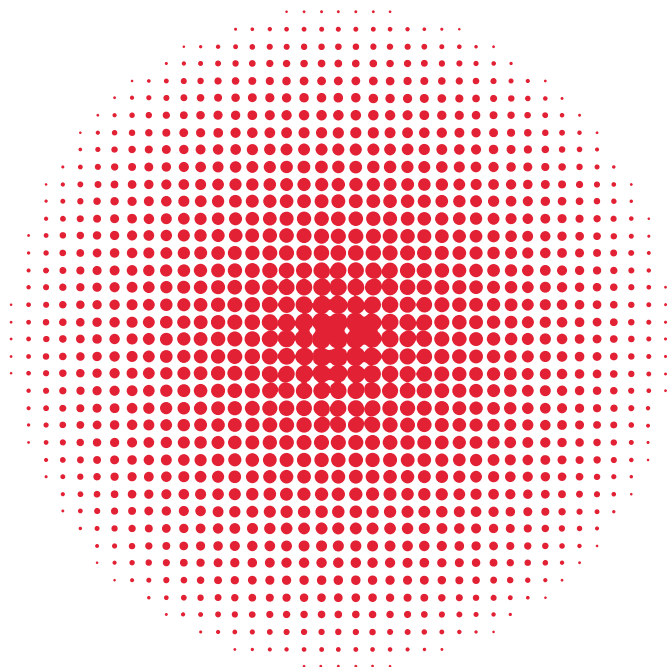




Saigon Business School

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 Group, specializing in providing undergraduate and postgraduate programs in Business Administration, Marketing and Data Science 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 light gray world map is visible in the background. On the left side, there is a red circular graphic with a halftone dot pattern.

WHY CHOOSE 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 and 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 U.K, Australia, Canada, Singapore, 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.



25%

Exercise projects are
based on real business issues



50%

Content with
practical value



100%

English is the official language used in
learning and teaching.

CAMPUS FACILITES AND AMENITIES FOR STUDENT

SBS's campus is located at:

No.7, Street 23, Phu My Ward, District 7, Ho Chi Minh City

Situated at 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.



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School

CAMPUS FACILITIES AND AMENITIES FOR STUDENT

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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PROGRAMS AT SBS

UNIVERSITY FOUNDATION PROGRAM



Middle school & high school students participating in the University Foundation Program



Receive a completion certificate from the SBS - Deakin Alliance program after each course



Credit transfer upon transferring to Deakin and SBS partner universities

BACHELOR'S PROGRAMS IN PARTNERSHIP WITH INTERNATIONAL UNIVERSITIES



**TIER 1 + TIER 2
(FOUNDATION PHASE)**
Studying in Vietnam



**TIER 3 + TIER 4
(Advance Phase)**
Transfer to universities in Australia, UK, Canada, Singapore or choose to continue studying in Vietnam



**RECEIVE AN INTERNATIONAL
BACHELOR'S DEGREE AND
RECEIVE SUPPORT IN JOB
SEARCH AND IMMIGRATION
OPPORTUNITIES**

GLOBAL MINI MBA PROGRAM



Individuals with a bachelor's degree or those looking to prepare for MBA programs



Participate in the Global Mini MBA program to systemize managerial skills and prepare for the full MBA program.



Receive scholarships and opportunities to transfer to prestigious MBA programs at SBS partner universities



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



BACHELOR OF DATA SCIENCE & UNIVERSITY FOUNDATION PROGRAM



GLOBAL MINI MBA PROGRAM

ABOUT **UNIVERSITY CANADA WEST**



UCW's ACBSP-accredited BCom degree prepares students for a successful career in business or management.

The Bachelor of Commerce (BCom) at UCW received the NCMA designation from CIM | Chartered Managers Canada. Graduates will develop the core elements of management education that will allow them to start rewarding careers in a wide range of industries, ultimately leading to professional certification.

UCW has partnered with leading business and tech companies: Salesforce, Tableau, Riipen, IBM, Digital Marketing Institute, AWS, Shopify and more.

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

Ranked 01 in the U.K in the category "Value Added"
(according to the Guardian League Table).

The only university in the U.K to be awarded the U.K'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**

TOP
10

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

TOP
5

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.



ABOUT **DEAKIN UNIVERSITY**



Top 1% universities worldwide



#8 worldwide & 1st in Australia for performance of massive open online courses (MOOC)



#1 in Victoria state for student satisfaction and employability

Top 50 Under 50: Top 50 best young universities worldwide.

Top 100 universities worldwide for Science and Technology.

ABOUT UNIVERSITY FOUNDATION PROGRAM:



PROGRAMS BASED ON EACH SUBJECT



CORE CONTENT OF THE PROGRAM

BUSINESS:

Making business decisions based on data

NEW TECHNOLOGY:

Deep learning & Artificial Intelligence (AI)

MATH & IT:

Mathematical foundations and programming

DATA:

Data collection - Analysis and data processing



ABOUT BACHELOR PROGRAMS

Highlighted courses:

BUSINESS MAJOR

- Digital Business in Practice
- Business Data & Numerical skills
- E-commerce and strategy
- Statistics for management
- Product service and development
- Leadership and Management

MARKETING MAJOR

- Pitching and Negotiation Skills
- Digital Marketing
- Managing the Customer Experience
- Marketing Insights and Analytics
- Planning Social Media Campaigns
- Brand Management

HUMAN RESOURCES MAJOR

- *Human Capital Management*
- *Performance and reward management*
- *HR Information Systems (HRIS)*
- *Ethics and Professionalism in HR*
- *Human Resource Planning and Recruitment*
- *Managing Workplace Diversity and Inclusion*

DATA SCIENCE MAJOR

- Python Programing 101
- Math for Computing
- Machine learning
- Fundamentals of Artificial Intelligence (AI) & Intelligent Systems
- Advance programming for data analysis
- Big data analytics & visualization

ABOUT GLOBAL MINI MBA:

Subjects:

1

**Marketing
Management**

2

**Business
Data
Analysis**

3

**Team
Management
in the Industry
4.0 Era**

4

**Financial
Management**

Elective Courses:

Fundamentals of Artificial
Intelligence (AI) & Intelligent
Systems

E-commerce & Strategy

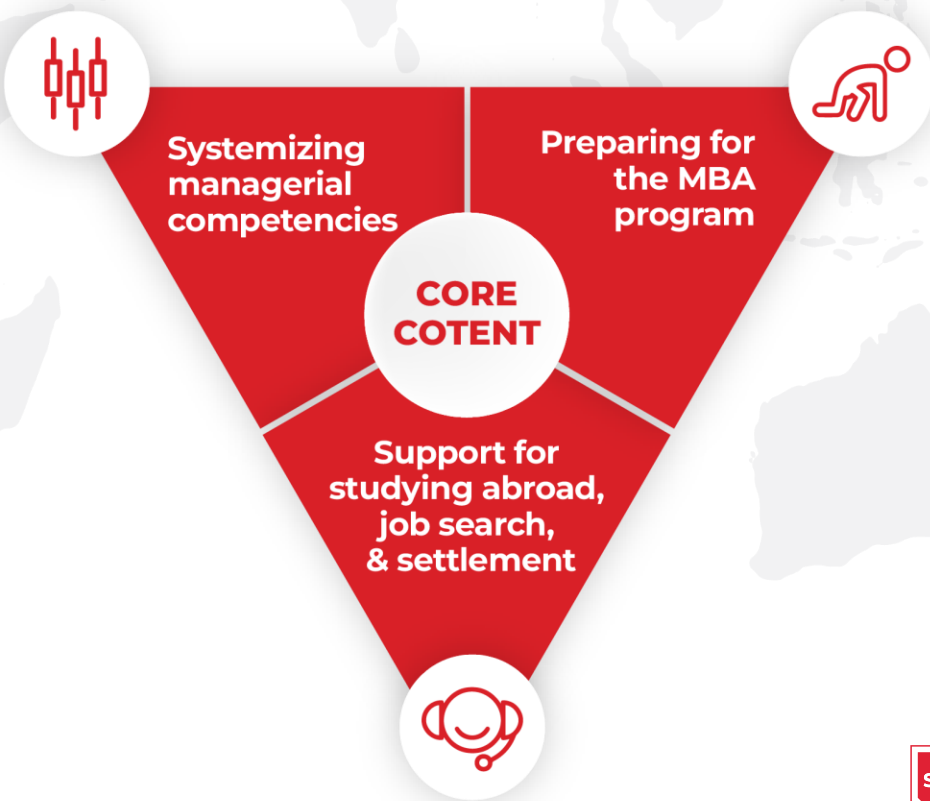
Statistics for Management

Innovation & Commercialization

Leadership & professional
development

Emotional intelligence
for leaders

5





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 of 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.



Dr. Nguyen Duc Thanh

PhD in Computer Science - Wollongong University, Australia

Senior Lecturer in Computer Science at Deakin University

Postdoctoral fellow at Singapore University of Technology and Design

OFFER FOR INTERNATIONAL STUDENTS ACADEMIC YEAR 2023 - 2024

1. A relocation package offer **is available for all foreign students enrolling in the year 2023 - 2024**, 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.

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.**

"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."



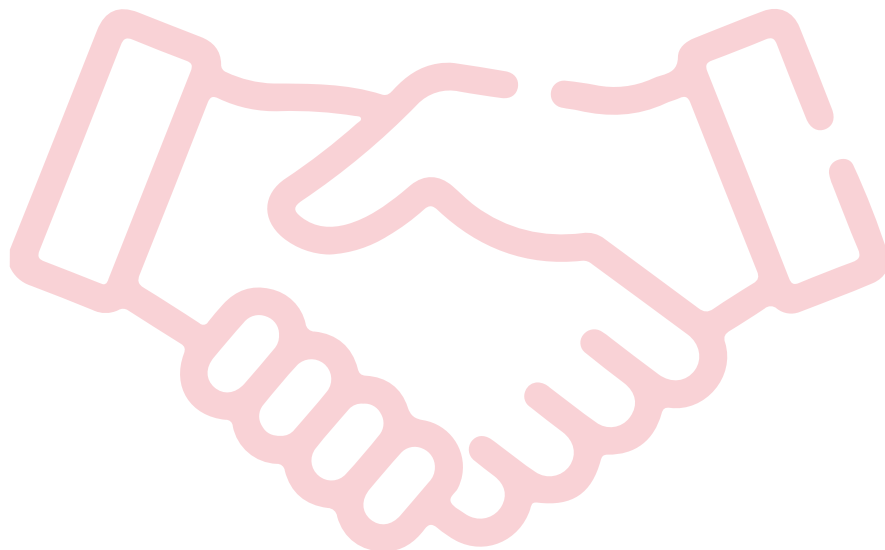
Nguyen Vu Anh

CEO of Coc Coc



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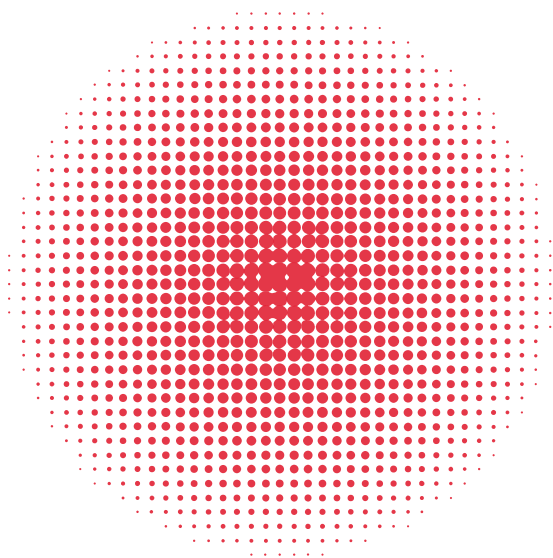
PARTNERS NETWORK





Saigon
Business
School

BECOME A SUCCESSFUL GLOBAL CITIZEN *WITH SBS*



CONTACT



HOTLINE

(028) 7300 8068



WEBSITE

sbsedu.vn



EMAIL

info@sbsedu.vn



CAMPUS

The Audri Building, No. 7, Street 23, Tan
Phu Ward, District 7, Ho Chi Minh City



HANOI ENROLLMENT OFFICE

Hanoi Center Point Building, 27 Le Van
Luong, Thanh Xuan, Hanoi

