

## Practical Information

### Admission:

Recognized university bachelor degree  
At least 2 years professional experience  
Proficiency in English (TOEFL 500 or C level)  
Successful appreciation of application form essays  
All application forms received by Dec 21st 2007 will be treated in January so that candidates can be informed before Jan 31 2008 if they are pre-selected for interviews taking place in April.  
Second round of candidacies will be open with a second deadline being March 21st 2008.  
Interviews will take place the first week of April 2008 with a mixed jury Open University / Solvay Business School.

Fee: 6,500 USD/program

### Evaluation:

Students will have one exam per subject, and will be evaluated on basis of the interview, final project and presentations in front of our specialist jury.  
Students whose major is not economics or business will take additional courses according to the board of jury.

### Courses:

Courses will start in May, 2008 and will take place on the main campus of HCMC Open University, 97 Vo Van Tan, District 3, Ho Chi Minh City.

MASTER IN  
BUSINESS & MARKETING MANAGEMENT

Solvay  
Business School



Solvay Business School  
Université Libre de Bruxelles  
HCMC Open University

## Master in Business & Marketing Management

To develop your marketing skills and get ready for a successful business career



Solvay  
Business School

Registration at:  
Ho Chi Minh City Open University  
Office of Academic Affairs  
Room 209, 97 Vo Van Tan, Dist. 3  
Ho Chi Minh City, Vietnam  
Tel (Fax): 9300947  
Email: postgraduate@ou.edu.vn

<http://www.ou.edu.vn>



UNIVERSITE LIBRE DE BRUXELLES, UNIVERSITE D'EUROPE ULB



Ho Chi Minh City Open University (HCMCOU, [www.ou.edu.vn](http://www.ou.edu.vn)), founded in 1990, offers an open way of training. HCMCOU provides a variety of programs from undergraduate to postgraduate ranging from on-site, distance learning, learning at satellite academic centers, aiming at meeting various learning needs. The joint Master programs with ULB have been provided successfully since 1994.

The Solvay Business School ([www.solvay.edu](http://www.solvay.edu)) is part of the University Libre de Bruxelles (ULB, [www.ulb.ac.be](http://www.ulb.ac.be)). The School is located on the University campus in the city of Brussels. For almost a century, the Solvay Business School has been a prestigious leader in management education in Europe. The school organizes multiple executive education programs and provides training in both general and specialized areas of management.

### Session 2: Advanced Business & Marketing Courses

All courses are given by belgian specialists, teaching full time in the executive programs of Solvay Business School or in other main universities in Belgium.

Building and managing brands  
Market research, customer behavior & competitive intelligence  
Marketing & business communication, PR & advertising  
International marketing  
Sales & customer relationship management  
Marketing of innovative projects  
Intercultural relationships & negotiation  
Domestic & international distribution & retailing  
E-business management

### Session 3: Final Project

Final project  
Personal project related to a business problem : an action-oriented work to be finalized in the form of a written report and oral presentation in front of a mixed jury of both universities, including marketing professionals.

### Master in Business & Marketing Management

If you are....  
A university graduate , fully fluent in English, ready to work hard to boost your career  
A strong, ambitious and confident professional ready to move up fast in sales & marketing careers  
A real leader able to make things happen in business

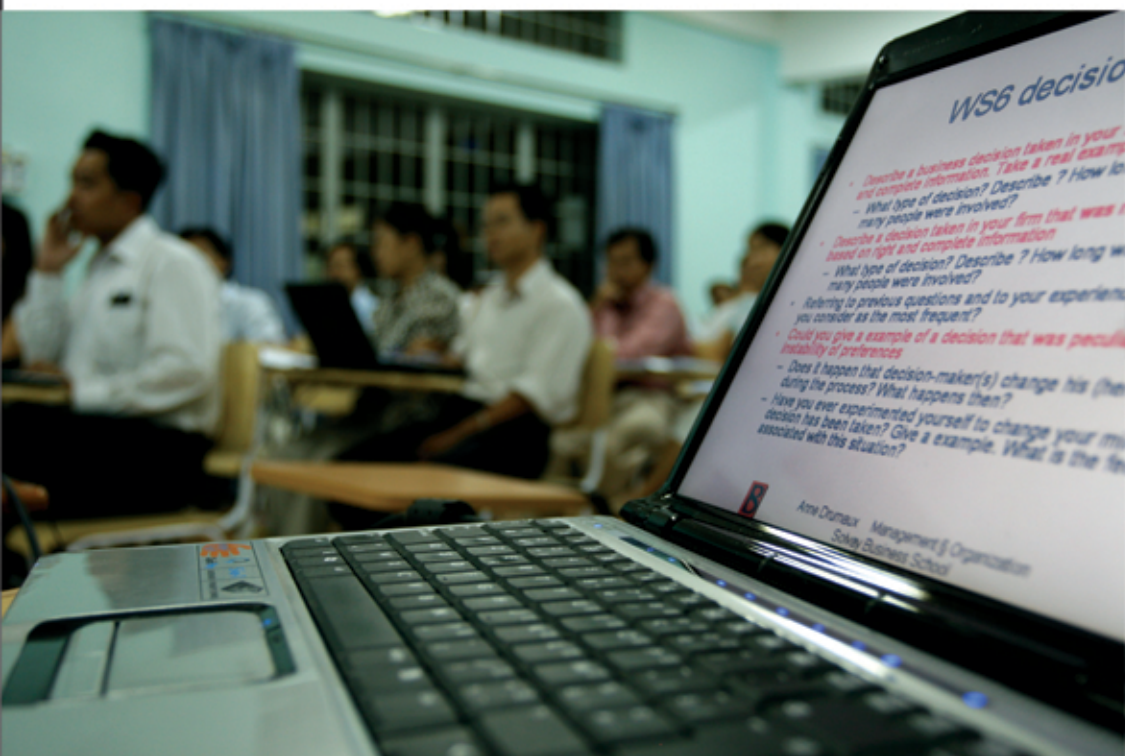
If you want....  
To develop your marketing and management skills with the best European teachers  
To better reach your professional objectives and be promoted quickly  
To get an international western university degree

We offer you :  
The best part time Master in Marketing programme in Vietnam  
The best European faculty of professors, experts and marketing professionals  
The most action-oriented program ever: professional, practical, field focused

And...some extra-bonus :  
Mid-term personal interviews to monitor your personal performance  
Individual coaching time to better plan your career development  
The most influential alumni network in Europe and Vietnam  
Personal contacts with European and Vietnamese sales and marketing professionals  
Etc.

### Session 1: Business & Marketing

Fundamentals  
Five courses taught by belgian professors; each course hold for 24h (8 lectures of 3h).  
Strategic marketing management  
Global political and economical market environment  
Leadership and human resources management  
Management accounting & control systems  
Business & marketing planning  
Philosophy (Vietnamese professor)



Join us NOW!

