



UNIVERSITÄT LEIPZIG

## **SEPT Vietnam – MBA in SME Development**

A joint program of University of Leipzig (Germany) and  
Hanoi University of Technology (Vietnam)





## International SEPT Program

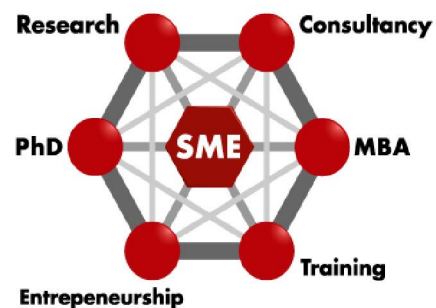
SEPT is a research and training program at the University of Leipzig dedicated to provide theoretical insights as well as practical experience to the promotion of small and medium-sized enterprises in developing and transition countries. SEPT was launched in 1998 at University of Leipzig with strong support from the German Academic Exchange Service (DAAD) as well as other private and public partners.

As our headquarter is located in Germany, we permanently have the opportunity to learn from successful German Small and Medium-Sized Enterprises (SMEs) and to analyze in detail their best practices and winning experiences, as well as those of the institutions that foster and promote them.

These exceptional 'Mittelstand' Firms, as they are labeled in Germany, are known worldwide for their dynamism and constant innovation. Additionally, many of them have managed to achieve leadership positions in many different countries and markets, basically with high-value-added products and services. Not surprisingly, Germany is nowadays the world's number one exporter.

For these reasons, all programs that are offered by SEPT are based on the patterns of the outstanding German 'Mittelstand' and the measures that have been successfully applied to promote them. Our main goal is to transmit this knowledge to institutions and firms from all over the world that are looking forward to implementing successful strategies in the promotion of SMEs.

All activities of SEPT revolve around SMEs, as it can be seen in the following diagram:



SEPT's main commitment is the MBA Program in SME Development, the only MBA program worldwide that focuses on the promotion and development of SMEs. In cooperation with the Hanoi University of Technology (Vietnam), SEPT Vietnam was established in 2005.



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### UNIVERSITÄT LEIPZIG



### University of Leipzig

Founded in 1409, University of Leipzig is the second oldest university in Germany. Nowadays, with more than 25.000 students, University of Leipzig is Saxony's second largest university.

The University attracted scholars of world fame, such as the philosopher Christian Thomasius, the philologist Johann Christoph Gottsched, the theologian and poet Christian Fürchtegott Gellert, the psychologist Wilhelm Wundt, the neurologist Paul Flechsig or the physicist Werner Heisenberg to Leipzig and is even today a continuous source of attraction.



### HANOI UNIVERSITY OF TECHNOLOGY

### Hanoi University of Technology

Hanoi University of Technology (HUT) was established in 1956, the first national university of technology in Vietnam. Since then, it has been an institution for the training of engineers and scientific researchers for almost all sectors of the economy and continuously making considerable contributions to the industrialization and modernization process of the country.

At present, the teaching staff of the university is about 1,500 (out of total 1,800 university employees). Among them, there are 240 professors and associate professors, 450 Dr.Sc. and Ph.D.





## Mission and Objectives

SEPT is a research and practice-oriented post-graduate program at the University of Leipzig, sponsored by the DAAD. The aim of the master program is to convey theoretical knowledge, as well as application-oriented findings and practice-relevant experiences in the area regarding the promotion and development of small and medium-sized enterprise (SME).

The courses are designed for experts of SME promotion and management who will become multipliers, trainers or resource persons and who will work in organizations supporting small businesses and/ or promote innovative entrepreneurs in their home respective countries.

## Course Description

Our two years postgraduate study focuses predominantly on economic issues relevant to the promotion and management of small and medium-sized enterprises and related development policies. Successful participants will obtain a master's degree in SME Development.

The curriculum is designed to combine formal course trainings with practical learning experiences. The regular courses, lectures and seminars are underpinned by workshops, conferences and reports on current scientific work and practical experiences, field trips as well as working groups and plenary discussions.

## Curriculum

The 20-month program is structured as follows:

- Two semesters at the Hanoi University of Technology.
- A voluntary internship at institutions in Vietnam.
- A period of resident research (as a rule) in Vietnam.
- A final semester in Vietnam or Germany.

The four-term course is divided into two terms of formal training at the Hanoi University of Technology, a practical training in relevant institutions in Vietnam, Asia or Europe, a research project in (preferably) the participant's home country following by a finishing term at the Hanoi University of Technology which covers the Master's thesis. For outstanding students there is the opportunity to realize the finishing term in Germany at the University of Leipzig.

### For more information, please contact:

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Website: [www.sept.edu.vn](http://www.sept.edu.vn)



## Concept

Lectures and discussions with respect to different conceptual approaches and aspects of promotional issues stretching from supporting small businesses in the so-called survival sector to promotion of innovative, dynamic medium-size enterprises. Thus, our courses encompass the heterogeneity of this important part of the national economy in many countries. An important issue is the identification of innovation and growth potentials and of concepts to rethink the industrial and economic policy in the long run. Nevertheless, socio-economic and political considerations, like creating opportunities for the poor, by securing income and employment, will be part and parcel of our program.

## Practical Relevance

The core of our activities is the theoretical and conceptual understanding of aspects and challenges regarding small and medium-sized enterprise promotion. This includes an exchange of ideas with relevant scholars and research institutions, programs, projects, and related organizations that work in the field. Main activities during the course are:

- Seminars
- Tutorials
- Workshops
- Internship
- Excursions

## Networking

SEPT opens a forum for learning by research, discussions and interdisciplinary exchange. This approach facilitates a qualified academic training for upcoming professionals and resource persons (mainly from developing countries) who already hold a degree and already have some practical experience in working with small enterprises. SEPT will also provide manifold contacts to German/ European institutions and experts of small enterprise promotion. SEPT supports networking and initiates the dialogue at personal and at institutional level.

## Keeping in Touch

We support networking activities and information exchange between SEPT graduates, institutions promoting small enterprises, socio-economic development, international chambers of commerce, research institutions, and other development projects.

### Sept Office in Vietnam

Tel: (84 4) 3868 4773  
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Email: [sept@uni-leipzig.de](mailto:sept@uni-leipzig.de)  
Website: <http://www.uni-leipzig.de/sept>



## Module Syllabi

Full time study comprises a workload of 120 credit points (CP). In each year of study, the student has to obtain 60 CP.

CP will be given after a successful completion of module examinations. One credit point is equivalent to about 30 hours of lessons and self study plus preparation and completion of exams. The full workload should not be over 1800 hours for a full year.

The study content is taught in modules. The term module refers to a combination of lessons that is limited in time and connected by methods and content. Modules will be complemented by an exam. This exam is the basis for the award of credit points. Normally, one module is equivalent to 10 CP. There are 2 basic courses:

- Core courses: compulsory to all students.
- Elective courses: the students can choose between courses within one thematic range.

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 Website: [www.sept.edu.vn](http://www.sept.edu.vn)

Code	Content	CP
M01	Theories and Strategies of Development Economics	10
M02	Entrepreneurship Management	10
M03	New Scientific Discourses of SME-Promotion	10
M04	Management of Knowledge-intensive Business Services (Elective)	10
M05	Marketing of SMEs (Elective)	10
M06	Business Finance (Elective)	10
M07	Competence Development in Enterprises (Elective)	10
M08	Internship (Elective)	10
M09	Data Analysis and Project Management	10
M10	Research Project	30
M11	SEPT Colloquium	10
	Final thesis	20

# ADMISSION FOR THE 5th INTAKE (2009 – 2011)

## I. Requirements

The ideal candidate for SEPT's master program should be well qualified academically and have some business experience. Requirements are:

- A university degree, at least on a Bachelor level (minimum of a four-year program) from a reputable university.
- Broad knowledge of economic issues.
- At least one year of relevant career experience.
- Good knowledge of English when the program starts.

## II. Process of Application

SEPT application deadline is October 30, 2009.

Applications for admission should be submitted on an official application form, which is obtainable from SEPT Office in Vietnam directly or as a download.

Late applicants should realize that admission and/or scholarship places may no longer be available. In this case, the acceptance may be deferred to apply for a later admissions date. Upon receipt of a completed application package, candidates may be contacted for further information or interviews.

The entire application process can take up to 01 month, so it's best to apply early, taking care to ensure everything is completed properly. If all steps are followed carefully, the following chain of events should occur without delay.

- **Step 1.** Student submits the completed application package to the SEPT Office in Vietnam. It is important to send all admission materials to the SEPT Office.
- **Step 2.** Once all application criteria have been met and all application materials are submitted to the SEPT program, the SEPT admission council will decide whether to accept the applicant. If the applicant is accepted into the SEPT program, we will issue a letter of acceptance to the applicant. In the acceptance letter, the SEPT program will specify which, if any, pre-requisites are needed (and must be completed) before the SEPT program begins.

There is also a confirmation of cost coverage included, in which the applicant has to affirm the willingness and ability to pay the costs for SEPT. This has to be sent back to SEPT signed by the applicant.

- **Step 3.** The University of Leipzig will send the formal letter of acceptance once it has completed the review of the prospective student's application and determined all requirements are met.

## III. Application Checklist

The official application form has to be sent along with the following required documents:

1. Letter of application.
2. Curriculum vitae.
3. All university diplomas and degree certificates indicating the final grades.
4. Certificates of English proficiency (TOEFL or IELTS preferable)
5. Record of professional employment/ practical work experience.
6. Letter of confirmation of scholarship-donor if applicable or status of application procedure.

## IV. Tracking your Application

Students will be notified via email on the status of their application as soon as the SEPT team can give clear information.

Students may track the status of their application anytime with referring to their application number by sending an email to [septvn@crc.edu.vn](mailto:septvn@crc.edu.vn). In addition, you can update your address in this way so that our office always has your current coordinates.

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