



Career Development Guidebook

Prepared by

Alumni, Industry & Development Department

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E-Book Available!



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CAREER EXPLORATION

Explore diverse career paths and industries through self-assessment tools and information.

CAREER READINESS

Equip essential skills such as job search, CV, cover letter, interviews, tests, with an in-depth guideline for management trainee programs (Business and Management Students) and technical interviews (Engineering and Computer Science students).

02

03

INDUSTRY IMMERSION

In-depth profiles of 50 selected organizations to guide students towards choosing ideal employer(s).

FOREWORDS



Dear Valued Readers,

Welcome to the VinUniversity Career Development Guidebook, your trusted companion on the journey to discovering and navigating the world of career possibilities.

In 2023, VinUniversity conducted a White Paper to research the gaps in expectations of employers vs students regarding attitude, skills and competencies needed to have a good job and good career, as well as what makes young talents attractive candidates for recruitment, and what makes companies ideal places to work (The White Paper can be found here <https://vinuni.edu.vn/wp-content/uploads/2024/02/ENG-Young-talents-White-paper.pdf>). This Guidebook is thoughtfully designed to follow up the White Paper findings and assist you in:

- **Career Exploration:** To assist students in exploring diverse career paths and industries through self-assessment tools and information
- **Career Readiness:** To equip students with essential skills such as job search, CV/Cover letter, interviews, tests, with an in-depth guideline for management trainee programs (Business and Management Students) and technical interviews (Engineering and Computer Science students).
- **Industry Immersion:** To provide in-depth profiles of 50 selected organizations to guide students towards choosing ideal employer(s).

The **Career Exploration Guidebook** has two fundamental aspects of this field:

Self-assessment Tools: Inside these pages, you will find tools and insights to uncover your unique strengths, interests, and personality traits. These tools will provide you with valuable self-awareness, guiding you toward a clearer understanding of your potential and preferences.

Careers Prospects: Delve into the world of diverse career paths in industries. Whether you are a student embarking on your educational journey or a seasoned professional contemplating a change, this booklet offers comprehensive information and guidance to aid your decision-making process.

We understand that making career choices can be both exhilarating and challenging. While we have taken care to ensure accuracy, it's important to acknowledge that every individual's journey is unique. Therefore, we appreciate your understanding of these limitations and encourage you to further research and analyze your options for a comprehensive understanding of the subject matter.

Your pursuit of a fulfilling and purpose-driven career is a journey we deeply value, and we are thrilled to be a part of it. Thank you for entrusting us with this role in your career exploration. Let's embark on this voyage of self-discovery and career possibilities together!

Warm regards,
VinUniversity Alumni, Industry & Development Department



CAREER EXPLORATION GUIDEBOOK

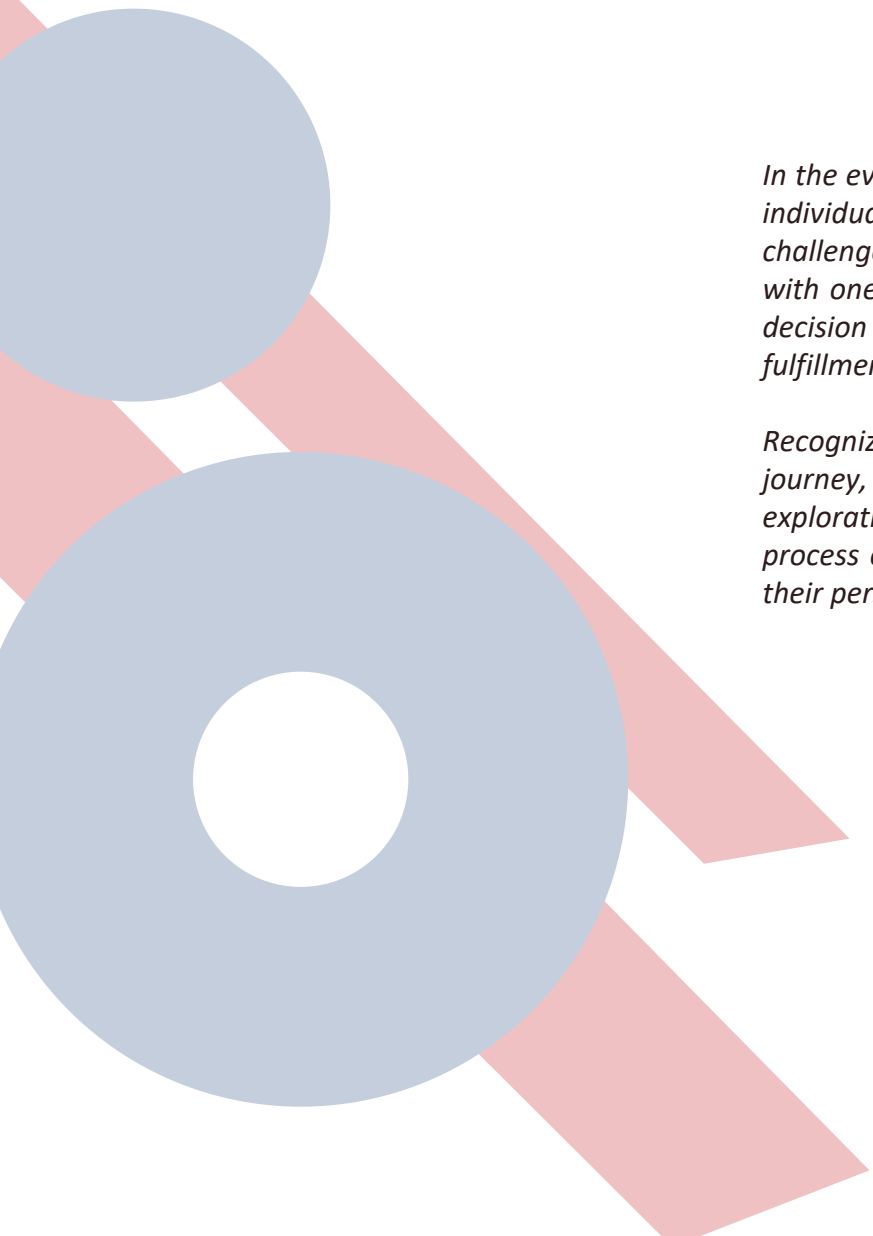
Prepared by Alumni, Industry & Development Department

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SELF-ASSESSMENT TOOLS



In the ever-evolving landscape of today's job market, individuals face a myriad of career choices and challenges. Selecting the right career path that aligns with one's interests, values, and abilities is a pivotal decision that can greatly impact professional fulfillment and success.

Recognizing the significance of this self-discovery journey, this handbook introduces a two-part exploration, guiding university students through the process of understanding their purpose and aligning their personalities with potential career paths.

Part 1: Exploring Your Purpose with IKIGAI and Crafting Your Career Vision

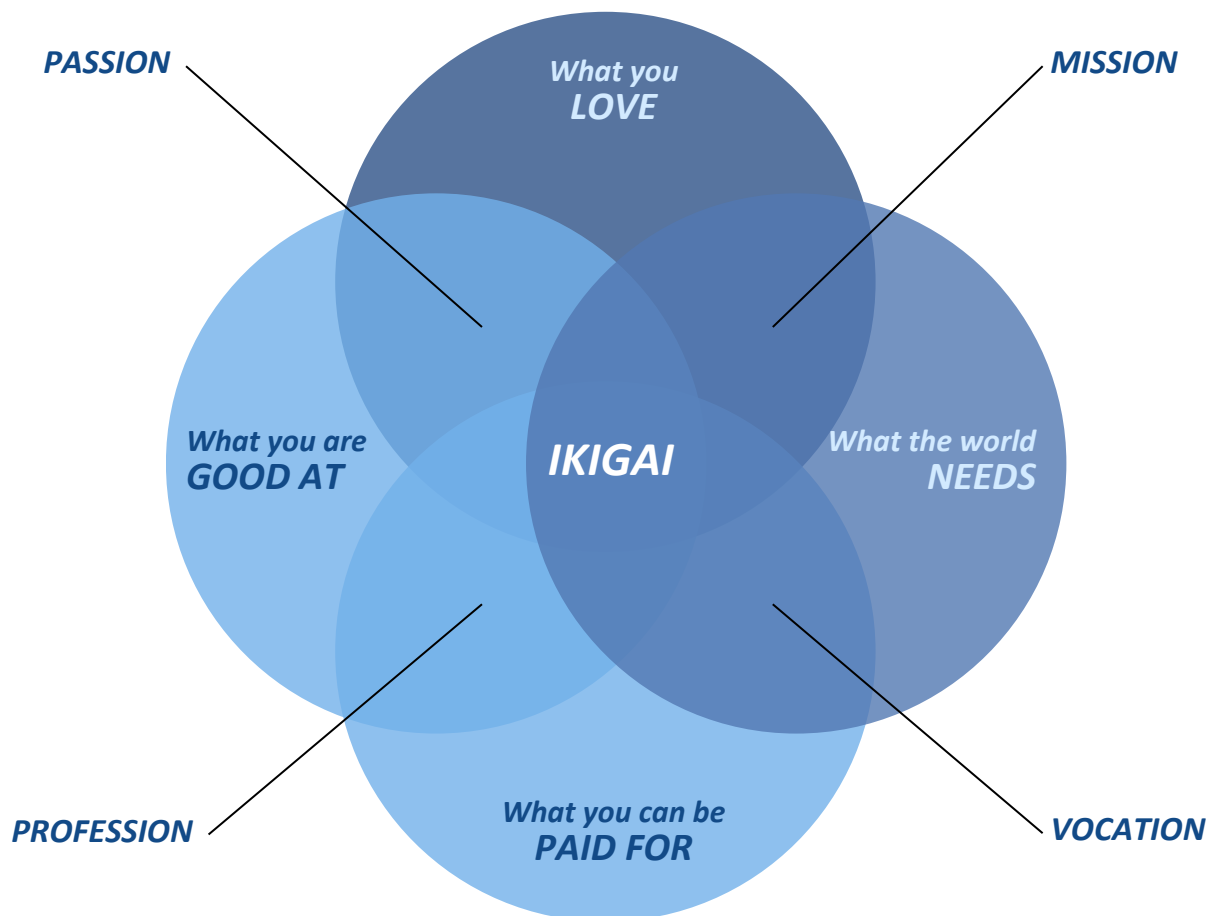
In the first segment, we delve into the profound concept of purpose using the IKIGAI model, a Japanese philosophy that intertwines passion, mission, vocation, and profession. Students are encouraged to reflect on their unique combination of these elements, creating a personalized roadmap that leads to a fulfilling and purpose-driven career. Additionally, a template is provided to aid in crafting a clear career vision, empowering students to articulate their aspirations, set meaningful goals, and navigate their academic and professional journey with purpose.

Part 2: Personality and Career Orientation Tests

In the second part, we explore powerful tools in career orientation: MBTI (Myers-Briggs Type Indicator), DISC, and the Holland Test. These assessments offer a profound dive into the intricacies of personality, providing valuable insights that extend beyond individual preferences to inform career decisions. As we delve into each of these assessments, the handbook unfolds the distinct approaches and practical applications of these tools, guiding students to uncover their unique strengths, communication styles, and preferred work environments.

EXPLORING YOUR PURPOSE

Before embarking on your journey to explore career options, it's valuable to pause and reflect on what truly matters to you. This introspective process not only helps you discover a career aligned with your values but also contributes to a more purposeful and fulfilling life. One useful framework for this self-discovery is the concept of IKIGAI, a Japanese term representing the convergence of what you love, what you are good at, what the world needs, and what you can be paid for.



As you reflect on these aspects, keep the IKIGAI answer in mind when considering potential career options. This self-assessment exercise aims to guide you toward a holistic understanding of your purpose and the intersection of your passions, strengths, societal needs, and financial sustainability.

For further insights and guidance, don't hesitate to share your results with trusted individuals such as academic advisors, faculty members, or friends. Engaging in discussions and seeking advice can provide valuable perspectives on potential career paths and help you make informed decisions about your future. Taking the time to understand your purpose can contribute to a more focused, less overwhelming exploration of career options, ultimately leading to a more satisfying and purpose-driven professional life.

CRAFTING YOUR CAREER VISION

As you navigate your academic journey, taking the time to envision your future career is a valuable and empowering exercise. Think about what kind of work you want to do. To guide you through this process, use the following guiding questions:

CRAFTING YOUR CAREER VISION TEMPLATE

NATURE OF WORK

- *What kind of work energizes and inspires you?*
- *What activities or tasks do you envision yourself doing on a day-to-day basis?*
- *Are you drawn to creative, analytical, collaborative, or leadership-oriented work?*

IMPACT AND CONTRIBUTION

- *What impact do you hope to make in your chosen field or industry?*
- *How do you envision contributing to the betterment of society or your community through your work?*

WORK ENVIRONMENT AND CULTURE

- *What type of work environment do you thrive in? (e.g., collaborative, independent, dynamic)*
- *What values and culture do you seek in an organization or workplace?*

SKILLS AND GROWTH

- *What skills do you want to utilize and develop in your future role?*
- *How do you envision personal and professional growth in your career?*

LIFESTYLE CONSIDERATION

- *What work-life balance do you aspire to achieve?*
- *Are there specific locations or settings where you would prefer to work?*

LONG-TERM GOALS

- *Where do you see yourself in 5, 10, or 15 years professionally?*
- *What milestones or achievements would mark a successful career for you*

To bring your aspirations to life, consider these practical next steps. First, take a moment to reflect on your responses—allow your understanding to evolve and refine your answers as you gain insights into your evolving self. Next, dive into the exploration phase by researching industries, companies, and roles that resonate with your vision.

Seeking guidance is a crucial part of the process. Share your burgeoning career vision with mentors, advisors, or professionals in your chosen field. Their feedback and guidance can provide valuable perspectives and help shape your trajectory. Be open to refining your vision as you accumulate new experiences and insights throughout your academic and professional journey. Let this template be your compass, guiding you toward a fulfilling and purposeful professional future.

PERSONALITY AND CAREER ORIENTATION TEST

Embarking on the exploration of your career path is a journey of self-discovery, and personality and career orientation tests serve as valuable guides along the way. As you navigate this process, consider the following structured journey map, incorporating three renowned tests—MBTI, DISC, and Holland Code—to uncover insights about your personality, preferences, and potential career orientations.

1 Understanding Yourself - MBTI (Myers-Briggs Type Indicator)

Begin your journey by delving into the MBTI, a widely used personality assessment that categorizes individuals into 16 distinct personality types. This test explores preferences in four dichotomies—Extraversion or Introversion, Sensing or Intuition, Thinking or Feeling, and Judging or Perceiving. Understand your natural inclinations and tendencies, gaining insights into how you interact with the world, process information, and make decisions.

Purpose

- *Uncover your preferred work environments and communication styles.*
- *Gain clarity on your strengths and potential areas for growth.*

Test links

- [Free Personality Test - 16 personalities \(English\)](#)
- [Trắc nghiệm tính cách MBTI - TopCV \(Vietnamese\)](#)

2 Interpersonal Dynamics - DISC Assessment

Move on to the DISC assessment, a tool designed to understand behavioral styles in a social context. DISC measures four personality traits—Dominance, Influence, Steadiness, and Conscientiousness. Explore how you approach tasks, handle challenges, and collaborate with others. This stage provides valuable insights into your interpersonal dynamics, shedding light on how you work within a team and contribute to group dynamics.

Purpose

- *Enhance your self-awareness regarding interpersonal behaviors.*
- *Identify your communication and collaboration preferences.*

Test links

- [DISC Personality Test - The Kevin Eikenberry Group \(English\)](#)
- [Bài trắc nghiệm tính cách DISC - CareerBuilder \(Vietnamese\)](#)

3 Aligning Interests and Careers - Holland Code (RIASEC Model)

Conclude your journey with the Holland Code, based on John Holland's RIASEC model. This assessment categorizes individuals into six personality types—Realistic, Investigative, Artistic, Social, Enterprising, and Conventional. By exploring your interests, you can identify career paths that align with your passions and preferences, allowing you to consider potential fields and industries.

Purpose

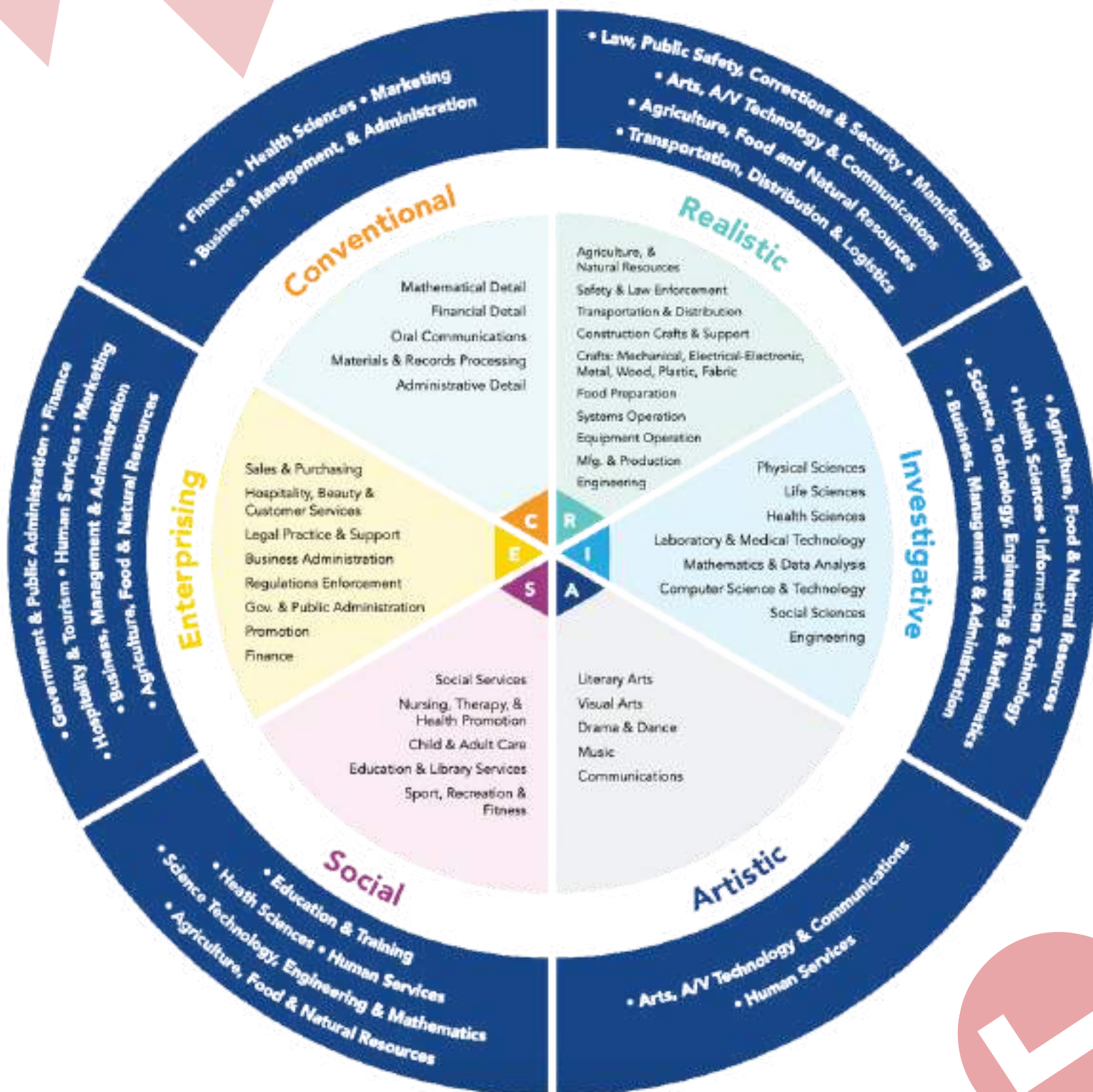
- *Connect your interests and personality traits to potential career options.*
- *Explore occupations that align with your unique combination of interests.*

Test links

- [Holland Code Career Quiz - Truity \(English\)](#)
- [Công cụ Sở thích nghề nghiệp theo Holland \(Vietnamese\)](#)

HOLLAND

Holland's Suggested Career Choice Map



Source: Career Key (2022).

VINUNI CAREERS

VinUniversity Careers is a comprehensive resource designed to unveil the diverse career prospects within VinUniversity's majors. This series begins with a sector overview, providing insights into the industry landscape relevant to your major. It then navigates through available roles, shedding light on the array of career opportunities awaiting you.

As you explore, you'll find valuable information on useful resources, certification options, competitions, and internships tailored to your chosen field. This resource is your compass, guiding you as you embark on your academic and professional journey.





CECS

COLLEGE OF ENGINEERING AND COMPUTER SCIENCE



ELECTRICAL



MECHANICAL



**COMPUTER
SCIENCE**



Embarking on an Electrical Engineering major is an invitation to dive into the heart of technological innovation. As an electrical engineer, you'll unravel the intricacies of designing, analyzing, and optimizing electrical systems, shaping the forefront of modern technology. Your journey in Electrical Engineering entails mastering the principles of mathematics and physics, empowering you to engineer solutions that drive advancements across industries and contribute to Vietnam's thriving electronics sector, a global player in trade and manufacturing.

AVAILABLE ROLES (WHERE)

Research and Development: Electrical engineers contribute to pioneering breakthroughs, driving innovation in fields such as renewable energy and telecommunications.

Aerospace and Automotive: Electrical engineering plays a critical role in designing electronic systems for aircraft and defense technologies, while in the Automotive Industry, it fuels advancements in vehicle electrical systems.

Power and Energy: Electrical engineers in Power Generation Plants and Renewable Energy Companies, is at the forefront of ensuring reliable electricity generation and advancing sustainable energy solutions.

Construction and Infrastructure: Electrical engineering underpins the integration and maintenance of electrical systems, contributing to the development of infrastructure and technological advancements.

Healthcare and Biotechnology: Within Healthcare Facilities, electrical engineering is indispensable for maintaining and advancing critical medical equipment, supporting advancements in healthcare technologies.

Technology and Innovation: The realm of Startups and Innovation Hubs, alongside Smart Home Technology Companies, sees electrical engineering driving advancements in emerging industries, shaping the landscape of technological innovation.

AVAILABLE ROLES (WHAT)

Power Engineers: Designing, developing, and maintaining power generation and distribution systems, including power plants, substations, and transformers.

Environmental Monitoring: Electrical engineering plays a vital role in environmental monitoring by designing sensors, data acquisition systems, and remote monitoring technologies that enable the collection and analysis of environmental data. Engineers develop innovative solutions for measuring various parameters such as air and water quality, pollutants, and climate conditions, facilitating real-time monitoring and assessment of environmental health.

Computer Hardware Engineers: Designing, developing, and testing computer hardware components, including processors, memory, and storage devices.

Electronics Engineers: Developing electronic devices, such as computers, smartphones, and other consumer electronics; building communication systems, including satellites and cell phone towers.

Control Systems Engineers: Developing and implementing control systems for various applications, including automation, robotics, and manufacturing, etc.

Signal Processing Engineers: Designing and developing algorithms for processing and analyzing digital signals, such as audio and video signals, etc.

Telecommunications Engineers: Designing and developing communication networks, including telephone, television, and internet systems.

Instrumentation Engineers: Designing and developing sensors, transmitters, and other devices used to measure and monitor various physical properties, including temperature, pressure, and flow.

USEFUL RESOURCES

Electrical Engineering Portal: A rich repository of electrical engineering articles, software guides, theorem explanations, and research papers.

Electronics: Offers interactive learning objects that focus on concepts that cover a broad-based electromechanical program.

Electrical 4 U: A learning platform for electrical and electronics engineering.

All about circuits: A comprehensive resource for circuit-related content, offering technical articles, video lectures, and student worksheets.

Wolfram Demonstrations Project: A versatile resource that offers interactive demonstrations on computation, mathematics, and engineering.

Virtual Labs: Provides remote access to labs in science and engineering fields, targeting undergrad and postgrad students.

MIT OpenCourseWare: Offers web-based access to MIT course content, providing top-tier courses and resources in various fields.

Makezine: A hub for creative DIY projects and guides, perfect for makers and DIY enthusiasts seeking inspiration and project ideas.

Electronics Weekly: A valuable source of industry-related news in electrical engineering, covering topics in business, design, and products while also providing job listings and postings.

TutorialsPoint: An educational platform offering tools and official certificates, especially helpful for solving electrical engineering problems and fostering a strong student community.

Circuit Lab: An interactive platform that enables users to simulate circuits and create professional schematics and wiring diagrams.

Hackaday: Provides a wide range of technical content, including blogs, videos, and webinars, focusing on electronics trends and connecting engineers and innovators globally.

SPECIAL PROGRAMS/COMPETITIONS

- Vietnam Robotics Challenge
- VEX Robotics World Championship
- Competitions from IEEE
- Competitions in ECE fields

INTERNSHIPS

BOSCH: BOSCH provides practical skills about real-world projects, particularly in automotive technology, industrial solutions, and IoT.

ABB: ABB offers hands-on experience in automation and electrification, robotics, power, and industrial automation.

VinFast: VinFast provides hands-on experience across automotive sectors like engineering, manufacturing, design, R&D, marketing, and business operations.

Samsung Fresh Staff: An annual program of Samsung Vietnam for students who have graduated or are about to graduate in all majors, especially engineering.

Schneider Electric: Schneider Electric provides hands-on experience in various fields such as energy management, automation, engineering, and software development.

CERTIFICATES

- Engineer In Training Certification (EIT)
- Project Management Professional (PMP)
- AutoCAD Certified Professional Certified
- Systems Engineering Professional (CSEP)
- Certified Energy Manager (CEM)
- Electrical Technician Certification Certified Manager Certification (CM)
- Certified Technical Professional (CTP)
- Software Engineering Master Certification (SEMC)
- Engineering Management Certification Fundamentals (EMCF)
- Program Management Professional (PgMP)
- Certified LabVIEW Developer (CLD)

With a Mechanical Engineering major, you'll delve into the design, analysis, and optimization of mechanical systems, playing a pivotal role in shaping the technological landscape. From creating cutting-edge machinery to developing sustainable solutions, your skills in mathematics, physics, and design will be honed to engineer solutions that drive progress across diverse industries. You will explore a world where imagination meets precision, and your expertise becomes the driving force behind technological advancements and transformative solutions.

AVAILABLE ROLES (WHERE)

Manufacturing Plants: Mechanical engineers often work in manufacturing facilities where they are involved in the production and quality control of products. They oversee the assembly and testing of mechanical components, troubleshoot manufacturing issues, and ensure that products meet design specifications and safety standards.

Research and Development Labs: Mechanical engineers employed in research and development (R&D) labs work on cutting-edge technologies and innovative projects. These labs are often found in universities, government agencies, and private companies. Here, engineers conduct experiments, analyze data, and develop prototypes for new products or systems.

Construction Sites: In construction industries, mechanical engineers may visit construction sites to oversee the installation and commissioning of mechanical systems, such as HVAC, plumbing, and ventilation systems, in buildings and infrastructure projects.

Aerospace and Automotive Industries: Mechanical engineers in the aerospace and automotive sectors work on designing and developing aircraft, spacecraft, automobiles, and other transportation systems. They work in both office settings and testing facilities to ensure the functionality and safety of their designs.

Oil and Gas Industry: Mechanical engineers are involved in the oil and gas industry, working on projects related to drilling, extraction, and refining processes. This includes designing drilling equipment, pipelines, and offshore platforms.

Government Agencies: Mechanical engineers may be employed by government agencies to work on infrastructure projects, defense systems, and environmental initiatives.

Academic Institutions: Some mechanical engineers choose to work in academia, conducting research, teaching students, and mentoring the next generation of engineers.

AVAILABLE ROLES (WHAT)

Aeronautical Engineer: Performing and supervising the design, development, manufacture, and maintenance work of all types of flight vehicles which may include military and civilian airplanes, helicopters, missiles, launch vehicles, spacecraft, satellites, and control and guidance systems.

Automotive Engineer: Designing, manufacturing, and operating ground-based vehicles, such as motorcycles, automobiles, buses, and trucks, and their respective engineering subsystems.

Building Services Engineer: Designing and developing the inner workings of buildings to provide a safe and functional work environment.

Construction Engineer: Planning and managing the construction of structures such as highways, bridges, airports, railroads, buildings, dams, and reservoirs, etc.

Consultant Engineer: Undertaking independent contract work for clients in a particular field. Consulting Engineers generally work on a project-by-project basis for a variety of clients.

Engineering Project Manager: Planning, administering, and reviewing engineering and technical projects.

Management Consultant: Researching the procedures and systems used in an organization to assess how individuals and the organization as a whole can best operate.

Manufacturing Systems Engineer: Designing and improving systems and equipment that complete tasks accurately and change raw materials into products with minimal wastage of time, materials, and energy.

Mechanical Design Engineer: Designing new machines, equipment, or systems taking into account cost, availability of materials, strength, and maintenance requirements.

Mining Engineer: Planning and directing the engineering aspects of extracting mineral resources from the earth, and directing the engineering aspects of extracting mineral resources from the earth.

USEFUL RESOURCES

MatWeb: a material database that allows users to search by trade name, manufacturer, or the material itself.

GrabCAD: a collaborative platform for 3D CAD, enabling engineers to share, view, and collaborate on models and projects.

LearnMech.com: a project-oriented website created specifically for mechanical engineering.

Society of Manufacturing Engineers (SME): SME focuses on advancing manufacturing and promoting workforce development in the manufacturing industry.

eFunda: a comprehensive online resource for engineering fundamentals.

Access Engineering Library: an online engineering resource and digital library offering a vast collection of reference materials, textbooks, and interactive tools.

SPECIAL PROGRAMS/COMPETITIONS

- [IEEE Contests Information](#)
- [Panasonic Scholarship Program](#)
- [Vietnam Robotics Challenge](#)
- [VEX Robotics World Championship](#)

INTERNSHIPS

ABB: ABB offers hands-on experience in automation and electrification, robotics, power, and industrial automation.

Schneider Electric: This company offers many programs for students and freshers: internship, apprentice, management trainee, fresh graduate.

Vinfast: Vinfast recruits many freshers for positions in Engineering.

Weldcom: One of the largest mechanical processing equipment suppliers in Vietnam, offers relevant opportunities for students to learn about mechanical engineering.

CERTIFICATES

- [3D-CAD Fundamental](#)

As someone keen on computers, you'll explore how to create software, understand algorithms, and analyze data, shaping the digital spaces of the future. Whether you're building cool apps or figuring out the ins and outs of algorithms, your journey in Computer Science is a hands-on exploration where creative problem-solving meets the exciting realm of technology.

AVAILABLE ROLES (WHERE)

Software development companies: The atmosphere in these companies is often dynamic and driven by innovation, as teams strive to create cutting-edge solutions that cater to the ever-evolving demands of the tech industry.

Universities and research institutions: These environment is suitable for those with a passion for research and academia as they foster an intellectual atmosphere, encouraging exploration into the frontiers of computer science, and offering opportunities to mentor and teach the next generation of computer scientists.

Government agencies: These agencies provide some good positions for computer scientists like cybersecurity, data analysis, and the development of critical public infrastructure.

Remote: In recent years, the rise of **remote work** has expanded opportunities for computer scientists to collaborate virtually and work from home or other locations. This trend grants professionals the flexibility to manage their schedules and maintain a work-life balance that suits their individual needs.

Consulting firms: These companies may have relevant positions in specific technology projects or challenges.

AVAILABLE ROLES (WHAT)

Software Engineer: Designing, developing, and maintaining software applications and systems to ensure their functionality and efficiency.

Data Scientist: Analyzing and interpreting large datasets using statistical and machine learning techniques, deriving insights from data to make data-driven decisions.

Cybersecurity Engineer: Protecting computer systems, networks, and data from security breaches, attacks, and threats.

Web Developer: Building websites and web applications, focusing on front-end (client-side) or back-end (server-side) development.

Systems Administrator: Managing and maintaining an organization's computer systems, servers, and network infrastructure, ensuring the overall stability and security of the systems.

Cryptographer: Employing mathematical principles, computer science, and information theory to create cryptographic algorithms and protocols that are resistant to attacks from malicious entities.

Blockchain Developer: Building decentralized applications (dApps) using blockchain technology, and using programming languages such as Solidity, JavaScript, and Go to create smart contracts.

Artificial Intelligence (AI) Engineer: Designing and implementing AI algorithms and systems for tasks like natural language processing, computer vision, and robotics.

Game Developer: Creating video games, working on various aspects such as gameplay mechanics, graphics, and user interfaces.

Human-Computer Interaction (HCI) Specialist: Studying the interaction between humans and computers, aiming to improve the usability and user experience of digital systems.

USEFUL RESOURCES

Stanford Engineering Everywhere (SEE): SEE provides free online engineering courses.

GitHub: Open source code examples as it is the place where the world builds software.

Stack Overflow: A collaborative platform where developers ask/answer programming questions.

GeeksforGeeks: A platform with tutorials and coding challenges, specializing in computer science topics.

American Association for Artificial Intelligence: A scientific society devoted to advancing the scientific understanding of the mechanisms underlying thought and intelligent behavior and their embodiment in machines.

Society for Industrial and Applied Mathematics: A group of professionals formed SIAM to advance the application of mathematics to science as well as industry.

SPECIAL PROGRAMS/ COMPETITIONS

- JunctionX Hanoi Hackathon
- Data Science Talent Competition
- Datathon Day
- ASEAN Data Science Explorers
- AI Challenge

INTERNSHIPS

Got It AI: Gain practical, real-world experience in the field of AI, working on innovative chatbots and language models.

VinBrain: Provides hands-on experience in cutting-edge AI and machine learning, with a focus on revolutionizing healthcare.

VinAI: Provides hands-on experience in cutting-edge AI research and AI-powered products.

VinBigData: Provides pioneering research in Data Science, focusing on Biomedical Informatics, Medical Image Processing, Computer Vision, and Natural Language Processing.

One Mount Fresh Geeks Program: A “talent incubator” program exclusively for students majoring in Technology/Data.

Samsung Electronics: Samsung provides hands-on experience in the delivery of IOT and intelligent projects from initial concept to design, development, and application software.

CERTIFICATES

- DataCamp Courses and Certificates
- Google Data Analytics Professional Certificate
- IBM Data Analyst Professional Certificate
- Microsoft Certified: Power BI Data Analyst Associate



CBM

COLLEGE OF BUSINESS AND MANAGEMENT



**BUSINESS
ANALYTICS**



FINANCE



MARKETING



**ENTREPRE-
NEURSHIP**



**HOSPITALITY
LEADERSHIP**



**OPERATIONS -
SUPPLY CHAIN**



A major in Business Analytics equips you with the analytical tools and strategic insights needed to drive data-informed decision-making across industries. With specialized skills in data analysis, predictive modeling, and business intelligence, you'll excel in roles that leverage data to optimize operations, enhance performance, and drive innovation.

AVAILABLE ROLES (WHERE)

Technology Companies: Large technology firms and startups in Vietnam often have established and dynamic data & tech teams. Consider companies like FPT, VNG, or Grab.

Financial Institutions: Banks, insurance companies, and other financial institutions rely heavily on data analysis to make informed decisions. Consider companies like Vietcombank, Techcombank, Bao Viet, or SSI.

E-commerce & Retail: With the growth of e-commerce in Vietnam, companies like Shopee, Lazada, and Tiki require Business Analysts to optimize their operations, improve customer experience, and manage inventory effectively.

Manufacturing & Supply Chain: Manufacturing companies often hire Business Analysts to improve supply chain efficiency. Consider automotive, electronics, or consumer goods companies, etc.

Consulting Firms: Consulting firms like McKinsey & Company, Boston Consulting Group (BCG), and Deloitte offer opportunities for Business Analysts to work on a variety of projects across industries.

AVAILABLE ROLES (WHAT)

Business Analyst: Conducting a thorough analysis of business processes and systems to recommend improvements and enhance overall efficiency/productivity.

Data Analyst: Transforming and interpreting large datasets to extract meaningful insights that drive informed decision-making.

Business Intelligence Analyst: Developing and implementing strategies for collecting, analyzing, and presenting business data to support strategic planning and decision-making processes.

Operations Analyst: Evaluating and optimizing internal processes and workflows to enhance operational efficiency and contribute to the overall success of business operations

Market Research & Consulting: Conducting in-depth market research and providing strategic consulting services to clients.

USEFUL RESOURCES

IIBA Community: The largest and most professional organization for Business Analysts globally, offering international BA certifications such as ECBA, CCBA, and CBAP.

BA Times: BA Times regularly updates information about upcoming conferences and features a series of articles from industry experts.

BAMentor: Online training platform specializing in Business Analysis and is an international IIBA internship partner.

TECHWELL: Having outstanding articles covering various IT sectors, including Software Development, Testing, Business Analysis, Project Management, and more.

SPECIAL PROGRAMS/COMPETITIONS

- [Adobe Analytics Challenge](#)
- [RMIT Business Analytics Champion \(RBAC\)](#)
- [Future Business Analyst \(FBA\)](#)

INTERNSHIPS

FPT Digital Internship Program: FPT Digital offers an Internship Program providing opportunities to work in various digital and technology-related positions, helping individuals gain hands-on experience.

Techcombank Future Gen – Tech & Data: The program is crafted for final-year students or recent graduates with under 02 years of experience, aiming to develop technical and leadership skills for future experts and leaders.

CERTIFICATES

- [Google Data Analytics Certificates](#)
- [Coursera Business Analytics by UPenn](#)
- [DataCamp Courses and Certificates](#)

A Finance major unlocks opportunities to excel in the intricate world of financial management, investment analysis, and risk assessment. With specialized expertise in areas such as corporate finance, investment banking, and financial planning, you'll be equipped to navigate the complexities of global markets and drive strategic financial decisions across diverse industries.

AVAILABLE ROLES (WHERE)

Financial Institutions: Banks, insurance companies, and other financial institutions rely heavily on financial expertise, thus the financial opportunities are numerous.

Investment Banking: Where you can work with companies on capital raising, mergers, acquisitions, and financial advisory services.

Government and Regulatory Agencies: Explore positions in government agencies like the Ministry of Finance, where you can contribute to financial policy development and regulation.

Audit Firms: Audit professionals are in demand in auditing firms, government agencies, or within the internal audit departments of organizations.

Consulting Firms: Finance consultants provide financial advisory services to businesses in consulting firms operating in Vietnam, helping them optimize their financial operations.

Fintech Companies: As the fintech sector in Vietnam grows, explore opportunities to work in innovative financial technology companies.

Startup Ecosystem: Vietnam's thriving startup ecosystem offers roles in finance and accounting within startups across different sectors.

AVAILABLE ROLES (WHAT)

Financial Analyst: Analyzing financial data and providing insights for investment decisions.

Investment Banker: Assisting companies in capital raising, mergers, acquisitions, and financial advisory services.

Auditor: Examining financial records to ensure accuracy and compliance with regulations.

Finance Consultant: Providing financial advisory services to businesses and optimizing their financial operations.

Tax Compliance Specialist: Ensuring compliance with tax regulations and preparing tax returns.

Actuary: Utilizing statistical analysis and mathematical models to assess financial risks and uncertainties for insurance companies, pension funds, and other financial institutions.

USEFUL RESOURCES

World Bank: Offering a dedicated page for accessing data in various fields, including reports, research, and surveys. Locating specific data within lengthy reports can be time-consuming.

ADB: A comprehensive resource for data related to Asian countries, with a separate section for each nation, simplifying data retrieval.

MBS (Military Banking Security): MBS is useful for those interested in specific industries or companies in Vietnam, providing reports on industries, companies, and stock codes.

AccountingToday: Discover a wealth of industry news, career insights, podcasts, blogs, and lists featuring the best companies in the field.

SPECIAL PROGRAMS/COMPETITIONS

- [CFA Research Challenge](#)
- [Asia Investment Banking Competition](#)
- [Invest by SIC FTU](#)
- [Bản Lĩnh Nhà Đầu Tư by SEC HN](#)
- [The Audit Race by tFAC NEU](#)
- [Akkology: Accentury by A2C UEH](#)

INTERNSHIPS

SSI Internship: SSI offers internships in various finance-related positions to help individuals gain practical experience in the finance industry.

Dragon Capital Group Internship: Offers internships within finance-related roles, providing interns with exposure to various financial sectors.

Internships at Big-4 Audit Firms (EY, Deloitte, KPMG, PwC): These firms offer annual internships for Audit, Tax, and many Consulting positions.

CERTIFICATES

- Certified Financial Planner® (CFP®)
- Chartered Financial Analyst (CFA®)
- Association of Chartered Certified Accountants (ACCA)
- Associate Chartered Accountant (ACA) by ICAEW

Marketing plays a pivotal role in Vietnam's dynamic business landscape, driven by a population that values thorough research before making online purchases, with 46.3% actively exploring brands' websites for product and service information (*AJ Marketing, 2023*). This emphasizes the growing significance of digital content in marketing strategies. In this context, marketing professionals in Vietnam are tasked with crafting compelling digital narratives, optimizing customer experiences, and utilizing data-driven insights to navigate the evolving consumer landscape and drive brand success in an increasingly digital-first society.

AVAILABLE ROLES (WHERE)

Advertising Agencies: Marketing majors can work in advertising agencies, where they create and execute advertising campaigns for clients across different industries.

Retail Companies: Marketing professionals can work for retail companies, managing marketing strategies for products and services, as well as customer engagement.

Hospitality and Tourism: Hotels, resorts, and travel agencies employ marketing professionals to promote tourism destinations and services.

Entertainment and Media: Media companies, film studios, and entertainment venues with may have marketing positions related to promotions and events.

AVAILABLE ROLES (WHAT)

Digital Marketing Specialist: Implementing digital marketing strategies to enhance online presence and engagement, leveraging various channels for optimal results.

Brand Management Specialist: Developing and executing strategies to build and maintain a strong brand image, ensuring consistency across all touchpoints.

Market Research Analyst: Conducting in-depth market analysis to identify trends, opportunities, and consumer preferences, guiding strategic decision-making.

Public Relations Specialist: Crafting and disseminating impactful messages to maintain a positive public image and foster relationships with key stakeholders.

Advertising Account Executive: Collaborating with clients and internal teams to develop effective advertising campaigns, ensuring alignment between stakeholders.

Copywriter: Creating compelling written content for marketing materials, ads, and campaigns to drive engagement and conversion for brands.

USEFUL RESOURCES

BrandsVietnam: Frequently updating articles by industry experts, marketing courses, competitions, and job listings.

Advertising Vietnam: Providing high-quality marketing job listings, ideal for those interested in credible information about advertising and marketing careers.

Tomorrow Marketers: An academy providing training and inspiration for young individuals aspiring to pursue a career in marketing.

SPECIAL PROGRAMS/COMPETITIONS

- [Unilever Future Leaders' League \(UFL\)](#)
- [P&G CEO Challenge](#)
- [NielsenIQ Case Competition](#)
- [Young Marketers](#)
- [Bản lĩnh Marketer](#)
- [Marketing On Air](#)
- [Marketing Arena](#)
- [Social Pioneers by NEU](#)

INTERSHIPS/MANAGEMENT TRAINEE

Shopee Apprentice Program: A summer internship program providing valuable professional skills through structured training programs and on-the-job learning.

Vietcetera Social Media Internship: Vietcetera has a vibrant team of passionate Gen Z contributors, shaping the platform's reputation as a top content site for Gen Z and Millennials.

Ogilvy Agency: Suitable for those who want to kickstart their career in an agency environment.

CERTIFICATES

- The OMCP Digital Marketing Certification
- Google Marketing Certifications: Fundamentals of Digital Marketing
- HubSpot email and inbound marketing
- Google Ads and Google Analytics

An Entrepreneurship major ignites opportunities for innovation and business leadership, equipping students to identify market gaps, develop strategic plans, and launch ventures. With a focus on creativity, leadership, and strategic thinking, students explore the entrepreneurial journey from ideation to execution, preparing to thrive in dynamic business environments and drive impactful change.

AVAILABLE ROLES (WHERE)

Startups: Many entrepreneurship graduates choose to launch their own startups or join early-stage startups, with roles as founders, co-founders, or key team members, contributing to the development and growth of new businesses.

Corporate Innovation Departments/Projects: Large corporations work on developing and implementing new ideas, products, or processes to keep the company competitive.

Venture Capital and Private Equity Firms: Make investment choices in companies and startups to generate significant financial returns.

Consulting Firms: provide advice and solutions to businesses seeking to improve their operations or expand.

Nonprofit Organizations/Government Agencies: Work for nonprofit organizations, and social enterprises focused on creating positive social or environmental and economic impacts.

AVAILABLE ROLES (WHAT)

Start-up Founder: Initiating and developing innovative business ideas, taking primary responsibility for the overall success and growth of the venture.

Investor: Providing capital to startups and small businesses in exchange for equity, fostering their development and growth.

Mentor/Advisor: Offering guidance and advice to startups and founders based on extensive experience, aiding in navigating challenges and making informed decisions.

Incubator/Accelerator Manager: Overseeing the selection and growth of early-stage startups within an incubator or accelerator program, providing resources and mentorship.

Business Developer: Identifying growth opportunities, partnerships, and strategic alliances for startups to expand their market presence and reach.

USEFUL RESOURCES

Vietnam National Innovation Center (NIC): Government controlled, fostering Vietnam's startup and innovation ecosystem to drive economic growth.

Vietnam Angel Network (VAN): A network of angel investors who provide funding to early-stage startups in Vietnam.

Entrepreneur Vietnam: A knowledge-sharing platform for non-profit entrepreneurship.

InnoEx: An international event promoting innovation and growth for the Vietnamese and regional business communities.

ThinkZone Ventures: the largest local-resourced VC firm in Vietnam, focusing on Pre-seed to Series.

SPECIAL PROGRAMS/COMPETITIONS

- Unilever Future Leaders' League
- P&G CEO Challenge
- L'Oréal Brandstorm
- Nielsen Case Competition
- SV STARTUP
- Khởi nghiệp cùng Kawai
- Startup Wheel

INTERNSHIPS

The MENA Fellowship for Entrepreneurs from Halcyon: Providing early-stage entrepreneurs from the Middle East and North Africa with the resources and support to scale their businesses.

Masan Young Entrepreneur (MYE): Nurturing and empowering Vietnamese young talents who possess an entrepreneurial spirit and welcome unique opportunities to become Masan-Leaders-to-be.

CERTIFICATES

- Google Project Management Course on Coursera
- Certified Management Accountant (CMA)
- Project Management Professional (PMP)

OPERATIONS – SUPPLY CHAIN

An Operations-Supply Chain major unlocks avenues to excel in the intricate realm of logistics management, supply chain optimization, and operational efficiency. With specialized expertise in areas such as inventory management, distribution strategies, and process improvement, students are equipped to navigate the complexities of global supply chains and drive strategic decisions to streamline operations across diverse industries.

AVAILABLE ROLES (WHERE)

Manufacturing and Production: This sector encompasses manufacturing plants across various industries, including automotive, electronics, pharmaceuticals, and consumer goods, etc.

Logistics and Distribution: Logistics companies manage the movement of goods, including warehousing, transportation, and distribution.

Retail and E-commerce: This sector involves supply chain and operations roles in retail and e-commerce companies, including inventory management, logistics, and fulfillment.

Consulting and Advisory: Consulting firms offer expertise to businesses seeking to improve operations and supply chain efficiency, with roles such as supply chain consulting and operations analysis, etc.

AVAILABLE ROLES (WHAT)

Logistics Management Specialist: Managing the movement, storage, and delivery of goods, as well as streamlining supply chain processes for optimal efficiency.

Operations Analyst: Improving and overseeing operational processes, ensuring a seamless workflow, and enhancing overall efficiency.

Procurement Specialist: Sourcing and negotiating for goods and services, securing cost-effective and reliable supplies for the organization.

Project Manager: Planning, executing, and monitoring projects to ensure they are completed on time, within scope, and on budget.

Supply Chain Specialist: Optimizing the end-to-end flow of goods and information in supply chains, focusing on inventory management and demand forecasting for efficiency and cost savings.

USEFUL RESOURCES

Association for Supply Chain Management: dedicated to advancing the field of supply chain management through education, certification, and professional development.

Council of Supply Chain Management Professionals (CSCMP): committed to advancing supply chain management through education, research, and networking.

VILAS – Vietnam Logistics and Aviation School, VILAS Supply Chain Club (VSCC): a community - consults and educates logistics, and supply chain. Vietnam Supply Chain Challenge 2023 (VSCC 2023), led by VILAS, organizes competition, challenges, and activities.

Asia Trans Group: a prominent logistics and transportation company in Malaysia, offering comprehensive supply chain solutions.

SPECIAL PROGRAMS/COMPETITIONS

- IEOM Supply Chain and Logistics Competition
- CEL Future Supply Chain Talent Championship

INTERNSHIPS

Nestlé: Nestlé hire students for apprenticeship and internship programs worldwide, into entry-level roles that offer responsibility, autonomy and best-in-class training.

DHL: DHL is a global logistics and international shipping corporation. They provide seasonal internship opportunities, especially suitable for logistics, business, supply chain-related students.

CERTIFICATES

Recommended certificates for this career path:

- Certificates from ASCM
- Certificates from ISM

A Hospitality Leadership major unveils a world of dynamic career possibilities. A hospitality career extends beyond hotels and restaurants, encompassing diverse service-oriented industries such as event management, travel agencies, consulting, education, customer service, cruise lines, airlines, spas, entertainment venues, gaming, catering, and more. Professionals in this field specialize in delivering exceptional experiences for customers and guests. Explore some career paths with Hospitality Management below.

AVAILABLE ROLES (WHERE)

Hotels and Resorts: Involves the management and operation of accommodations, amenities, and services for guests.

Restaurants: Focuses on the operation and management of dining establishments, including various culinary and service roles.

Event Management Companies: Specializes in planning and organizing various events, such as conferences, weddings, and meetings

Travel and Tourism Agencies: Offers services related to travel planning, tours, and accommodations.

Educational Institutions: Involves teaching and educating individuals in hospitality management and related courses.

AVAILABLE ROLES (WHAT)

Hotel General Manager: Overseeing all aspects of hotel operations, ensuring high standards of service, and managing staff to create a welcoming environment for guests.

Restaurant Manager: Managing the daily operations of a restaurant, including staffing, inventory, and customer service, to ensure a positive dining experience.

Resort Manager: Directing the overall operations of a resort, from accommodations to recreational facilities, to create an enjoyable and relaxing environment for guests.

Event Manager: Planning and coordinating events, ensuring smooth execution and a memorable experience for attendees.

Customer Service and Guest Relations Specialist: Managing and improving customer experiences, handling inquiries, and ensuring positive interactions to enhance overall satisfaction.

Guest Experience Designer: Crafting innovative and immersive guest experiences, focusing on creating memorable moments and ensuring high levels of satisfaction.

USEFUL RESOURCES

HRC International: a training and career development company for the international hospitality and education industry and a designated J-1 visa sponsor.

HospitalityNet: a leading online resource for global hospitality industry news and insights.

HCareers: a job search website that connects employers and employees in Hospitality.

Hotel Career: a job search website.

Hotelivate: an innovative hospitality consulting firm founded by renowned hotel consultants specializing in hospitality services and related industries.

HVS: the only global consulting firm focused exclusively on the hospitality industry.

SPECIAL PROGRAMS/COMPETITIONS

- We Are Hoteliers by FTU
- STR Student Market Study Competition
- The Sustainable Hospitality Challenge
- Take-Off! Challenge by Accor

INTERNSHIPS

The Future Leader Aspire Programme: An IHG's hotel accelerated pathway for those who pursue hotel management careers.

Voyage: Marriott International's 12-month, award-winning global leadership development program offering resources and support for future leaders.

Meliá Hotels International: Internship application through Career Day.

CERTIFICATES

- CHIA: Certification in Hotel Industry Analytics
- Typosy programs endorsed by Institute of Hospitality.



CHS

COLLEGE OF HEALTH SCIENCES



NURSING



MEDICAL
DOCTOR



Nursing career is a commitment to a path of compassion and profound impact on healthcare. As a nurse, you become a crucial part of the healthcare ecosystem, providing essential patient care, advocating for well-being, and contributing to a field that blends expertise with empathy.

AVAILABLE ROLES (WHERE)

Hospitals & Clinics: Working in various departments such as medical-surgery, pediatric, emergency, or critical care units, etc., or working at plastic surgery clinics.

Pharmaceutical Companies: Working in clinical trials, drug safety, or medical affairs. Some of the leading pharmaceutical companies are Traphaco, Imexpharm, etc.

Educational Institutions: Providing healthcare, responding to illnesses, or working as educators.

International organizations/NGOs: Seeking nursing professionals to support healthcare and humanitarian efforts like WHO, Save the Children, Médecins Sans Frontières (Doctors Without Borders), or other agencies that work on health issues.

Research Institutions: Working in medical universities, such as HMU, HueUMP, HCM UMP, etc., National Institute of Hygiene and Epidemiology (NIHE), Institute of Tropical Medicine in HCMC, or Vietnamese Nurses Association (VNA), etc.

Health insurance companies: explain medical issues to non-medical colleagues and interpret medical records for health insurance companies.

AVAILABLE ROLES (WHAT)

Staff Nurse: Working in hospitals, clinics, and other healthcare settings to provide direct patient care. This is the most common entry-level position for nursing graduates.

Specialized Nursing Roles: Specializing in a particular area such as pediatrics, geriatrics, critical care, oncology, psychiatric nursing, or maternal health.

Community Health Nurse: Working in community health settings, providing healthcare services to individuals and families in the community. This may involve health education, preventive care, and community outreach.

Public Health Nurse: Working in government health departments, NGOs, or community health organizations, focusing on preventive care, health education, and community outreach.

Nurse Educator: Teaching in nursing schools or conducting training programs for healthcare professionals.

Research Nurse: Working in research settings, assisting in clinical trials, conducting studies, and contributing to the advancement of nursing and healthcare knowledge.

Nurse Practitioner (NP): In some cases, advanced education and additional certifications may enable you to become a nurse practitioner, allowing you to diagnose and treat certain medical conditions, prescribe medications, and provide advanced care.

International Opportunities: Exploring opportunities to work internationally, either through collaborations, exchange programs or seeking employment in other countries, offices, health insurance companies, etc.

Entrepreneurs: Starting healthcare-related businesses, such as home healthcare agencies, wellness clinics, or consulting firms.

USEFUL RESOURCES

National Student Nurses Association (NSNA): A U.S. organization that supports and advocates for nursing students, offering opportunities for networking, education, and leadership development.

allnurses: An online community for nurses, providing forums and resources for discussions on various aspects of the nursing profession.

Nurse.com: An online platform that provides resources and information for nurses.

Lippincott Nursing Center: An online resource offering tools, journals, articles, and continuing education for nurses.

SPECIAL PROGRAMS/COMPETITIONS

- VISHC Summer School 2023 Research Experiences
- Indochine Physiology Quiz

INTERNSHIPS

Internships at hospitals: VinUniversity has collaborated with many hospitals in Hanoi to provide practical clinical experience for students (e.i. Vinmec International Hospital, Vietnam National Hospital of Pediatrics, 108 Military Central Hospital, Hanoi Mental Hospital, etc.)

CCHIP Internship: Center for Creative Initiatives in Health and Population (CCIHP) works on scientific research and services in the fields of health and population. They offer internship opportunities which may suit healthcare-major students.

CERTIFICATES

- Basic Life Support (BLS)
- Advanced Cardiovascular Life Support (ACLS)
- Pediatric Advanced Life Support (PALS)
- Nursing Informatics Certification

As a doctor, you step into a role that goes beyond medical expertise; it involves forging connections with patients, making critical decisions, and continually learning to stay at the forefront of healthcare. The career of a medical doctor is a calling that intertwines science, empathy, and a commitment to alleviating suffering, shaping a path of lifelong service and impact in the realm of medicine.

AVAILABLE ROLES (WHERE)

Hospitals: General hospitals, specialized clinics, and teaching hospitals.

Pharmaceutical and Biotech companies: Some biotech companies in Vietnam are Vinbiocare Biotechnology, NanoCovax, etc.

International organizations/ NGOs: Healthcare and humanitarian organizations like WHO, Save the Children, Médecins Sans Frontières (Doctors Without Borders), etc.

Research Institutions: Medical universities, such as HMU, HueUMP, HCM UMP, etc., National Institute of Hygiene and Epidemiology (NIHE), Institute of Tropical Medicine in HCMC, or Vietnamese Nurses Association (VNA), etc.

Government Agencies: Government health departments, contributing to public health policy and administration.

Universities/Colleges: Medical universities or related majors in colleges.

Healthcare startups/businesses: Docosan, MediHub, DrCare 24, etc.

AVAILABLE ROLES (WHAT)

Clinical Doctors: Engaging in clinical practice, diagnosing and treating patients in various medical specialties such as cardiology, orthopedics, neurology, oncology, pediatrics, etc.

Cell and Gene Therapy Specialists: Utilizing cellular and genetic manipulation to treat genetic disorders and cancers.

Researchers: Conducting medical studies and clinical trials at research institutions like universities, research centers, and organizations like the Pasteur Institute.

Embryologists: Working in hospitals or fertility clinics, assisting with procedures like egg retrieval and in vitro fertilization.

Cosmetologists: Providing beauty services such as laser hair removal or skin rejuvenation treatments, or conducting cosmetic surgery.

Dermatologists: Specializing in diagnosing and treating skin disorders and conditions, providing medical and surgical treatments for conditions like acne, skin cancer, eczema, and psoriasis, as well as cosmetic dermatology procedures.

Dentists: Specializing in diagnosing, treating, and preventing oral health issue. They provide a wide range of services, including regular check-ups, cleanings, fillings, extractions, root canals, crowns, bridges, etc.

Medical Educators: Teaching and training medical students, residents, and healthcare professionals.

Sports Medicine Physicians: Diagnosing and treating sports-related injuries and provide healthcare to athletes, including positions at sports medicine centers.

Medical Informatics Specialists: Managing electronic health records and healthcare data

Public Health Physicians: Focusing on public health initiatives, epidemiology, and disease control.

Medical Consultants: Providing expert advices to organizations, insurance companies, or legal firms on medical matters.

USEFUL RESOURCES

Lecturio: A smart study tool to master concepts in Medicine via practical learning materials and exams (Students are sponsored by VinUniversity to use this resource).

Amboss: A study tool that assists med-students with knowledge revision via providing thousands of medical questions, articles, etc. (Students are sponsored by VinUniversity to use this resource).

PubMed: A database of medical literature, offering access to research articles, clinical studies, etc.

NIH: Resources including research, publications, and other health topics.

Medspace: Medical news, educational content, clinical references, and tools.

MSD Manual: Medical information on various diseases, conditions, and treatments.

UpToDate: Evidence-based clinical content, including articles and clinical decision support tools.

DrugBank: A database of drug information including drug interaction, mechanisms, etc.

SPECIAL PROGRAMS/COMPETITIONS

- [Hoa Sinh Championship](#)
- [Indochine Physiology Quiz](#)
- [The International Medicine and Disease Olympiad](#)
- [The APRU Global Health Virtual Case Competition](#)
- [VISHC Summer School 2023 Research Experiences](#)
- [Annual Patient Safety Students and Trainees Day](#).

INTERNSHIPS

Internships at hospitals: VinUniversity has collaborated with many hospitals in Hanoi to provide practical clinical experience for students (e.i. Vinmec International Hospital, Vietnam National Hospital of Pediatrics, 108 Military Central Hospital, Hanoi Mental Hospital, etc.).



CAS

COLLEGE OF ARTS AND SCIENCES



ECONOMICS



MULTIMEDIA
COMMUNICATION



PSYCHOLOGY



Choosing a major in Economics opens the door to a dynamic exploration of the intricate forces that shape our global society. As an economics student, you embark on a journey to understand the complexities of markets, policy decisions, and the broader economic landscape. Majoring in Economics equips you with the tools to comprehend and navigate the ever-changing world of finance, trade, and decision-making.

AVAILABLE ROLES (WHERE)

Government and Regulatory Agencies: Consider roles in government agencies such as the Ministry of Finance, State Bank of Vietnam, or the General Statistics Office. These positions involve policy analysis, economic research, and financial regulation.

Financial Institutions: Banks and financial institutions like Vietcombank, Techcombank, and Bao Viet often hire economists for roles such as financial analysts, risk managers, and economic advisors.

Trade Associations: Industry-specific trade associations hire economists to provide economic analysis and insights for their members.

Consulting Firms: Firms like McKinsey & Company, Boston Consulting Group (BCG), and Deloitte offer opportunities for economists to work on economic consulting projects across various industries.

Academic and Research Institutions: Universities and research organizations may have positions for economics graduates interested in academic research and teaching.

International Organizations: Organizations like United Nations offer roles for economists involved in global economic analysis, policy formulation, and development initiatives.

Environmental and Sustainability Organizations: With a growing focus on sustainable development, organizations such as the World Wildlife Fund (WWF) or local environmental agencies may hire economists to assess the economic impact of environmental policies and sustainable practices.

AVAILABLE ROLES (WHAT)

Financial Analyst: Evaluating financial data, investment opportunities, and economic factors to make recommendations for investment decisions.

Policy Analyst: Researching and assessing public policies and their economic impact. This role is often found in government agencies, think tanks, and research organizations.

Market Researcher: Conducting market research to gather data on consumer behavior, market trends, and competitive analysis.

Academic Researcher: Pursuing a career in academia, conducting research, publishing papers, and teaching economics at universities and research institutions.

International Trade Specialist: Focusing on trade policies, international economics, and global market analysis. This role is often found in government agencies, trade associations, and multinational corporations.

Supply Chain Analyst: Planning, analyzing, facilitating, managing and monitoring complex worldwide supply chains of many companies to ensure products make it to their destinations in a timely and cost-efficient manner.

Product Manager: Focusing on product strategy to create, distribute, sell and obtain feedback on specific products and services.

Loan Officer: Helping individuals, small businesses, and companies borrow money to invest in their businesses and accomplish their goals.

Quantitative Risk Analyst: Often employed within a bank, but can also be employed within corporations. Developing and using tools for managing a bank or business's risks.

USEFUL RESOURCES

The Economist: This publication offers weekly updates on current economic developments, aiding in their preparedness for university.

The Wall Street Journal: Regarded as the ultimate authority in delivering news and insights on business, finance, economics, and the global factors influencing the world, it plays a pivotal role in enhancing comprehension.

The Financial Times: A superb resource that delivers news and in-depth analyses on contemporary business and economic matters.

Freakonomics Podcast: An exploration of subjects that challenge preconceived notions and introduce intriguing, often unexpected, knowledge. Gain insights from entrepreneurs, intellectuals, Nobel Laureates, provocateurs, and unconventional thinkers.

SPECIAL PROGRAMS/COMPETITIONS

GYEF Competitions: GYEF competitions provide participants with opportunities to apply their understanding of diverse business, finance, and economic theories.

I-INVEST: An annual event organized by Foreign Trade University. This is one of the largest economic and financial competitions in the entire North for students.

Economist Up: The competition encourages the exploration of Vietnamese products for global markets, aiming to boost exports and inspire entrepreneurial ventures based on academic knowledge.

NielsenIQ Case Competition: A business case competition in the market research industry, hosted by NielsenIQ - global leader in consumer intelligence.

INTERNSHIPS

EY Internship Program: Ernst & Young Multinational Auditing Group opens annual internship recruitment program that attracts Finance, Accounting and Economics students.

VPS Securities Internship: The company opens many internship positions for Economics and Finance students.

CERTIFICATES

- Certified Economic Developer (CEcD)
- Chartered Economist Economic Development Finance Professional (EDFP)
- Chartered Economic Policy Analyst Certified International Tax Analyst (CITA)
- Certificate in Small Business Development in Emerging Economies
- Certificate in Quantitative Methods in Applied Economics Online Intelligence Economic
- Certificate Agricultural and Resource Economics (ARE)
- Certification Certified Business Economist (CBE)
- Certified Public Accountant (CPA)
- Certified Management Accountant (CMA) Certificate in Global Economics

As a communication professional, you step into a realm where the art of expression meets strategic influence, navigating the complexities of modern communication across various industries. The journey is not just about mastering verbal and written skills but about becoming a storyteller, a mediator, and a pivotal force in shaping the way information flows in our interconnected global society.

AVAILABLE ROLES (WHERE)

Media Companies: Explore opportunities with media companies like Vietnam Television (VTV), or newspaper organizations such as Thanh Nien News, VNExpress, Tuoi Tre News, Magazines for roles in journalism, broadcasting, and content creation.

Advertising and Marketing Agencies: Companies like Ogilvy Vietnam, Dentsu Vietnam, or TBWA Vietnam often hire communication professionals for advertising, marketing, and public relations positions.

Digital Marketing Agencies: Consider agencies specializing in digital marketing, such as Isobar Vietnam or Redder Advertising, which may offer roles related to social media management, content marketing, and digital advertising.

Non-Governmental Organizations (NGOs): NGOs working on various social issues in Vietnam, such as education, healthcare, and environmental conservation, often hire communication specialists to raise awareness and support their causes.

Corporate Communication Departments: Consider working in the communication departments of large corporations operating in Vietnam for roles related to internal and external communication.

AVAILABLE ROLES (WHAT)

Public Relations Specialist: Managing communication between organizations and the public, including media relations, crisis management, and public image enhancement.

Corporate Communications Manager: Joining the communications team of a corporation to develop and implement internal and external communication strategies, manage branding, and ensure consistent messaging.

Media and Journalism: Pursuing roles as journalists, reporters, editors, or news anchors in print, broadcast, or digital media organizations such as newspapers, TV stations, and online news outlets.

Health Communication: Using communication methods and strategies to inform individuals about health care facts and best practices.

Brand Strategist/Manager: Using creative thinking skills to create marketing slogans, logos, and website design, ensuring each one fits the desired brand image and is consistent across all mediums and platforms.

Advertising and Marketing: Working in advertising agencies, marketing firms, or within the marketing departments of companies to create, manage, and analyze advertising and marketing campaigns.

Content Writer/Editor: Creating and editing content for websites, blogs, social media, and other digital platforms.

Social Media Manager: Managing and curating content for social media platforms, engaging with audiences, and analyzing social media data.

Nonprofit and NGO Communication Specialist: Working for nonprofit organizations, NGOs, and humanitarian agencies to raise awareness, fundraise, and advocate for causes through effective communication strategies.

USEFUL RESOURCES

Media.info: An online directory providing contact information for newspapers, radio stations, magazines, and television networks.

The Chartered Institute of Marketing: A leading professional organization dedicated to the fields of marketing and business development.

Marketing Week: An online platform focused on marketing-related news and featuring a job database.

PR Week: A valuable online resource for staying informed about the latest developments in the public relations sector.

SPECIAL PROGRAMS/COMPETITIONS

- IC Master
- P&G CEO Challenge
- L'Oréal Brandstorm

INTERNSHIPS

NGOs: A platform provides valuable opportunities to develop skills in public relations, marketing, and outreach in NGOs sector.

ASEAN Foundation Internship Programme: Interns develop diverse skills in program implementation, research, and social media for community-building in the ASEAN region.

Internships in Marketing-related field, found via **Advertising Vietnam job listings**.

CERTIFICATES

- Communication Management Professional certification by IABC and GCCC
- Strategic Communication Management Professional certification by IABC and GCCC



Choosing a major in Psychology is an exploration into the fascinating realms of the human mind and behavior. As a psychology student, you embark on a journey of understanding the complexities of thought, emotion, and motivation, delving into the science of what makes us uniquely human. Beyond textbooks, your education involves unraveling the intricacies of mental processes and the social dynamics that shape individuals and communities. Studying psychology is not just an academic pursuit; it is a pathway to becoming an empathetic observer, a critical thinker, and a catalyst for positive change in the realms of mental health, education, and societal well-being.

AVAILABLE ROLES (WHERE)

Healthcare Institutions: Consider working in hospitals, clinics, or mental health centers as a clinical psychologist, counselor, or therapist, providing mental health support and therapy to patients.

Educational Institutions: Schools, colleges, and universities often hire psychologists as school counselors to support students' emotional and academic well-being.

Non-Governmental Organizations (NGOs): NGOs focused on mental health and social well-being, such as the Center for Studies and Applied Sciences in Gender, Family, Women, and Adolescents (CSAGA), may have positions for project-psychologists.

Private Practice: Psychologists can establish their private practices to offer counseling and therapy services to clients seeking mental health assistance.

Community Centers: Community centers and social service agencies often hire psychologists to work with diverse populations, including children the elderly, and marginalized communities.

AVAILABLE ROLES (WHAT)

Clinical Psychologist: Providing therapy and assessment services to individuals dealing with mental health issues.

Counselor: Serving as a school counselor or counselor in private practice, helping individuals, couples, and families address emotional and psychological challenges.

Educational Psychologist: Assisting schools and educational institutions in assessing and supporting students' psychological and academic needs.

Therapist: Providing counseling and therapy services in private practice, focusing on areas such as family therapy, addiction counseling, or trauma therapy.

Research Psychologist: Working in research institutions or universities, conducting psychological research studies on various topics.

Career Counselor: Working within schools, universities, job placement centers, etc. to help people make decisions about their career paths by identifying their strengths, weaknesses, employment goals, etc.

Consumer Marketing: Working within marketing firms, advertising agencies, businesses, corporations to design, create, manage, marketing campaigns for specific products.

Human Resources: Using a psychologist's understanding of people to work withing a corporation/business/public sector/NGO to recruit, screen, train employees, and overall management the human resources of the organizations.

Marketing Specialist: Using a psychologist's understanding of people to work for a marketing/PR firm or within a marketing office of a corporation/business to design and implement advertising and marketing campaigns for specific products and services.

USEFUL RESOURCES

Cognitive Neuroscience Society (CNS): Dedicated to innovative and interdisciplinary approaches to understanding cognitive brain function.

Online Psychology Laboratory: A rich source of interactive resources and peer-reviewed materials, including online studies, research data sets, and teaching aids. An ideal platform for brushing up on psychology fundamentals and accessing case-related information.

Psych Central: One of the web's largest independently-run resources for psychology professionals. This comprehensive website offers news, research, trends, and a wealth of information to keep you informed about developments in the field.

Psychology Today: An extension of the renowned publication, with a mission to make psychology and its various topics more accessible to the general audience. Stay updated on the latest trends and insights within the field.

Simple Psychology: A valuable online resource featuring an array of articles, guides, and references spanning numerous sub-disciplines within the field of psychology.



PSYCHOLOGY

SPECIAL PROGRAMS/COMPETITIONS

- Psi Chi Journal of Psychological Research
- Psi Chi Undergraduate Grants
- Tâm Lý Học Quanh Ta

INTERNSHIPS

Institute of Applied Psychology Education: The institution provides work on scientific research, technological development, innovative teaching methods, and collaboration in soft skills education.

CERTIFICATES

- Certified in Hospital Psychology (CHP)
- Board Certified Specialist in School Psychology Nationally
- Certified School Psychologist (NCSP)
- Board Certified Behavior Analyst (BCBA)





INTER-DISCIPLINARY



**CHARITY &
VOLUNTARY**



**SUSTAIN-
ABILITY**



RESEARCH



Volunteering in Vietnam is primarily facilitated through charity organizations, each with its own specific focus. The opportunity to participate in volunteering activities in Vietnam is not restricted to locals but is also open to foreigners who wish to contribute to the local communities. Students are encouraged to discover some volunteering activities to get to know and engage more in communities.

AVAILABLE ROLES (WHERE)

Nonprofit Organization: Volunteer at local or international nonprofits that align with personal interests (education, healthcare, environment, animal welfare, etc.). For example SOS Village, Vietnam Red Cross Society, Volunteer for Peace Vietnam, Blue Dragon Children's Foundation, Keep Vietnam Clean, etc.

Hospitals and Healthcare Facilities: Assist with patient care, administrative tasks, or fundraising events. For example, the Operation Smile program provides free cleft lip and cleft palate surgeries to children and adults in need.

School clubs or volunteer programs: Participate in voluntary clubs in schools/universities. For example, VinUnity (VinUni's club), the Green Summer program in Ho Chi Minh City run by the HCM Communist Youth Union, etc.

Museums and Cultural Institutions: Seek volunteers to guide tours, assist with events, or help preserve and catalog artifacts.

Orphanages and Children's Homes: Volunteer to care for and support orphaned or disadvantaged children or assist in raising funds.

Nursing homes: Offer companionship, assistance with daily activities, and social interaction for senior citizens.

Community Service Center: Volunteer with organizations that provide emergency cases like the Disaster Relief Centers, or help in raising community awareness in organizations related to LGBT+, and environment protection, assist families with victims of agent orange, etc.

AVAILABLE ROLES (WHAT)

Direct Service Provision: Volunteering as a teacher, tutor, or mentor to help individuals improve educational outcomes. For example, teaching children in remote areas or orphanages, teaching foreign languages to local people, serving as a youth mentor), healthcare support to patients, food distribution, counseling, emotional support, participating in habitat restoration activities like tree planting, beach cleanups, etc.

Fundraising and Event Planning: Building relationships with donors and sponsors for financial support, and write grant proposals for funding seeking, etc.

Administrative and Organizational Support: Assisting in recording and managing data, help with marketing and outreach efforts including social-media management and email campaigns, and provide training for volunteers.

USEFUL RESOURCES

Volunteer in Vietnam: International volunteer projects that support local communities in overcoming challenges, offering volunteers opportunity to contribute to these communities.

iVolunteer Vietnam: A user-friendly website where volunteers can browse and discover a wide range of volunteer opportunities across different causes and regions.

United Nations Volunteers: Offers volunteer opportunities to work with the United Nation and its partners across the world.

GlobalGiving: A nonprofit that supports other nonprofits by connecting them to potential donors and companies.

Volunteer World: An international platform offers a user-friendly search and filter feature, enabling volunteers to find projects that align with their interests, skills, and locations.

OPPORTUNITIES

The United Nations in Viet Nam: Works to support Viet Nam to achieve the Sustainable Development Goals.

The National Volunteer Center: A national-level organization for volunteer activities.

Vingroup's Kind Heart Foundation: A non-profit organization works for humanitarian and charitable purposes.

Saigon Children's Charity: An organization removes barriers to education

The International Committee of the Red Cross (ICRC): An independent humanitarian organization that works worldwide to provide emergency aid, protection, and support to victims of conflict, natural disasters, and other crises.

SOS Children's Villages Vietnam: A Vietnamese organization that provides support and resources for street children and vulnerable youth.

AIESEC-Global Volunteer: A program for volunteering abroad for 6 weeks, allowing you to participate in various projects.



As the world prioritizes sustainability, the sector's potential in Vietnam and ASEAN continues to grow, making it an appealing and impactful choice for professionals and job seekers alike. As an interdisciplinary professional in sustainability, you navigate the intersections of environmental science, economics, social equity, and technological innovation. This career journey is a dynamic exploration, where the synthesis of diverse perspectives converges to create sustainable solutions for a resilient and harmonious future.

AVAILABLE ROLES (WHERE)

Government and Public Sector (including Nonprofit Organizations and NGOs): Engaged in sustainability policy, environmental conservation, and community development, with a focus on addressing societal and environmental challenges.

Consulting Firms: Offer expertise to businesses and organizations, guiding them in enhancing sustainability practices, reducing environmental impact, and achieving sustainability objectives.

Energy, Utility, and Manufacturing Companies: These entities integrate energy solutions and sustainability practices into their operations, aiming to reduce their environmental footprint and promote clean energy alternatives.

Academic and Research Institutions: Universities and research organizations contribute to sustainability through research, education, and program development, fostering innovation and knowledge in the field.

AVAILABLE ROLES (WHAT)

Urban Planner: Creating efficient land use plans for sustainable communities, road systems, and city layouts while adhering to environmental regulations.

Environmental Consultant: Offering advice on environmental issues like pollution, partnering with clients to ensure compliance with regulations, and providing sustainable strategies.

Environmental Engineer: Applying engineering principles to address environmental issues, improve public health, and develop waste disposal and pollution control plans.

Energy Manager: Developing resource-efficient strategies, conducting audits, and researching clean energy technologies to reduce consumption and costs.

Sustainability Engineer: Designing renewable energy projects, assessing sites, and using computer-aided design to increase energy efficiency in both office and field settings.

Environmental Geologist: Studying Earth's history, ecosystems, and supporting sustainability initiatives by contributing to alternative energy discoveries and advising energy companies.

Ecologist: Using expertise in biology and ecology to analyze human impacts on the environment, develop sustainable solutions, and work across various sectors.

USEFUL RESOURCES

GreenJobs: A job board for green experts.

Environmental Science: A comprehensive source for environment science search in education and careers.

Integrated Sustainability: An organization that offers comprehensive sustainability solutions for businesses worldwide.

Greenpeace: A global environmental organization that advocates for peaceful, non-violent activism to protect the environment and promote sustainability.

Sustainability Network: A nonprofit capacity builder that has been serving the environmental nonprofit community for almost 25 years.

The Institute of Conservation: The professional charitable body, representing and supporting the practice and profession of conservation.

Sustainability in Singapore: A user engagement training program.

United Nations (UN): An organization plays a pivotal role in advancing global sustainability careers and initiatives.

The International Institute for Sustainable Development (IISD): A leading global organization dedicated to advancing sustainable development through research, policy analysis, and advocacy.

WasteAids: An organization empowers communities to tackle waste pollution globally.

SUSTAINABILITY

OPPORTUNITIES

The Center for Sustainable Development Studies (CSDS): A Vietnamese non-governmental organization with the aim of promoting the volunteerism movement and increasing youth participation in sustainable development.

United Nations Industrial Development Organization: A UN agency focusing on promoting industrial development for poverty reduction and sustainability.

The World Wide Fund for Nature (WWF): An international organization dedicated to protecting and preserving the natural environment.

The International Union for Conservation of Nature and Natural Resources (IUCN): An intergovernmental organization that aims to conserve and protect the environment, including biodiversity, ecosystems, and natural resources.

Net Zero Challenge: Vietnam's leading climate-tech innovation challenge.

Spanning various disciplines, research professionals delve into the pursuit of knowledge, addressing complex questions and pushing the boundaries of human understanding. Whether exploring scientific phenomena, social dynamics, or technological advancements, the interdisciplinary nature of research allows for a collaborative synthesis of ideas, fostering innovation and contributing to the ever-expanding frontier of human knowledge.

AVAILABLE ROLES (WHERE)

Universities: Working in research centers of universities or participating in research projects with professors. For example, VinUni-Illinois Smart Health Center, HUST, Oxford University Clinical Research Unit (OUCRU), etc.

Research Institutes: Working in Vietnam Academy of Science and Technology (VAST), International Center for Interdisciplinary Science and Education (ICISE), National Institute for Cancer Control, etc.

Private and Non-Governmental Organizations: Working in environmental NGOs engaging in environmental and conservation research.

Research campaigns, boot camps, or competitions: A valuable experience for students looking to expand their research skills and gain exposure to cutting-edge topics. For example, IEEE Student Competitions, Google Summer of Code, Summer School Program (VinUni), etc.

AVAILABLE ROLES (WHAT)

Researcher: Engaging in data collection and analysis, conducting experiments, simulations, surveys, and interviews.

Research assistant: Supporting in literature reviews, data collection and entry, or administrative work.

Data Analyst: Using statistical software and algorithms to draw meaningful insights.

Ethics and Compliance Officers: Ensuring that the research adheres to ethical standards and policies.

Editor and Proofreaders: Ensuring clarity, and accuracy of the research papers, reports, and documents.

USEFUL RESOURCES

Google Scholar: A platform offers a wide range of scholarly literature, including articles, books, reports, etc.

JSTOR: An online library with academic journals, books, and primary sources from many fields.

Research Gate: A social networking site for academics and researchers to cooperate, share publications, etc. providing a job board and career resources for researchers.

Zotero: A free, open-source reference manager, helps scholars organize and credit their sources.

Mendeley: A free reference management and academic, social network.

PubMed: A free biomedical literature and research article database, providing more than 8,000 biomedical journals and books, and other medicine-related resources.

OPPORTUNITIES

Opportunity for Undergraduate Research Program (OUR): Provides financial support to VinUni's undergraduate students engaged in research projects.

Undergraduate Research Opportunities Program (UROP) @CECS: Offers undergraduate students opportunities to become Research Assistants and work with CECS faculty.

VinUni-Illinois Smart Health Center Summer School Program: Offers research experience for undergraduates in any areas of research including machine learning, data science, biotechnology, bioengineering, clinical and molecular biology.

McKinsey & Company's Associate Internships: A 10-week summer internship involve research and analysis related to public policy, social impact, and organizational management.

SALARY GUIDE OUTLOOK FOR 2024

On the next pages, students can find updated salary information combining insights from Official Salary Guides 2024 of Manpower and Adecco - two prestigious workforce solution companies, offering valuable salary data for common positions across 10 industries in Vietnam.

The salary ranges provided in this guide represent base salaries only and are affected by various factors like location, skills, work experience, and education. Additionally, factors such as company size, benefits packages, and market conditions may influence actual salaries for specific positions. All figures mentioned are gross monthly wages in US dollars (USD).

Noted that the data is derived from the companies' candidate information predictions for the upcoming year, it may not fully reflect every business's market situation. However, it serves as a valuable reference point for students navigating the job market in 2024.

For students, this guide serves several purposes:

- **Benchmarking Salary Expectations:** By understanding the typical salary range for their desired roles and industries, students can ensure they are setting realistic salary goals when entering the job market.
- **Negotiating Job Offers:** By knowing the market value of their skills and experience, students can advocate for fair compensation packages and negotiate salary terms that align with their worth.
- **Career Planning:** By analyzing salary trends and projections, students can make informed decisions about their career paths, identifying industries and roles that offer competitive compensation and growth opportunities in the coming years.

SALARY GUIDE

Industry	Position	Salary Range (USD) Per Month	
		< 5 Yrs of Exp	5+ Yrs of Exp
Manufacturing & Engineering	Operation Manager	3,000 - 5,000	4,000 - 10,000
	Production Leader	1,000 - 1,200	1,200 - 1,500
	Production Engineer	500 - 800	800 - 1,200
	Quality Assurance/ Quality Control Manager	2,500 - 3,500	3,500 - 5,000
	Quality Assurance/ Quality Control Leader	1,000 - 1,200	1,200 - 1,500
	Quality Engineer	500 - 800	800 - 1,200
	Industrial Engineer	600 - 1,000	1,000 - 1,500
	Automation Engineer	600 - 1,000	1,000 - 1,500
	Electrical/ Mechanical Engineer	600 - 900	900 - 1,200
	Chemical Engineer	500 - 1,000	800 - 2,000
	Health - Safety - Environment Manager	2,500 - 3,500	3,500 - 5,000
	Health - Safety - Environment Executive	1,200 - 1,500	1,500 - 2,000
	R&D Manager	2,500 - 3,500	3,500 - 5,000
	R&D Executive	1,200 - 1,500	1,500 - 2,000
	Planning Manager	2,500 - 3,500	3,500 - 5,000
	Planning Leader	800 - 1,200	1,000 - 2,000
	Merchandiser	1,200 - 1,500	1,500 - 2,000
Logistics & Supply Chain	Sales/Business Development Manager	2,000 - 3,000	2,500 - 4,000
	Sales/Business Development Executive	800 - 1,200	1,000 - 1,500
	Key Account Manager	1,300 - 2,000	2,000 - 3,000
	Purchasing/Sourcing/Procurement Manager	1,500 - 2,000	2,000 - 4,000
	Purchasing/Sourcing/Procurement Executive	500 - 1,000	1,000 - 1,500
	Import - Export Manager	1,500 - 2,000	2,000 - 3,000
	Import - Export Executive	700 - 1,000	1,000 - 1,500
	Warehouse Manager	1,200 - 2,000	2,000 - 3,000
	Warehouse Executive	500 - 800	800 - 1,500
	Operation Manager	2,000 - 3,000	3,000 - 4,000
	Operation Executive	1,000 - 1,500	1,500 - 2,000
	Supply Chain Manager	2,500 - 3,500	3,500 - 5,000
	Supply Chain Executive	600 - 1,000	1,000 - 1,500
Consulting & Professional Services	Management Consulting Leader	5,000 - 8,000	8,000 - 10,000
	Management Consulting Senior Associate	3,000 - 5,000	5,000 - 7,000
	Management Consulting Associate	2,000 - 4,000	4,000 - 6,000
	Business Analyst	1,500 - 3,000	3,000 - 5,000
	Business/ Legal Consulting Senior Associate	3,000 - 5,000	5,000 - 8,000
	Business/ Legal Consulting Associate	1,500 - 2,000	2,000 - 3,000
	Deals Advisory Senior Associate	3,000 - 3,500	3,500 - 4,000
	Deals Advisory Associate	2,000 - 2,500	2,500 - 3,000

Note. Data adapted from ManpowerGroup Vietnam (2024) and Adecco Vietnam (2024).

SALARY GUIDE

Industry	Position	Salary Range (USD) Per Month	
		< 5 Yrs of Exp	5+ Yrs of Exp
Energy, Oil & Gas	Engineering Manager	3,500 - 5,000	4,000 - 6,000
	Construction Manager	3,000 - 4,500	3,500 - 5,000
	Site Supervisor	1,500 - 2,500	2,000 - 3,000
	Legal Manager	3,000 - 4,000	5,000 - 12,000
	Government/Communication Affairs Manager	2,500 - 3,500	3,000 - 6,000
	Plant Manager	2,000 - 3,000	3,000 - 6,000
	Health - Safety - Environment Manager	3,000 - 4,000	3,500 - 9,000
	Quality Assurance/Quality Control Manager	3,000 - 4,000	4,000 - 7,000
	Environment Manager	2,500 - 3,500	3,000 - 4,500
	Engineering Leader	3,500 - 4,500	4,000 - 8,000
	Electrical Leader	1,800 - 2,500	2,000 - 4,500
Industrial & Trading	Business Development Manager	2,500 - 3,500	3,000 - 5,000
	Key Account Manager	1,000 - 2,000	2,000 - 3,000
	Sales Manager	1,500 - 2,500	2,000 - 4,500
	Sales Executive	1,200 - 2,000	1,500 - 2,500
	Marketing Manager	2,000 - 3,000	2,500 - 3,500
	Marketing Executive	1,200 - 1,500	1,500 - 2,000
	Customer Service/After Sales Executive	1,200 - 1,500	1,500 - 2,000
	Sourcing Manager	2,500 - 3,500	3,000 - 5,000
	Sourcing Specialist	1,200 - 1,500	1,500 - 2,500
Back Office	HR Manager	2,500 - 3,500	3,000 - 6,000
	HR Executive/Specialist	1,200 - 1,500	1,300 - 1,800
	Internal Audit Manager	2,500 - 5,000	4,000 - 10,000
	Finance Manager	2,000 - 3,500	3,000 - 8,000
	Legal Manager	2,000 - 3,000	2,500 - 4,000
	Legal Executive	1,500 - 2,000	2,000 - 2,500
	Compliance Executive	1,000 - 1,200	1,200 - 1,500
Digital, Media & Technology	Product Manager	3,000 - 6,000	4,000 - 8,000
	Project Manager/Product Owner	2,000 - 4,000	3,500 - 6,000
	Business Analyst	800 - 2,000	1,500 - 3,000
	Data Engineer	1,400 - 4,500	2,100 - 7,000
	Data Analyst/Business Intelligence	800 - 2,000	1,700 - 3,500
	IT Security Manager	2,100 - 3,500	2,500 - 6,000
	IT Security Engineer	1,000 - 2,000	1,700 - 3,000
	Cloud Engineer	1,800 - 2,700	2,500 - 4,000
	Game Developer	1,000 - 3,000	2,500+
	Customer Success Manager	2,500 - 3,000	3,000 - 4,000

Note. Data adapted from ManpowerGroup Vietnam (2024) and Adecco Vietnam (2024).

SALARY GUIDE

Industry	Position	Salary Range (USD) Per Month	
		< 5 Yrs of Exp	5+ Yrs of Exp
Banking & Finance Services	Solution Architect/Technical Architect	3,000 - 4,800	4,500 - 10,000
	Technical/Software Development	2,000 - 4,000	4,000 - 8,000
	Cloud Engineer/Expert	2,000 - 4,000	3,500 - 7,000
	DevOps/DevSecOps Engineer	1,900 - 3,500	3,200 - 6,000
	Security Engineer/Expert	1,500 - 3,000	2,500 - 5,000
	System/Network Engineer	1,500 - 2,800	1,800 - 5,000
	Technology Assurance	1,300 - 2,500	2,000 - 5,000
	Trading Manager	1,500 - 2,000	2,000 - 3,000
	Research Manager	1,500 - 2,500	2,500 - 3,500
	Investment Banking Manager	1,500 - 2,500	2,500 - 3,500
	Business Development Manager	1,000 - 2,000	2,000 - 3,000
Consumer Goods & Retails	Regional Sales Manager	2,000 - 3,500	3,000 - 5,000
	Key Account Manager	1,200 - 4,000	2,000 - 5,000
	Sales Capability Manager	1,000 - 3,000	2,000 - 4,000
	Marketing Manager	4,000 - 5,000	5,000 - 6,500
	Retail Operations Manager	2,000 - 3,000	2,500 - 3,500
	Category/Merchandise Manager	1,000 - 2,500	2,000 - 4,000
	Store Manager	1,200 - 2,000	1,800 - 3,000
Healthcare & Life Sciences	Sales Manager (Devices)	2,000 - 4,000	2,500 - 5,000
	Regional Sales Manager (Pharma)	3,000 - 4,000	4,000 - 5,000
	Product Manager	3,000 - 4,000	4,000 - 5,000
	Medical Affairs Manager	3,000 - 4,000	4,000 - 5,000
	Regulatory Affairs Manager	2,000 - 3,000	3,000 - 5,000
	Doctor	2,000 - 4,000	3,000 - 7,000
	Chief Nurse	1,500 - 2,500	2,000 - 3,500
Real Estate & Construction	PR, Event and Communications Manager	2,500 - 3,500	3,500 - 4,500
	Leasing Manager	2,000 - 3,000	3,000 - 4,000
	Property Manager	2,000 - 2,500	2,500 - 3,500
	Investment Manager	2,000 - 3,500	3,500 - 5,000
	Construction Manager	1,800 - 2,500	2,000 - 3,000
	Business Development Manager	2,000 - 3,000	3,500 - 5,000
	Valuation & Advisory Services Manager	2,000 - 3,000	3,000 - 4,000
	Hotel General Manager	4,000 - 5,000	5,000 - 8,000
	Revenue Manager	1,500 - 2,000	2,000 - 3,000
	Restaurant Manager	1,500 - 2,000	2,000 - 3,000
	Front Office Manager	1,500 - 2,000	2,000 - 3,000
	IT Manager	1,200 - 1,500	1,500 - 2,500

Note. Data adapted from ManpowerGroup Vietnam (2024) and Adecco Vietnam (2024).

ON- CAMPUS CAREER-RELATED RESOURCES



VinUniversity is committed to providing robust career-related resources to best prepare you for the workforce. Explore the following opportunities and support systems tailored to enhance your skills, connect with industry professionals, and seamlessly transition into the world of work:

Clubs & Associations

Discover and engage with various student clubs and associations that align with your interests and career goals. These clubs not only offer a platform for personal growth but also help you refine your skills. Explore more information at [VinUniversity Clubs and Associations](#).

Work-Study Program

VinUniversity's Work-Study Program is designed to integrate part-time, on-campus opportunities into your academic journey. Through teaching and research assistantships, as well as administrative support positions, you can develop career-related skills and gain valuable experience early on.

Career Day

Participate in VinUni's Career Day, a premier event that brings esteemed corporate partners, institutions, and international organizations to our vibrant campus in Hanoi. This occasion serves as a unique networking opportunity, allowing you to engage with potential employers, exchange ideas, receive career consultation, and more.

Career Readiness Activities & Materials

Attend workshops and events focused on career readiness, where you can meet industry experts, gain insights into various professions, and hone the skills necessary for job applications. These activities are designed to prepare you for the competitive job market and ensure you are equipped with the knowledge and skills needed for future success.

Integrated Degree Programs

For those considering further education, VinUniversity offers Integrated Degree Programs in Engineering and Computer Science, and Business and Management. These programs provide a seamless transition to advanced studies, offering a pathway for continuous learning. Please contact your college's faculties for detailed guidelines and support on pursuing these options.



LIMITATIONS

While this Guidebook offers a comprehensive overview of various career paths, it is important to acknowledge its limitations.

Firstly, the information provided is primarily based on secondary research gathered from online sources. While efforts were made to ensure accuracy, the reliability of these sources may vary, potentially leading to discrepancies or outdated information. To minimize this limitation, we cross-referenced data from multiple reputable sources and consulted industry experts during the process.

Secondly, as the Guidebook was written by a team consisting of VinUniversity staff and students with review from faculty, there may be certain assumptions made about the preferences and career aspirations of VinUniversity students. This could potentially limit the relevance of the information for individuals outside of the VinUniversity community.

Lastly, the Guidebook may only touch on the most common or popular career paths, overlooking some unique or niche opportunities. Recognizing this limitation, we encourage students to view this Guidebook as a starting point for their career exploration journey. While it provides a solid foundation of information, students are encouraged to conduct further research and seek out additional resources to uncover a wider range of career options that align with their specific desires and aspirations.

In future editions of this Guidebook, we aim to further enhance its utility by addressing these limitations. This includes incorporating more primary research to ensure the accuracy and relevancy of information, broadening our perspective to encompass a diverse range of student preferences and career paths, and expanding coverage to include more unique and specialized career options.

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CAREER READINESS GUIDEBOOK

Prepared by Alumni, Industry & Development Department

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JOB SEARCH AND APPLICATION

1. Explore Career Options

Once you have a solid sense of who you are and what you are looking for in a career, the next step is to get a handle on how the world of work operates and research your desired field in detail.

TYPE OF ORGANIZATION	INDUSTRY SECTOR	DEPARTMENT	JOB FUNCTION
A. Ownership <ul style="list-style-type: none"> • Public • Private • Non-profit 	<ul style="list-style-type: none"> • Consulting • FMCG • Real Estate • Hospitality • Banking & Finance • Supply Chain • Technology • Startup ... 	<ul style="list-style-type: none"> • Finance • R&D • Legal • Operations • Sales & Marketing • Customer Service • Human Resources • Public Relations 	<ul style="list-style-type: none"> • Accounting • Administrative • Consulting • Engineering • Marketing • Operations • Research ...
B. Size <ul style="list-style-type: none"> • Small • Medium • Large 			
C. Scope <ul style="list-style-type: none"> • Local • National • International 			

Research Job Function

Having targeted a career to pursue, you should evaluate how it aligns with your values, competence, and expectations by considering these factors:

- Scope of work
- Job qualifications and requirements
- Working conditions
- Opportunities for promotion and salary range

Research the Industry

Industry search can help identify whether your target is a potential industry:

- Assess career prospects in the sector
- Consider key issues and future industry trends
- Identify qualities/ skillsets needed for success
- Explore diverse job functions within the industry

Research the Employer/Organization

Researching your target employer before applying will help you become more familiar with the organization, its values, and its services. Below are some suggested information for your research:

- Products or services
- Size and growth patterns
- Goals & Visions & Culture

2. Recruitment Practice in Vietnam

Largest job portal in Vietnam is Vietnamworks



Employee referrals are also common in Vietnam's recruitment practices.

Social media platforms are increasingly used for recruitment (LinkedIn, Zalo, Facebook).



VinUniversity: Career resources at your fingertips!

VinUniversity understands the importance of career preparation. That's why we offer on-campus resources to help you start your professional journey. Let's take advantage of:

Career Readiness Workshops

Our Career Readiness Workshops are designed to equip you with essential skills and knowledge to excel in your chosen field. Each semester, we host a series of workshops covering various aspects of the career application process:

- 1. Career Application Process:** Learn about the ins and outs of the job application process, including how to search for opportunities effectively and craft compelling applications.
- 2. CV, Cover Letter, and Online Tests:** Master the art of crafting a standout CV and cover letter, and prepare for online assessments commonly used by employers.
- 3. Interviews and Assessment Centers:** Hone your interview skills and get insights into how assessment centers work, so you can shine in every stage of the selection process.
- 4. Personal Branding:** Discover the importance of personal branding in today's competitive job market and learn how to effectively market yourself to potential employers.
- 5. Professionalism and Networking:** Develop essential professional etiquette and networking skills to build valuable connections in your industry.



Our workshops feature guest speakers who are industry experts, providing valuable insights and firsthand knowledge. By attending these workshops, you'll not only gain valuable skills but also have the opportunity to network with professionals in your field.

Career Fairs and Job Info Sessions

Connect with top companies and discover your career path at our Career Fairs and Job Info Sessions. Network with professionals, learn about job openings and gain industry insights.

Stay informed about upcoming events by following our [Facebook group](#) and event announcements.

3. VinUniversity CSM Platform

For further information, please access to our file [User Guide for Students](#)

- 1** **Jobs** will be posted to the platform to help you **search for** suitable **jobs, internships** and manage your own progress.
- 2** **Connect** and help you interact with **mentors, alumni, career advisors, and professors** to consult academic issues, career orientation, work experience, etc.
- 3** Get updated on career events, workshops, and announcements.

Why?

Apply where you have the advantages

CSM is the only place that connects you, your university, and employers together. You'll see jobs and internships posted specifically for students, and employers actively recruiting from your university.

Job suggestions match your profile

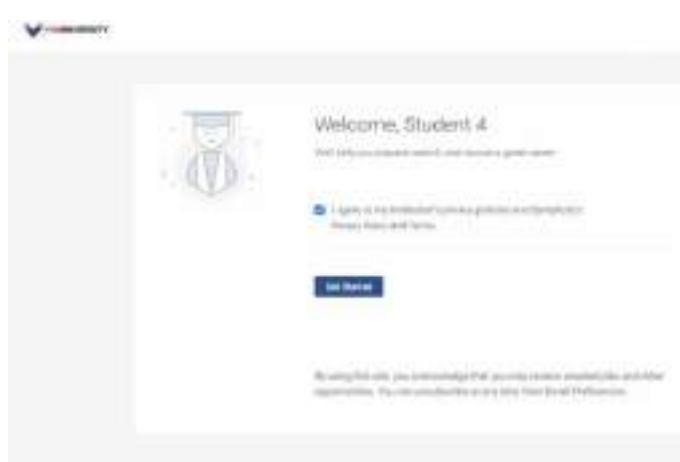
When you fill out your profile, we'll show you jobs and internships that match your interests and skills.

Instructions

Step 1: Log in to the VinUniversity CSM Portal with your VinUniversity Account using the Single Sign On option. ULR: <https://vinuni-csm.simplicity.com/students/>



Step 2: Tick the square box to confirm agreement with VinUni/Simplicity privacy policies, then click Get Started to move to next step.



SECTION 1: JOB SEARCH AND APPLICATION

Step 3: Select your choices of preferences regarding Job types, job locations, industries, job functions, etc., then click **OK** to navigate to your homepage (*You can update this information at any time in your account section*)

The image displays six screenshots of a job search preference form, arranged in two rows of three. Each screenshot shows a different section of the form with various selection options and a 'Next' button at the bottom right.

- Top Row:**
 - What type of jobs are you looking for?** Options include: Full-time, Part-time, Internship, Contract, Freelance, and Seasonal.
 - Where would you like to work?** Options include: On-site, Remote, Hybrid, and Flexible.
 - Which industries are you interested in?** Includes a search bar and a list of industries with checkboxes.
- Bottom Row:**
 - Which job functions are you interested in?** Includes a search bar and a list of job functions with checkboxes.
 - Which groups do you identify yourself with? (Optional)** Includes a search bar and a list of groups with checkboxes. A red box highlights the text "Skip if the information is irrelevant."
 - Where have you worked?** Includes a search bar and a list of companies with checkboxes.

4. Job Search Strategy

How to Begin?

A successful job or internship search begins with thorough preparation. Take a look at these steps to help you get prepared.



Update your materials to accurately reflect your skills and qualifications, matching the employer's needs. Also, use keywords from the job posting & the industry itself to stand out.

You will find Resume, Cover Letter, Thank You Notes, and LinkedIn Guide resources below.



Write down your plan.

- Consider a range of opportunities, so you have a plan A to plan D
- Create a timeline. How often will you search? How many applications will you submit each week?
- Track your progress. Keep a copy of the organization name, position title, submission date, etc.

Adapt your career plan as needed, as new opportunities may emerge, necessitating adjustments to your goals or schedule. By having an updated record of your career plan, you can keep track of the changes you make to stay organized and prepared.



Networking is one of the most effective search approaches.

Here are quick tips to help you get started.

- Start with people you already know. Tell friends, faculty/staff, etc. that you are looking for a position.
- Attend VinUniversity Career Readiness Workshops, Job Info Sessions, Career Fairs, etc.
- Build a profile on LinkedIn.

You never know who can connect you to someone.



Start applying!

Give yourself plenty of time—start at least 4 months before you hope to intern. Some industries like Finance/Accounting, post positions almost a year in advance for summer internships! Places to start:

- LinkedIn
- Career Fairs
- CMS Website for VinUniversity Students Only
- Company & Industry Specific Websites



Practice!

- > Explore types of interview
- > Prepare frequently asked interview questions
- > Review your responses and consider a mock interview.
- > Dress professionally and arrive early.
- > Follow up with a "thank you" email within 48 hours.



RESUMES AND COVER LETTERS

Resources for Application Materials

Resume Advice

- [Resume Statistics from 125,000+ resumes analysis](#)
- [Write an incredible resume: 5 golden rules](#)
- [Create Your Resume for Google: Tips & Advice](#)

Resume Templates

- [Advanced Resume - Top MBA & Consulting Offers](#)
- [Harvard College Resumes & Cover Letter Guide \(Bachelor\)](#)
- [Master's Resume & Cover Letter Guide \(Master\)](#)
- [PhD Resume & Cover Letter Guide \(PhD\)](#)
- [Scientist's Resume & Cover Letter Guide](#)
- [CV & Cover Letter Guide \(General Professions\)](#)
- [Compiled Resume Template](#)

Cover Letter Guide

- [Cover Letter Writing Guide](#)
- [Cover Letters](#)

Thank You Notes

- [Thank You Letter Basics](#)
- [Interview Follow-Up: Thank-You Notes](#)

Getting Started with LinkedIn

- [LinkedIn Profile & Job Search Checklist](#)
- [How to Network on LinkedIn](#)

LinkedIn Tips

- [LinkedIn Quick Tips](#)
- [Rock Your LinkedIn Profile](#)
- [Creating Your Personal Online Brand](#)
- [Using LinkedIn for Students](#)

1. Resumes

What is a Resume?

A resume is a concise marketing tool that highlights your education, work experience, and additional activities. It allows employers to quickly assess your background and decide whether to invite you for an interview. On average, an employer looks at your resume for 6 seconds, so keep it concise and focused!

Core information	Tailor-made information
Personal information and contact details Career objectives Professional expertise/experience Education background and certificates Key achievements/Awards Core technical skills Language skills	Other relevant technical skills Other projects you led and did Your impact and other achievements Your insight and knowledge References

How to Prepare a Winning Resume

Winning resumes stand out and get you interviews! Here are tips to strengthen your resume:

- 1** Integrate job-specific keywords into your resume for better chances with employer resume screening software. Identify these keywords from job postings and seamlessly incorporate them into your statements.
- 2** Incorporate compelling achievement descriptions within each job role, emphasizing accomplishments that quantify outcomes and demonstrate tangible impact.
- 3** Highlight key details based on the internship/job description. Align descriptive statements with required skills, showcasing your abilities.



A CV passed Strategy position at Google

Success formula step-by-step

Red = Action Verbs (Example of great action verbs: Collaborated, managed, improved)

Orange = Hard Skills: Put the specific hard skills and platform based skills.

Green = impact metrics; these are numbers and percentages from the positions, showcase what I did to impact the company.

Cyan = Impact statements before the number/percentages

Yellow = soft skills: these are relative to collaboration, providing recommendations, problem solving

Jonathan Javier

San Jose, CA | LinkedIn: L.JAVIER | Email: jonathan.javier@gmail.com | Website: jonathanjavier.com

EDUCATION

University of California, Riverside
B.S. in Business Administration Finance (GPA: 3.3)
Graduation Date: June 2017

Organizations: Alpha Kappa Psi, Alpha Xi Omega, Delta Chi, Phi Kappa Phi, Phi Kappa Phi Honor List, Phi Kappa Phi Honor List, Phi Kappa Phi Honor List

WORK EXPERIENCE

Sharp, Inc. (Thailand) | Product Ops | Santa Monica, CA | August 2017 - Present

- **Collaborated** with teams to implement **Go-To-Market** strategies for a new update called **Chorus**, improving user experience and reducing time from query while increasing customer satisfaction rating by **15%**.
- **Managed** training materials and operational workflows for many language processes, creating **100** infographics and videos to help trainees specifically for sign-up issues, password resets, and account conflict queries.
- **Created** and improved operations processes for user inquiries, solving **1000** customer inquiries weekly through **1000** channels including Facebook, Twitter, and Hotmail.

Goodrich's Organics | Marketing & Strategy Intern | Riverside, CA | January 2017 - June 2017

- **Conducted** reports on **Facebook** and **Twitter** to conduct **brand** analysis and research on competitors, identifying **key** insights to help optimize the website and introduce using social media to increase customer retention by **10%**.
- **Collaborated** with senior management including marketing director to raise awareness Vega Cares to **1,000** followers on **Twitter**, using **social** marketing techniques to gain **1000** followers weekly on **Facebook** and **Twitter**.
- Strategized sales strategy in niche market for organic products and Vega Cares, creating new sales strategy and building relationships in collaboration with UC Riverside students to increase attendance by **10%** each class.

Kohl's | Operations Management Intern | Los Angeles, CA | June 2016 - August 2016

- **Managed** financial, operational, business summary reports, and dashboard reports to **store** data based on product categories, departments, and performance for district managers, increasing store efficiency of all employees by **10%**.
- **Collaborated** with senior management on multiple functions including customer service and finance, increasing variety of services by **10%** by identifying the pain points of all customer feedback.
- **Managed** **1000** employees in 8 departments by engaging employees with the company's culture, assessing their strengths, opportunities, and overall skills which improved productivity to do tasks by **10%** each day.

Sherrin Williams | Operations/Finance Intern | Huntington Beach, CA | May 2015 - August 2015

- **Managed** and implemented operational tasks like employee HRD, Customer Pre Show, and Employee Check Sheet to assist management for every project, incorporating strategies with **30** interns which raised **10** in **Western Region**.
- **Managed** **100** weekly results with 7 managers to identify **top** and **bottom** performing sales on all products, analyzing all sales in each department which increased efficiency of sales by **10%** each month.
- **Managed** and built relationships with **1000** DIY insurance and customers, providing exceptional customer service and efficient pain delivery daily which translated to exceeding sales goals by **10%** each month.

LEADERSHIP EXPERIENCE

Association of Latino Professionals For America (ALPFA) | Riverside, CA | April 2017 - Present

- **Collaborated** with **100** professionals and students in various firms and organizations, bringing out **10** companies including Deloitte, KPMG, Vantage, and Kohl's to create Professional Networking Dinner with **100** students.
- **Managed** research and data from campus statistics and Career Center representatives to Big Four advisors on findings, improvements, and implementations to bring the **100** accounting firms to UC Riverside to recruit **200** students.

Associated Students of UC Riverside (Student Government) | Riverside, CA | May 2016 - June 2017

- **Managed** a **\$1.6 million** budget consisting of student funds from CHASS college, organizing meetings to allocate **100,000** weekly to student organizations and initiatives involving grants, cultural events, and university projects.
- **Managed** students and faculty during my own office hours for **10** hours per week while implementing proposed projects such as the Academic Transfer System, ASOCC Career Fair, and various legislation for **20,000** students.

ACTIVITIES & INTERESTS

Common CV Mistakes

Education
UNIVERSITY OF CALIFORNIA, RIVERSIDE
Bachelor's Degree in Business Administration
GPA: 3.3

Work Experience
SHARP, INC. (THAILAND) | Product Ops | Santa Monica, CA | August 2017 - Present
• Collaborated with teams to implement Go-To-Market strategies for a new update called Chorus, improving user experience and reducing time from query while increasing customer satisfaction rating by 15%.

Projects
GOODYRICH'S ORGANICS | Marketing & Strategy Intern | Riverside, CA | January 2017 - June 2017
• Conducted reports on Facebook and Twitter to conduct brand analysis and research on competitors, identifying key insights to help optimize the website and introduce using social media to increase customer retention by 10%.

Awards
ALPHA KAPPA PSI, ALPHA XI OMEGA, DELTA CHI, PHI KAPPA PHI HONOR LIST, PHI KAPPA PHI HONOR LIST, PHI KAPPA PHI HONOR LIST

Extracurricular
Kohl's | Operations Management Intern | Los Angeles, CA | June 2016 - August 2016
• Managed financial, operational, business summary reports, and dashboard reports to store data based on product categories, departments, and performance for district managers, increasing store efficiency of all employees by 10%.

Hobbies
• Reading
• Traveling
• Playing Video Games
• Watching Sports

Facebook link is not as professional as LinkedIn

Skills bar is not a meaningful input

Irrelevant Personal hobbies

No relevant coursework/ scholarship included

No quantitative estimation of your achievements

Lack description of your project/ contribution

Yet to show the significance/ value of the scholarship

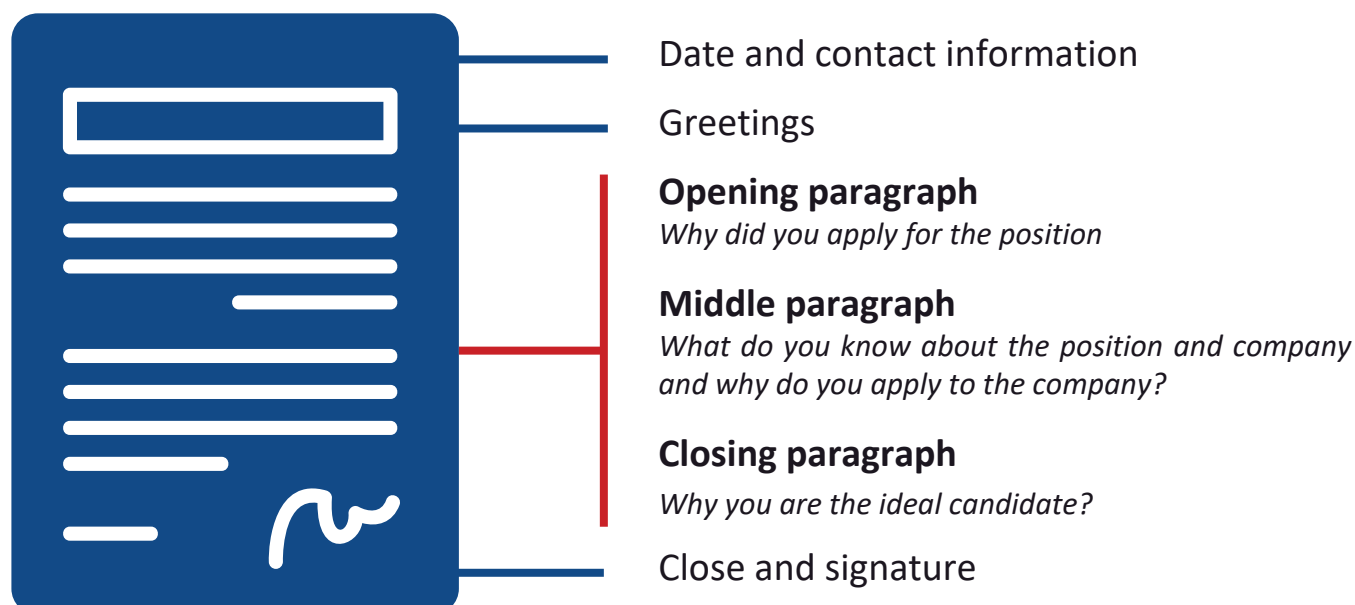
2-page resume

2. Cover letters

What is a Cover Letter?

A Cover Letter shows why you are applying for the position, why you are interested in working for the company you are applying for, and demonstrates your capabilities, experience, motivation, and interest that can be suitable for the role you are applying for.

Cover letters content structure example



Good Cover Letter Sample

AMANDA
STAFF
CONSULTANT

—

Amanda Smith
Atlanta, GA
USA
404 989 2001
amands@example.com

5 MAY 2021

Sarah Thompson
Ernst & Young
5 Times Square
New York, NY 10036

Dear Ms. Thompson,

Everyone tells me the entry-level consultant position in any of the Big 4 firms is going to be the same. However, after attending 5 career fairs and speaking with over 20 professionals, it has become clear to me EY stands out from the rest.

What stood out to me the most were the energy levels of all the staff and senior consultants I had the privilege to meet. Whether they were talking about external client-facing engagements or internal business development assignments, they all mentioned how they contributed directly to the end result.

Having spent the past 2 summers interning at management consulting firms, I have not only developed robust problem-solving skills, but also a flair for project management.

In my latest role, I was involved in the full life-cycle of a finance project worth US\$ 2M: starting with the initial pitch deck all the way to assisting with a Shared Service Center (SSC) analysis. In particular, I received recognition for always being on top of deadlines and ensuring client deliverables were on time.

Thank you for your time and consideration. My work experiences, coupled with my affinity for project management, would make me an asset to EY's Staff Consultant Program. I can be easily reached at your convenience by email (amands@example.com) or by telephone (404 989 2001).

Sincerely,

#1 Hook - Mention a connection

#2 Expand - Be purposeful about what you include

#3 Ending - Thank the reader



INTRODUCTION TO THE MANAGEMENT TRAINEE PROGRAM

1. Overview of the Management Trainee Program

Management Trainee Programs: usually organized by big corporations like Unilever, Suntory PepsiCo, and Nestle, recruiting talented people to train under structured programs, with the intention that one day, they will be the organization's manager.

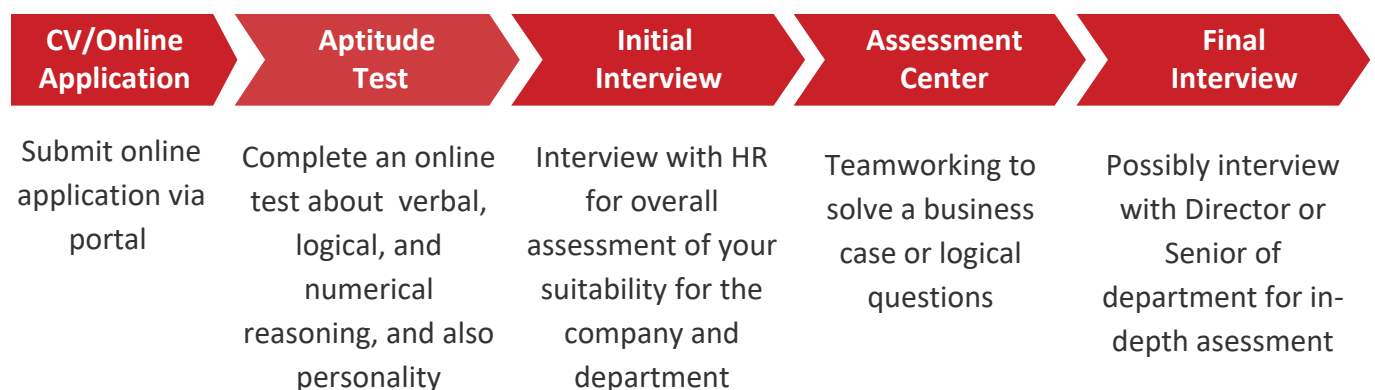
“Trainees” are trained to be “Managers” ⇒ “Management Trainee”



What are the minimum requirements to apply?

- Senior or Fresh graduate, or graduated from 1-2 years (Bachelor or Master degree)
- Good English proficiency
- Often, the GPA required is 7.0, 7.5, or 8.0/10
- Less than 2-3 years of experience
- Able to work full-time in at least 4 to 6 months (depending on the program's requirement)
- Departments: Marketing, Sales, Human Resources, Supply Chain, Manufacturing (Operations), Finance, Information Technology, Legal, Quality Assurance, E-Commerce, etc.

Application Process



2. Aptitude Test

The **Aptitude Test** is for assessing candidates' cognitive abilities, critical thinking, problem-solving skills, and analytical reasoning.

A typical assessment test includes:

- Logical reasoning
- Numerical reasoning
- Verbal reasoning
- Mechanical reasoning

A new type of AP Test: **Profile Games**

Gamification is applied to the test to make it more interesting and lively!

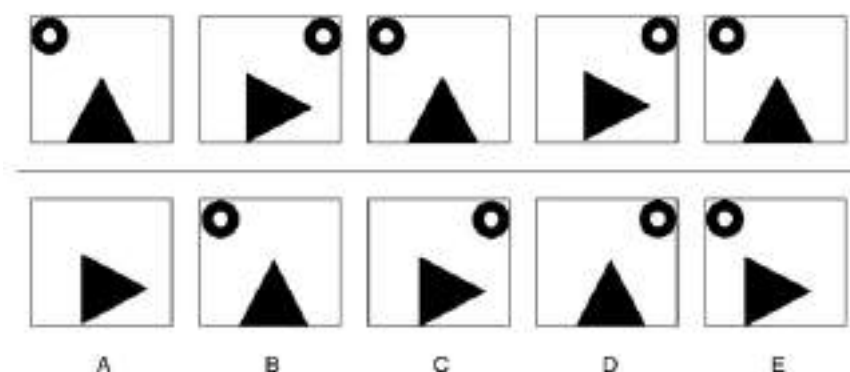


Example of profile game. Source: [Preplnsta](#)

Structure of an AP test

Logical Reasoning

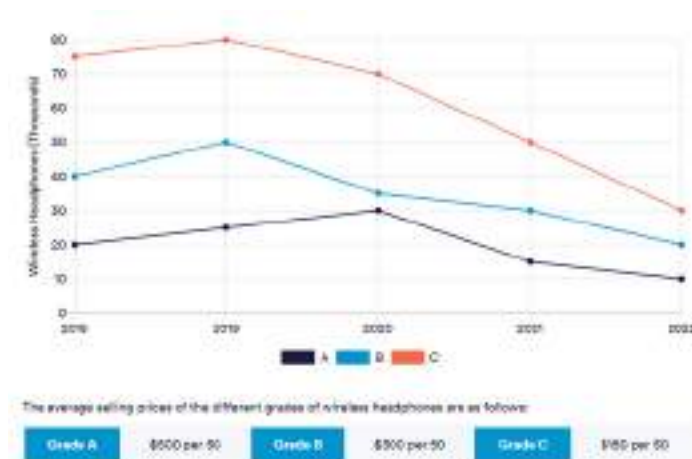
Assess the ability to come to conclusions based on logic, problem-solving ability, etc.



Example of logical reasoning questions. Source: [Practice Aptitude Tests](#)

Numerical Reasoning

Assess ability to interpret numerical data presented in tables or graphs.



Example of numerical reasoning question.

Source: [Practice Aptitude Tests](#)

Verbal Reasoning

Measure verbal comprehension, understanding of written essays, etc.

Psychotherapists recognise that the law is generally in place to uphold client/therapist confidentiality. However, there are situations that may arise where the therapist is under obligation to breach that confidence. This obligation can vary depending upon where the therapist is practicing and it may occur as a result of their employment contract or of the law. Where such an issue does arise, the therapist is expected to fully try and discuss the preceding issue with their client. However, in situations where the factors under consideration are particularly urgent, it is accepted that this cannot always be the case.

Legitimate breaches of confidentiality relate to circumstances where the information the client has shared relates to acts of terrorism. Information of this nature must be reported. There are other circumstances where breaching confidentiality may be considered legitimate, for example, in the case of serious crime or suspected child abuse. Individual employers and independent therapists have their own boundaries but must agree on this contractually with their clients at the outset of the therapeutic relationship.

Question 1
Being obliged to a breach of confidentiality is a therapeutic relationship is always a direct result of the law.

☐ True
☐ False
☐ Cannot Tell

[Show the solution](#)

[Back](#) [Next](#)

Example of verbal reasoning question. Source: [Practice Aptitude Tests](#)

Mechanical Reasoning

Generally for jobs related to mechanical, engineering departments.

Question 2
Which of the following liquids would boil the quickest?

☐ Alcohol
☐ Water
☐ Mercury

[Show the solution](#)

[Back](#) [Next](#)

[End test](#)

Example of verbal reasoning question. Source: [Practice Aptitude Tests](#)

Free resources to practice test

Logical Reasoning	<ol style="list-style-type: none"> 1. Logical Reasoning Questions and Answers 2. IndiaBIX Online Logical Reasoning Test 3. Logical Reasoning Tests
Verbal Reasoning	<ol style="list-style-type: none"> 1. Free Verbal Reasoning Tests 2. Verbal Reasoning Questions and Answers 3. Verbal Reasoning Tests
Numerical Reasoning	<ol style="list-style-type: none"> 1. Free Online Numerical Reasoning Tests 2. Aptitude Test Practice 3. Numerical Reasoning Tests
Profile Games	<ol style="list-style-type: none"> 1. BCG Pymetrics Tests 2. Demo Pymetrics Tests

3. Initial Interview & Final Interview

	Initial Interview	Final Interview
When	After the Aptitude Test	After the Assessment Center
Important!	The first time recruiter meets you and your chance to leave an impression on them!	The last chance to prove yourself, your knowledge with the CEO/Director/Senior!
Questions	General questions about oneself, skills, the role you apply for, etc.	More echnical, knowledge, logical and critical thinking, etc.
Keys	What you have to contribute to the department, the reasons and motivation you apply?	Your career goals, plan, ability to solve case studies, creativity, innovation, keep up-to-date with the market, etc.

3 common mistakes during interview sessions

Using a “template” to prepare the answers

This will make your answers less impressive; there might be someone with similar responses. Instead, you should use your self and stories, which will allow you to elaborate on yourself better if examiners ask questions related to those points.

Not well-prepared, lack information about the company, department, market trend, etc.

It will make you stuck with related questions, and examiners can't tell your dedication to their companies. Thus, you should prepare a list of questions to practice and read about the company, industry, department, roles you apply for, current affairs, etc.

Don't remember what you wrote in your CV, cover letters, online application, etc.

It will be months after the online application, and you will possibly forget the content submitted. Then, saying something different from your submission might show that you are not honest in your application or that you didn't put effort into writing it. Thus, review your application before an interview to prevent inconsistencies.

3 keys to win the interview sessions

Determination

The main point of this round is your willpower. Because the contract is long-term (2 years mostly), they hope to find someone who can be enthusiastic for at least that amount of time. Show how you understand yourself, the company, the industry, and what you will do with your career.

Be honest

Don't try to make yourself “flashy” with “I'm a leader” or describe yourself with roles and images of others. Once the interviewers elaborate on that, if the detailed descriptions are not relevant to what you've titled, you will lose trust in the examiners.

Be confident

Staying confident will help you face unexpected questions that you didn't prepare for. Practicing your body language, voice, tone, critical thinking, etc., along with your knowledge and understanding of the company and industry, will help you to be confident and have a smooth interview session.

4. Assessment Center Round

What is required at this round?

This round is to test the teamwork ability through discussions, debating, and problem-solving.

You will be divided into teams with 4 to 8 other applicants in the same or different departments such as Marketing, Sales, Supply Chain, etc. (depending on the company)

Language	Structure
English	<ul style="list-style-type: none"> Usually, including the “Problems” and “Solutions” parts to analyze. Some companies provide super long requirements, while some others will be simpler on just one A4-page. Some companies’ requirements are not related to business, but just a problem to assess the discussion process and ability of the teams.

How to prepare for this round?

- 1 Understand the assessment criteria and keys, primarily:**
 - Communication** - verbal language, gestures, manners, etc.
 - Analytical & Problem-solving** - breakdown and logically utilize given materials and data
 - Innovation** - come up with the solutions and ideas with lateral thinking
 - Influencing & Negotiation** - persuade other members
 - Leadership** - arrange and organize tasks, to lead the discussion of the group
- 2 Get the knowledge and Practice:**
 - Learn** the industry, company, industry, and company reports, etc.
 - Case studies** - practice doing them, have strategies to breakdown and process them, etc.
- 3 Reinforce your preparation:**
 - Keep up-to-date with news** related to industry, company, and departments

3 common mistakes leading to failures

Everyone is a competitor and I need to shine

This is a teamwork round, teamwork is the most important criterion. When having a competition, you will tend to set your ideas fixed and refuse others with the hope that your ideas will be chosen, which will pull down the team’s energy and show your bad teamwork skills.

Talk too much but low-value ideas

You may think speaking up and taking the spotlight will be impressive, but it’d be despicable if you try to say something repeatedly or raise an exclamation sentence without further elaboration like “Wow! I agree!”, etc.

Being “zone-out” during the discussion

Several problems are considered: inability to follow the team flow, unable to finish reading the materials, weak reasoning to protect opinions, time-consuming explanations, and messy wording, etc. This shows your weakness in attention, not good communication skills, critical thinking, or the ability to follow unexpected conversations.

3 keys to staying confident during the project

Know your ability and show it in an appropriate way

Show your dedication and enthusiasm for the industry and the roles you apply for by applying your understanding and knowledge. Don't try to be anyone; mimic the others' speaking styles or their worldviews.

Be the leader in your own way

You may miss the chance to be the leader because one team needs one leader only. However, here are some other "hidden" leader positions you can consider: timekeeper, reporter, idea contributor, summarizer, compromiser, etc.

Practice critical thinking and verbal delivery

To avoid faulty analogies, you should practice being fluent in reasoning and negotiating to make your voice persuasive.



INTERVIEWS



Tips for a Successful Interview

Interview Preparation Overview

Interview process

Common interview questions

Introduction to Management Consulting/Trainee Case Interview

What is a case interview?

What do employers usually look for in interviews?

Strategies and tips

Sample case walkthrough

A Guide to Technical Interview for CECS Majors

What are positions that require technical interviews?

How do companies (Startups vs. Big Corp) source their candidate through technical interviews?

Common interview questions and practice guide for CS & Data major

[Read More >>](#)

1. Interview Preparation Overview

A. Pre-interview Research

Gather background knowledge you can about the company

What to search

- Company information/industry, etc.
- News relating to the specific industry
- Job vacancies/openings
- Company's employee reviews
- Interviewer Information

Where to search

- Outside & Inside resources
- LinkedIn contacts
- Social media
- The company Website
- Job description

**Be sure you completely understand the JD
and the distinctions in job titles and functions**

B. Review your profile

Ensure that your profile and presence in public visibility align with your values, which speak to you before and during the interview.

01. Resume

Review whether your resume speaks to your suitability for the current role that you're applying.

02. Social Media

Ensure that your public profile is "clean" and creates a good impression on your recruiter.

03. Reference

Have your mentors, colleagues, or professors as your alliance to give good references to recruiters.

C. Rehearse

General tips

- To relieve anxiety and improve your confidence
- At the end of the interview, take any feedback they have on improving your performance.
- The more you repeat your interview, the more confident you'll be during the real thing.
- Practice makes perfect!



How to best answer questions?

Give answers in the **STAR technique** (Situation – Task – Action – Result)

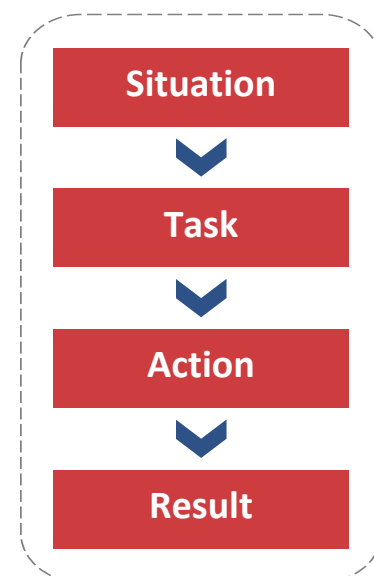
- **Situation:** describe a situation you were in
- **Task:** tell what you decided to do
- **Action:** describe what you did
- **Result:** tell what happened as a result of your actions

Always give real-life **examples** from your recent roles that demonstrate your strength

Be Clear – Concise and Focused on each question

Embrace the Culture

Sample: Tell me about a time when you achieved an ambitious goal.



Situation

In my previous digital marketing role, my company made the decision to focus primarily on email marketing and was looking to increase their list of email subscribers pretty aggressively.

Task

As the email marketing manager, my target was to increase the size of our email list by at least 50% in just one quarter.

Action

I started by going back through our old blog posts and adding in content upgrades that incentivized email subscriptions, which immediately gave our list a boost. Next, I worked with the rest of the marketing team to plan and host a webinar that required an email address to register, which funneled more interested users into our list.

Result

As a result of those additions to our email strategy, I was able to increase our subscriber list from 25,000 to 40,000 subscribers in three months, which exceeded our goal by 20%. Also, webinars have now become a regular event to boost and maintain our email list.

D. Frequently Asked Questions

Tips for interviewing

- Make the best first impression.
- Concentrate and show enthusiasm.
- Be sincere and confident.
- Professional body gesture.
- Have eye-contact.
- Never badmouth a former coworker or organization in an interview.

How to manage an online job interview?

- Use your desktop or laptop, but not your phone.
- Do the test run with your interview device.
- Choose a clean, quiet, and well-lighted space.
- Eliminate distractions.
- Dress up like you would for a face-to-face interview.

How to get a “plus” in the interviewer’s view

At the end of your interview, smile and thank the people involved for their time. **Your attitude determines your success.**

Follow up after the interview!

- Send a thank-you letter.
- Follow-up: after 3 days to 1 week (email or call)
 - If you take the job, do not be shy about negotiating a salary.
 - If you did not get the job, get feedback on why you did not get the position and stay positive.
- Reflect on what went well and what did not go well to improve for the next interview.

E. Common Interview Questions

- What are your strengths?
- What are your weaknesses?
- Why are you interested in working for [insert company name here]?
- Where do you see yourself in 5 years? 10 years?
- Why do you want to leave your current company?
- Why was there a gap in your employment between [insert date] and [insert date]?
- What can you offer us that someone else can not?
- What are three things your former manager would like you to improve on?
- Are you willing to relocate?
- Are you willing to travel?
- Tell me about an accomplishment you are most proud of.
- Tell me about a time you made a mistake.
- What is your dream job?

2. Introduction to Management Consulting/Trainee Case Interview

Definition

Scenario-based job interviews that test problem-solving skills. In a case interview, candidates are usually asked to solve a business challenge. The challenge is often a toned-down version of a project that the firm has done in the past.

Objective

Case interviews are most often used by consulting firms, as well as some financial firms. This is because there is no single profile for consultants (or bankers). The cases test basic business sense, analytical ability, and problem-solving capabilities essential to these types of jobs. In recent years, other industries have also started to conduct case interviews.

Format

In general, cases take about 20-30 minutes to complete. New information may be given as the case progresses to prepare candidates for additional questions from the interviewer. There are many variations on case interviews (such as being interviewed in groups), but they will not be covered in this document.

What do employers look for in case interviews?

Often, a case is more about the process than getting the answer, so understanding what employers look for in case interviews will help you know how to approach them.

Problem-solving skills

- Do you make an effort to understand the key issues?
- Do you have a structured approach?
- Are you asking relevant questions?
- Did you take time to consider all the options (be creative) and their implications?

Business sense

- Familiarity with basic concepts such as supply and demand
- Understand that there are a variety of business goals (profit, revenue, market share, brand awareness, etc.)
- Awareness of how some current companies do their business (e.g. Google makes money on advertisements, etc.)

Analytical capabilities

- Can you do basic arithmetic?
- Can you read charts and tables?
- Do you read between the lines (implications of what you see)?
- How good are you at piecing together information from different sources (synthesis and insight)?

Communication

- Are you articulate?
- Can you tell a compelling story (not just the solution, but why you believe it is the best)?
- Can you organize information in a clear manner (slide-making in some cases)?

As in regular interviews, interviewers will be looking for poise and fit: Do you carry yourself professionally? Are you engaged and confident?

Strategies: A clear and logical approach

Understanding
the problem

Structuring and solving
the problem

Making a
recommendation

- **Cases are extremely varied** (though many often fall into standard categories such as rolling out new products, uncovering problems in the current process, etc.).
- **There is no “one-size-fits-all” solution** or strategy for doing well on a case study. This is a helpful flow for many cases but should be tweaked to suit your situation.
- **A good approach can be more valuable than having the “right” answer.**

Tip: Cases may be varied, but since they are often based on actual projects, try to do some background research on the company while prepping for your case interview.

Always make sure you understand the issue

Understanding
the problem

Structuring and solving
the problem

Making a
recommendation

- **Listen carefully and take detailed notes.**
- **Don’t be afraid to ask clarifying questions if you did not catch something.**
 - Repeating the basic premise of the case back to the interviewer is often helpful.
 - If you are not familiar with the industry, it is okay to ask how it works!
- **Always clarify the objective of the case.**
 - Objectives may or may not be stated – if you’re asked where a business “should” take a certain action, it’s crucial to understand the goal in mind (e.g., profit, market share, etc.).

Tip: You may not be penalized for asking clarifying questions, but not being able to focus on the issue at hand and continually going on tangents will leave a negative impression.

A good structure is as or more important than the correct solution



- ▷ **Use structure to make sense of your problem, objectives, and potential approaches.**
 - Always start at a high level (don't jump immediately to number crunching).
 - Many books and online sources offer frameworks for the most common business challenges.
 - Existing structures and frameworks are good starting points, and they save time, so familiarize yourself with them.
 - Frameworks should not be blindly applied; think about what is appropriate for your situation and adapt accordingly.
- ▷ **Take a few moments to collect your thoughts and think through the problem.**
 - It is okay to ask interviewers for a minute to think. Don't feel pressured to say something immediately.
- ▷ **Explain your plan for solving the problem – think out loud!**
 - Interviewers want to see that you are logical and can think through challenging problems. Explaining your approach early on will let interviewers know if you are on the right track, so they can guide you if necessary.
 - Clear communication of your approach and tactics is one of the most important aspects of a case study!

Tip: Existing frameworks (4P's, 5 Forces, etc.) are useful, but do not refer to them explicitly – don't give interviewers the impression that you are just fitting cases.

Walk through your solution



- ▷ **Check if the interviewer has the information you need before making an assumption.**
 - The interviewer rarely tells you everything you will need to solve the problem in the introduction.
 - If you need to make an assumption, attempt to be both logical and simple.
- ▷ **Don't rush through math; write all the numbers out neatly and in an organized fashion.**
 - Label your calculations and figures (don't just scribble numbers in margins, etc.) so you can backtrack if needed.
 - Double-check your math and assumptions. Do they make sense?
- ▷ **Make insightful observations: Go beyond just "doing the math"**
 - Make sure to think through your answers and draw connections to what you already know about the case (e.g., market challenges from part 1 of the case), but always check with interviewers on these assumptions.
 - Understanding the implications of numbers is often crucial!
 - Remember that the big picture often involves understanding trends, how different segments behave differently, etc.

Tip: Once you have double-checked your work, be confident. Sometimes interviewers will ask you if you are "sure." It isn't always because you made a mistake.

Finish with a persuasive recommendation



- ▷ **Check that your recommendations address the original objective.**
 - Cases often have multiple sections, and addressing the original objective often requires tying all these pieces together.
- ▷ **Pitch your solution convincingly.**
 - Summarize your findings and the reasoning behind your proposed solution (organize your solution in a way that is easy to understand and tie back to the objective).
 - Support your solution with evidence whenever possible.
 - In some cases, you may need to sketch a slide. Make sure you don't make these too cluttered.
 - Be confident and articulate when explaining your solution.
- ▷ **Be creative: Briefly address other considerations.**
 - Cases don't always have a "right" answer.
 - It is ok to mention additional considerations and alternatives if there is time, but do not let those distract from key issues.

Tip: Good presentation skills are a must for consultants. This includes posture (no slouching) and the pace of your delivery.

Do's and Don'ts

Do's

- ✓ Ask clarifying questions.
- ✓ State your assumptions.
- ✓ Organize your thoughts & notes.
- ✓ Be concise and articulate.
- ✓ Practice, practice, practice!

Don'ts

- ✗ Force-fit frameworks.
- ✗ Get bogged down in the details.
- ✗ Go on tangents.
- ✗ Freak out if you make an error.
- ✗ Forget you are in an interview.

Additional sources

If you Google "case interview preparation" online, you will find many free sources available, from both consulting company websites and independent sources. Your career center probably also offers materials to help you. However, nothing will beat practice.

Books

- Case in Point by Marc Cosentino
- Vault Guides (to the Case Interview, to Consulting)

Online sources

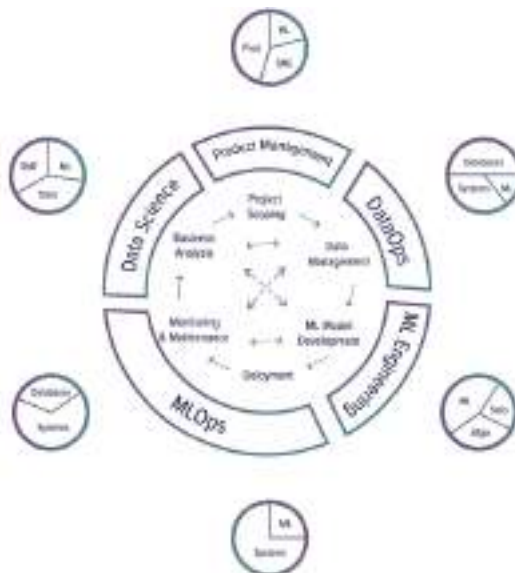
- Consulting company websites offer practice cases and advice
- www.caseinterview.com – offers videos and frameworks

3. A Guide to Technical Interview for CECS Majors

What are positions that require technical interviews?

Machine Learning Jobs

- Machine Learning Engineer
- Data Scientist
- ML/AI Platform Engineer
- ML/AI Infrastructure Engineer
- Framework Engineer
- Solution Architect
- Developer Advocate
- Solutions Engineer
- Applications Engineer
- Applied Research Scientist
- Research Engineer
- Research Scientist

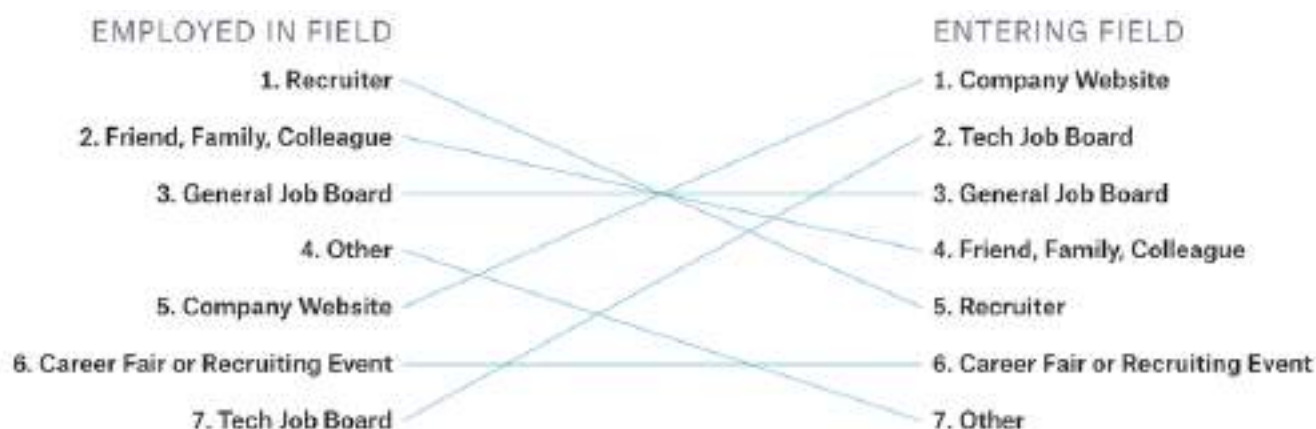


Big Corporations or Startups

	Big companies	Startups
Pros	<ul style="list-style-type: none"> • Brand name recognition. Good for your resume. • Stability. FAANG's stock is unlikely to be worthless anytime soon. • Well-defined roles. You won't have to work as much as at a startup. • A standard procedure to go up the ranks. Just do your job reasonably, and you're set. • (Hopefully) good code review to help you become a better engineer. • Plenty of smart people to work with. Mentoring and guidance. 	<ul style="list-style-type: none"> • Can contribute significantly to the product. • More autonomy and more decision making power. • Can get to know everyone. • Can do multiple things at once, making your job interesting. • You can see the entire software stack and see how a company runs as a whole. • Can grow with the company and get promoted much faster than at a big company. • Will learn A LOT. • No complacency to settle into. • Might end up with a lot of money.
Cons	<ul style="list-style-type: none"> • Easy to settle into complacency. • You'll be just another cog in the system. Your effort or lack of it won't change anything. • You'll probably work with a small piece of code. Your work becomes boring fast. • Unlikely that the management will ask for your opinion about where the company is headed. • Too many meetings. 	<ul style="list-style-type: none"> • When you tell people about the company, they go, "What?" • The startup will probably fail, and your 0.1% equity will become useless. • Have to work on a lot of things, even things that you hate. • Terrible code review. After a year, you might become an even worse coder. • Less mentoring. • The startup doesn't have as many world-class engineers as Google for you to work with.

How companies source candidates

- 82% of employers rated employee referrals above all other sources for generating the best return on investment.
- Referred candidates are 55% faster to hire compared to candidates sourced through career sites.
- The retention rate of referred employees is 45% after two years, compared to 20% for those from job boards.
- Referred candidates are 2.6 to 6.6% more likely to accept an offer.
(<https://www.glassdoor.com/research/studies/interview-sources/>)
- Across all jobs, Referrals account for 7% of applications but 40% of all hires. If you're referred, you're almost six times more likely to get your dream job.



Common interview questions and practice guide for CS & Data major

Interview Question: Computer Science

For coding questions, the best way to prepare is to write code every day. Programming mastery requires consistent practice. Before interviews, do a few typical software engineering questions to get yourself into the problem-solving, whiteboard coding mode. If you haven't seen them in a while, pick up a book on algorithms & data structures and skim it.

We recommend the book *Data Structures and Algorithms in Python* by Michael T. Goodrich and the classic *Introduction to Algorithms* by Thomas Cormen et al. We also recommend practicing websites such as LeetCode, CodeSignal, and HackerRank.

Those sites rank problems by difficulty; you should try medium and hard problems. Most of them have solutions available in case you want to compare your solutions to more optimal ones.

Interview Question: Algorithm

1. Write a Python function to recursively read a JSON file.
2. Implement a sorting algorithm, preferably quick sort or merge sort.
3. Find the longest increasing sequence in a string.
4. Find the longest common subsequence between two strings.
5. Traverse a tree in pre-order, in-order, and post-order.
6. Given an array of integers and an integer k, find the total number of continuous subarrays whose sum equals. The solution should have a runtime.
7. There are two sorted arrays, with and elements, respectively. Find the median of the two sorted arrays. The solution should have a runtime.

8. There are two sorted arrays, with m and n elements, respectively. Find the median of the two sorted arrays. The solution should have a runtime of $O(\log(m+n))$.
9. Write a program to solve a Sudoku puzzle by filling in the empty cells. The board is of the same size. It contains only 1–9 numbers. Empty cells are denoted by `*`. Each board has one unique solution.
10. Given a memory block represented by an empty array, write a program to manage the dynamic allocation of that memory block. The program should support two methods: `malloc()` to allocate memory and `free()` to free a memory block.
11. Given a string of mathematical expressions, such as $10 * 4 + (4 + 3) / (2 + 1)$, calculate it. It should support the four operators `+`, `-`, `:`, `/`, and the brackets `()`.
12. Given a directory path, descend into that directory and find all the files with duplicate content.
13. In Google Docs, you have the Justify alignment option that spaces your text to align with both left and right margins. Write a function to print out a given text line-by-line (except the last line) in Justify alignment format. The length of a line should be configurable.
14. You have 1 million text files, each of which is a news article scraped from various news sites. Since news sites often report the same news, even the same articles, many of the files have content very similar to each other. Write a program to filter out these files so that the end result contains only files that are sufficiently different from each other in the language of your choice. You're free to choose a metric to define the "similarity" of content between files.

Complexity and numerical analysis

1. Matrix multiplication
 - a. [E] You have three matrices, and you need to calculate the product. In what order would you perform your multiplication, and why?
 - b. [M] Now you need to calculate the product of matrices. How would you determine the order in which to perform the multiplication?
2. [E] What are some of the causes of numerical instability in deep learning?
3. [E] In many machine learning techniques (e.g., batch norm), we often see a small term added to the calculation. What's the purpose of that term?
4. [E] What made GPUs popular for deep learning? How are they compared to TPUs?
5. [M] What does it mean when we say a problem is intractable?
6. [H] What is the time and space complexity for doing backpropagation on a recurrent neural network?
7. [H] Is knowing a model's architecture and its hyperparameters enough to calculate the memory requirements for that model?
8. [H] Your model works fine on a single GPU but gives poor results when you train it on 8 GPUs. What might be the cause of this? What would you do to address it?
9. [H] What benefits do we get from reducing the precision of our model? What problems might we run into? How do we solve these problems?
10. [H] How to calculate the average of 1 million floating-point numbers with minimal loss of precision?
11. [H] How should we implement batch normalization if a batch is spread out over multiple GPUs?
12. [M] Given the following code snippet: What might be a problem with it? How would you improve it?
 Hint: This is an actual question asked on [StackOverflow](https://stackoverflow.com/questions/45012481/parallelizing-batch-normalization).

Interview Question: Data

Some of the data structures whose runtime complexities you should know and that you should be able to implement in at least one language:

- Trees: binary search tree, heap, trie (prefix and suffix tree)
- Queues, stacks, and priority queues
- Linked lists
- HashMap and HashTable

Tips:

You should be comfortable manipulating popular data formats such as the ubiquitous CSV format and the web- and serialization-friendly JSON format. Both CSV and JSON are examples of the traditional row-based file formats: data is stored and often indexed row-by-row.

In recent years, the column-based format has become more and more common, as it allows big data applications to quickly extract one feature from all the data points by calling the column corresponding to that feature.

Popular data frameworks for machine learning, including Pandas and Dask, are optimized for column-based operations. The two common column-based file formats are Parquet, championed by Apache Hadoop, and ORC, championed by Apache Hive.

LIMITATION

This Guidebook is based primarily on secondary research, where information and insights are collected from various sources on the Internet. Although our team comprised industry experts, VinUniversity staff and students, and consultation with VinUniversity faculty during the process, the limited number of interviewees also equated to a limited number of insights. Due to this, the information in this Guidebook may not provide the necessary insider and in-depth information about industries and companies that VinUniversity students would like to apply to.

Another limitation of this Guidebook is insufficient information on the whole internship and job application process for all industries and companies/organizations due to the size of the Guidebook. However, the project team has tried to be as comprehensive as possible in their approach and guidance.



CONCLUSION

As we conclude this Guidebook, we genuinely hope that it has been a valuable resource in practicing your skills in opportunities search, internships and jobs application during the important process.

However, we want to emphasize that while this Guidebook provides essential career readiness guidance, advice and tips, please remember that the journey towards a fulfilling career is not solely about preparing hard for the application; it is about continuous self-discovery, growth, and adaptability. Embrace challenges, seek opportunities to expand your skills, and be open to new experiences.

The knowledge gained through this Guidebook, along with your determination and dedication, will undoubtedly shape a bright and promising future for you.

Alumni, Industry and Development Project Team

INDUSTRY IMMERSION



Prepared by
Alumni, Industry & Development Department

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INTRODUCTION



Dear students,

In today's dynamic and ever-evolving job market, the possibilities for your future careers are boundless. With an abundance of choices, it becomes essential to find a company that aligns with your aspirations and provides a platform for growth. That's why the Alumni, Industry, and Development Department is thrilled to present to you our latest publication, "Companies Profile".



At VinUniveristy, we take pride in our talented and ambitious students who are eager to make a positive impact in the professional world.

Therefore, this Guidebook is specifically tailored to your needs, focusing on organizations that are young, dynamic, and exhibit high growth potential. We believe these companies not only offer exciting opportunities but also foster an environment conducive to your personal and professional development.

Within this Guidebook, you will find in-depth profiles of 50 carefully selected organizations. Our team has conducted thorough research to provide you with a comprehensive understanding of each company's core values, diverse culture, and remarkable career paths. By delving into these profiles, you will gain valuable insights into internship and entry-level positions available, as well as the experiences of current and former employees. Additionally, a diverse selection of companies spanning industries such as technology, finance, healthcare, retail, and more have been curated. This ensures that, regardless of your area of study, you will find companies that resonate with your passions and offer opportunities for growth and innovation.

We believe that this Guidebook will serve as an invaluable resource, guiding you toward the organizations that best align with your career goals. We hope it inspires you to explore, connect, and embark on a professional journey filled with excitement, learning, and meaningful contributions.

Wishing you all the best in your pursuit of a fulfilling career!

Alumni, Industry and Development Department



METHODOLOGY

The following section outlines the methodology employed in the booklet, which is a combination of primary and secondary research via four main steps:

The first step involves compiling a list of potential industries that we believed were potential and relevant for VinUniversity students. Once we identified 14 industries of interest, we conducted thorough research to come up with 134 companies in those industries, using various sources, such as industry reports, business directories, and company websites, to ensure the inclusion of diverse company and organization types, from startups to research institutes to big corporations.

In order to refine the initial list of companies and identify the top 50 ideal career opportunities for VinUniversity students, we have developed a rubric consisting of five main criteria. Each criterion is assigned a weightage based on its importance in assessing the company's suitability. The criteria and their weightages are as follows:

Accessibility (Weightage: 20%)

This criterion evaluates whether a company offers suitable and abundant internship opportunities for VinUniversity students. We assess the accessibility factor based on factors such as the company's engagement with universities, the presence of internship programs, and recruitment efforts targeted at students. If a company opens various positions/programs for students, it means that they care about students and their development.

Brand Love (Weightage: 10%)

Brand love reflects the level of recommendation and positive sentiment towards the company. We measure brand love using the Net Promoter Score (NPS), which indicates the likelihood of individuals recommending the company to others. A higher NPS signifies greater brand love and adds value to a company's desirability.

Visibility (Weightage: 20%)

The visibility criterion assesses the company's level of public recognition. We consider factors such as the company's presence on professional networking platforms like LinkedIn (40% weightage), the quality and informative nature of its website (40% weightage), and its engagement on social media platforms like Facebook (20% weightage).

Company Culture (Weightage: 30%)

Company culture plays a vital role in determining whether a company is a good fit for VinUniversity students. We evaluate the company's culture by considering factors such as diversity and inclusion initiatives, employee welfare programs, and alignment with VinUniversity's EXCEL values.

Revenue Growth (Weightage: 20%)

Revenue growth is an essential factor demonstrating a company's exceptional performance compared to industry averages. We analyze the company's financial reports and assess its revenue growth trajectory. Higher revenue growth indicates a dynamic and prosperous company, which ensures a high starting salary.

After identifying the 50 highest-scoring companies using the rubric, we conduct in-depth research on these companies, utilizing various resources such as company websites, annual reports, news articles, and employee reviews.



VINGROUP



**Technology
& Industry**



**Trade &
Services**



**Social
Enterprise**

COMPANY OVERVIEW

Established in 1993 as Technocom Corporation in Ukraine, Vingroup entered the Vietnamese market in the early 2000s with the key brands Vincom and Vinpearl. The pivotal merger of Vinpearl JSC and Vincom JSC in January 2012 formed the Vingroup Joint Stock Company. Operating in Technology & Industry, Trade & Services, and Social Enterprise, Vingroup leads consumer trends, offering Vietnamese consumers a modern lifestyle with international-standard products and services. Recognized as a respected Vietnamese brand, Vingroup stands proudly as one of the nation's leading private enterprises.

Vingroup aims for market leadership and sustainable development, aspiring to be highly regarded not only in Vietnam but also in the broader region. The company is dedicated to achieving this by enhancing production quality, elevating service levels, improving the quality of life for the Vietnamese people, and boosting the nation's global reputation.

Vingroup upholds unwavering values across various aspects. The company prioritizes credibility, demonstrating a commitment to executing plans with the utmost dedication. Grounded in integrity, Vingroup ensures strict compliance with laws and ethical standards, always putting customer interests first. Embracing creativity, the group encourages continuous skill development among employees, guided by the philosophy **"Dare to Think, Dare to Do."** Speed is integral to success, with a focus on swift execution and operational efficiency. Quality is paramount in all operations, aiming to be the best in people, products, services, and societal contributions. Vingroup also values the interests of stakeholders, fostering harmony through fairness, integrity, unity, and strength. The group remains dedicated to promoting the well-being of all stakeholders.

TECHNOLOGY & INDUSTRY

VinFast

Leading Vietnam's smart electric vehicle revolution, VinFast is committed to global excellence in electric automobiles and motorcycles.

VinES

Established in 2021, VinES specializes in high-tech lithium battery production and comprehensive energy solutions, contributing to Vingroup's zero-net-emission goal.

VinAI

A world-leading AI research company, VINAI, formerly VinAI Research Institute, is headquartered in Hanoi, Vietnam, with a global network of experts.

VinBigData

Focused on Data Science and AI, VinBigData excels in image and language processing, providing solutions such as ViVi, Smart Cameras, and VinDr.

VinCSS

Specializing in comprehensive, intelligent, and passwordless cybersecurity, VinCSS offers services in IT Security, FIDO2 Ecosystem, IoT Security, and Connected Car Security.

VinHMS

A software and business solutions company, VinHMS aims to optimize business operations and contribute to digital transformation across various sectors.

VinBrain

A pioneer in AI applications for healthcare, VinBrain integrates AI and IoT to enhance productivity and improve the quality of healthcare, promoting equality in access to healthcare solutions.

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1. Vingroup - *Mãi mãi tinh thần khởi nghiệp*. (n.d.). Vingroup. <https://vingroup.net/en/about>



TRADE & SERVICES

VinHomes

Vietnam's top real estate brand focuses on upscale residential complexes, creating not just houses but refined living spaces, embodying the essence of "Overflowing Happiness."

VinPearl

A leading name in Vietnamese hospitality, VinPearl redefines resort experiences, offering 5-star vacations across hotels, resort villas, and entertainment hubs along a vast coastline.

Vincom

The forefront of retail real estate in Vietnam, Vincom's diverse offerings, including Vincom Center, Vincom Mega Mall, Vincom Plaza, and Vincom+, lead consumer trends and establish a national footprint.

SOCIAL ENTERPRISE

For Green Future Foundation

Launched in 2023, this non-profit, founded by Vingroup, focuses on practical projects for sustainable development and green transformation in Vietnam.

Vinschool

Established in 2013, Vinschool, a non-profit educational system, is the largest in Vietnam, providing quality education from kindergarten to high school, fostering responsible and ambitious citizens.

Vinmec

Vinmec, a non-profit healthcare system, aspires to international acclaim through breakthrough research, delivering excellent treatment, and setting JCI-certified standards in Vietnamese healthcare.

VinUniversity

Founded by Vingroup, VinUniversity aims to be a top global university, with strategic collaborations and a 5-star QS rating in its inaugural year.

VinFuture Fund

VinFuture, an independent non-profit fund, led by Vingroup's Chairman, focuses on scientific research and technological innovation for a just and sustainable future.

Thiện Tâm Fund

Active since 2006, this non-profit under Vingroup prioritizes humanitarian efforts, supporting families in need, revolution-contributing families, and socio-economic development in underserved areas.

VINIF

VINIF, the Vingroup Innovation Foundation, part of the Big Data Research Institute, supports scientific research and innovation across various fields for positive and sustainable changes in Vietnam.

VinBus

Established in 2019, VinBus operates as a non-profit, pioneering electric buses for a modern, eco-friendly public transportation system in major Vietnamese cities.

References

1. *Vingroup - Mỗi mỗi tinh thần khởi nghiệp*. (n.d.). Vingroup. <https://vingroup.net/en/about>



HOSPITALITY

In the dynamic realm of hospitality, company culture shines as a top performer, enriching guest experiences. Meanwhile, the industry grapples with the challenge of boosting online visibility.

Professionals in this sector command an average salary of approximately 11,900,000 VND, with promising growth on the horizon, set to surpass 10.24% CAGR by 2028 (Salary Explorer; LinkedIn, 2023). Hospitality aspirants at VinUniversity might find a welcoming gateway through 5-in-5 and summer internships at VinPearl and other leading hotels. Noteworthy trends encompass MICE tourism, holistic hospitality focusing on health and well-being, and immersive digital guest experiences.

In terms of training and development, interns typically embark on enriching on-the-job learning journeys, shaping them for a fulfilling career in hospitality.

 IHG HOTELS & RESORTS Marriott
INTERNATIONAL Vietravel
ASIA LEADING TOUR OPERATOR VINPEARL

Intercontinental Hotels Group

*In our hotels and communities all over the world, talented and passionate colleagues deliver
True Hospitality for Good, every day*

1. INTRODUCTION

Ranking: #4 Global Hospitality Groups

Founded in 1946, InterContinental Hotels Group (IHG) is a British multinational hospitality company that owns, manages, and franchises more than 6,000 hotels in over 100 countries with a capacity of more than 900,000 rooms.

2. OUTSTANDING FACTS

- 200 years in hospitality.
- In 2022, IHG was recognized as a top workplace for LGBTQ Equality.
- A number of our brands received notable recognition at the prestigious World Travel Awards. Here are the key achievements:
 - InterContinental Hotels & Resorts: Named World's Leading Business Hotel Brand.
 - Holiday Inn: Recognized as the World's Leading Budget Hotel Brand.
 - Hotels: Honoured as the World's Leading Premium Hotel Brand.

3. GUIDING VALUES

"Do the right thing, show we care, aim higher, celebrate difference, work better together"

IHG is proud to be recognised around the world as an outstanding employer. This comes from our focus on attracting and retaining the top talent in the industry, and a pledge to give our colleagues room to grow.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Customer-centric, Result-oriented, Team player.
- **College majors:** Finance, Marketing, Business Analytics, Operation, Supply Chain, and Hospitality Management.

5. PROGRAM

- **VinUniversity 5-in-5 Internship and Summer Internship.**
- **IHG's Future Leader Aspire:** A 18-month program, in which candidates rotate through each hotel department before selecting a focused hotel operations pathway as area of specialization and applying for a full-time management role.

For more information about open internship positions, visit [IHG Careers](#).

6. REFERENCES

Home. (n.d.). InterContinental Hotels Group PLC. [Link](#)

Awards. (n.d.). InterContinental Hotels Group PLC. [Link](#)





Marriott International

To enhance the lives of our customers by creating and enabling unsurpassed vacation and leisure experience

1. INTRODUCTION

Ranking: #1 Global Hospitality Company (Hotels, Casinos and Resorts)

Founded in 1927 as a root beer franchise, Marriott International is now a multinational hospitality company with a portfolio of 31 brands, including 8,500+ properties spanning across 72 countries - the largest in the industry.

2. OUTSTANDING FACTS

- Best Workplace for Women, Fortune/Great Place to Work.
- Best Workplace for Millennials, Fortune/Great Place to Work.
- The World's Most Admired Companies, Fortune.
- 100 Companies That Care, People Magazine/Great Place to Work.
- Top 50 Companies for Diversity, Fair360.

3. GUIDING VALUES

***"We Put People First. We Pursue Excellence.
We Embrace Change. We Act with Integrity.
We Serve Our World"***

For over 95 years, Marriott's philosophy has centered on prioritizing people by taking care of associates, ensuring a culture of excellent customer service. Their commitment to excellence is evident in their embrace of change through innovation and their adherence to unwavering integrity.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Customer-centric, Result-oriented, Leadership.

- **College majors:** Finance, Marketing, Business Analytics, Operation and Supply Chain Management, Hospitality Management.

5. PROGRAM

- **VinUniversity 5-in-5 Internship and Summer Internship.**
- **Marriott HQ Fellowship Internship Program:** A program with travel-focused experience, featuring tailored learning, career development, and executive interactions.
- **Voyage Program:** 12 - 18-month, award-winning global leadership development program offering resources and support for future leaders of the company.
- **Serve360** (for employees): Flagship Sustainability & Social Impact program.

For more information about open internship positions, visit [Marriott International Career](#).

6. REFERENCES

Awards & Recognition. (n.d.). Marriott International Newscenter (US). [Link](#)





Vietravel Holdings

Remaining a Pioneer

1. INTRODUCTION

Ranking: #1 Asian Tour Operator and Travel Agent

Founded in 1995, Vietravel is a Vietnamese tour operator and travel agent. The company mainly operates in travel, aviation – transportation, and trade – services.

2. OUTSTANDING FACTS

- Present in 26 provinces and cities nationwide, and 05 offices abroad.
- World's Leading Travel Company (World's Leading Group Tour Operator 2022).
- World Travel Awards (WTA).

3. GUIDING VALUES

*“Professionalism, Uplifting emotions,
Added values”*

Enhancing the values of life through the core values of Innovation, Trust, and Excellence. Looking ahead to 2030, the company aims to establish a diverse ecosystem in travel, aviation-transport, and trade-services, signaling a strategic transition to becoming a multi-industry corporation poised for international expansion.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Outgoing, Hospitable, Highly-responsible.
- **College majors:** Finance, Marketing, Business Analytics, Operation and Supply Chain Management, Hospitality Management, Computer Sciences.

5. PROGRAM

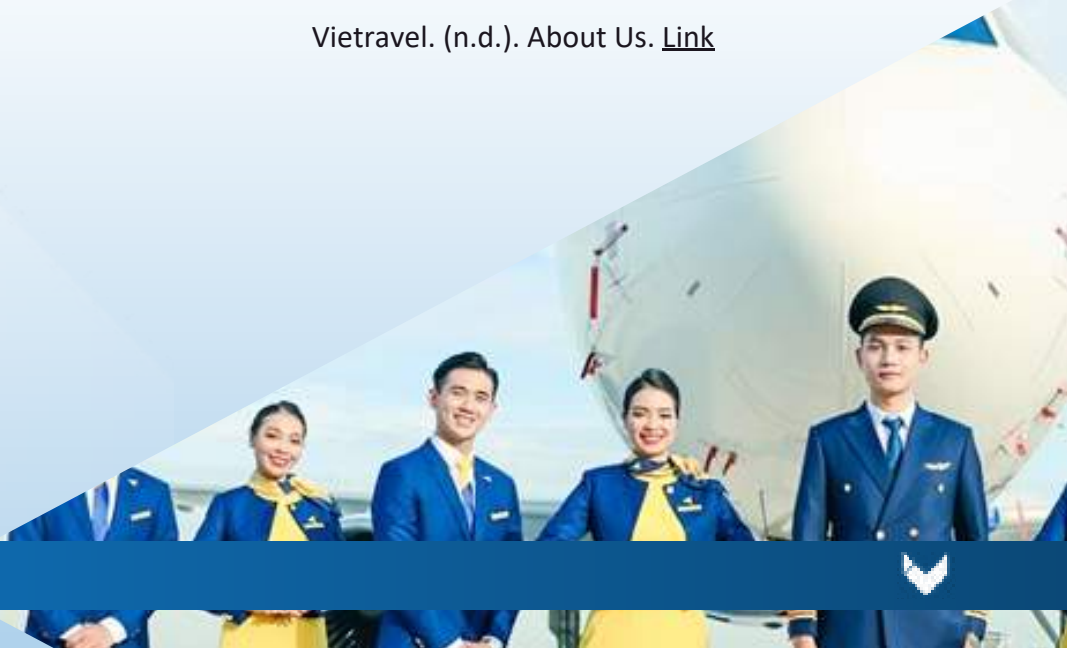
- **Charity Tours (for community):** A program for volunteers/tourists to visit some sightseeing spots while donating money to support the disadvantaged living in remote areas.
- **Community programs:** Sweaters for children, For a clean, green environment, Bringing light to the blind, Accompanying Vietnamese talents, etc.

6. REFERENCES

Vietravel Airlines | Open Your World | Official website. (n.d.). Vietravel Airlines - Open Your World. [Link](#)

Vietravel tự hào 06 lần liên tiếp được vinh danh là Công ty Lữ hành hàng đầu thế giới (World's Leading Group Tour Operator 2022). (n.d.). © 2014 - vietravel.com. [Link](#)

Vietravel. (n.d.). About Us. [Link](#)





Vinpearl Joint Stock Company

Experience a distinctively Vietnamese stay like no other

1. INTRODUCTION

Ranking: #1 Hospitality Company in Vietnam

Founded in 2003 as a Vingroup's subsidiary, Vinpearl is the leading hospitality brand in Vietnam, with a diversified mix of luxury and family resorts, golf courses, amusement parks, convention centres, restaurants, and spas in Vietnam's top destinations.

2. OUTSTANDING FACTS

- Vietnam's top 50 most valuable brands in 2022.
- 26 TripAdvisor's Travelers' Choice 2021 awards.
- Vietnam Environment Award 2019.
- 9 World Travel Awards 2019.

3. GUIDING VALUES

"Credibility - Integrity - Creativity - Speed - Quality - Humanity" (Vingroup)

Vingroup is fully prepared for its plans and spares no effort in meeting its commitments, even going beyond the expectations of customers and partners particularly on those related to product quality, services, and implementation progress.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Customer-centric, Result-oriented, Leadership.
- **College majors:** Finance, Marketing, Business Analytics, Operation and Supply Chain Management, Hospitality Management.

5. PROGRAM

- **VinUniversity 5-in-5 Internship and Summer Internship**
- **Fast Track Program:**
 - 1st summer: Rotate across six departments at VinPearl's facility at Nha Trang.
 - 2nd summer: Become a personal assistant to a facility's General Manager.
 - 3rd summer: Intern at the Head Office.
 - 4th summer: Officially work part-time at VinPearl.
- **VinPearl Young Talent:** A 1-year program for senior students & fresh graduates with less than 2 years of experience to gain more valuable experience through practical work and projects at Vinpearl.

For more information about open internship positions, visit [Vinpearl Career](#).

6. REFERENCES

About us. (n.d.). Vinpearl. [Link](#)

Vinpearl won 9 World Travel Awards. (n.d.). Vinpearl. [Link](#)

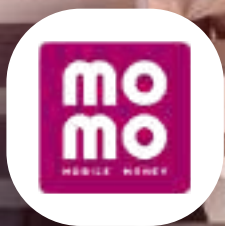


FINANCIAL SERVICES

Despite Vietnam's young banking system, which was only officially established in 1976, it has become the fastest-growing worldwide. The financial services sector covers various sub-industries, from finance to fintech to mobile banking to insurance, and also has a diverse mix of models, from state-owned banks, joint-stock commercial banks to fully foreign-owned ones. One of the barriers to Vietnam's financial services sector is the high number of rural people who do not have access to the banking system. For this, the government has actively promoted the inclusion of financial services, especially digital ones. In 2022, the share of Vietnamese adults who have a bank account grew to nearly 70 percent.

After Covid-19, one of the most prominent trends in this industry has been digital banking. The rise of cashless payments accelerates the development of the fintech sector, with the emergence of digital payments, cryptocurrencies, and many more. The number of new firms in fintech has also grown by over 180 percent between 2018 and 2022, and the transaction value of digital payments in Vietnam amounted to 19.2 billion USD, again demonstrating the substantial speed of growth.

Because of the diversity and development of this sector, students have numerous choices of sub-sectors, types of companies, and positions they want to work for. Entrance into commercial banks, for example, can be through 5in5 programs, the companies' own fresher programs, such as Techcom's Future Gen of Techcombank, or traditional job openings. The average salary in this sector stays at around 18.8 million VND.



References

1. SalaryExplorer. (2024). Banking Average Salaries in Vietnam 2024. [Link](#)
2. Statista. (n.d.). Banking industry in Vietnam - statistics & facts. [Link](#)
3. Statista. (2023). Southeast Asia: transaction value by country & segment. [Link](#)
4. Statista. (n.d.). Fintech in Vietnam - statistics & facts. [Link](#)



MoMo

Be the super app through which people can satisfy ALL their consumption needs

1. INTRODUCTION

Ranking: #7 Global Platforms Ranking

MoMo offers online transactions, bill payment, loans, savings, and various options for food, entertainment, and travel. As of June 2022, it has 31+ million users, 50,000+ domestic partners, 140,000+ payment points nationwide, and collaborations with 70 banks and international cards.

2. OUTSTANDING FACTS

- Dual honors: "E-wallet of the Year" and "Innovation Leadership."
- Outstanding Fintech in Vietnam.
- Innovative Product 2021 Award.
- 68% market share (most preferred fintech for generations X, Y, and Z).
- Top 10 most widely used applications by people in Vietnam.
- Top 10 sustainable brands for their innovative practices.

3. GUIDING VALUES

***"Teamwork, Constant Learning,
Innovation, Excellence in Execution"***

MoMo values teamwork, supporting each other to achieve the best outcomes. We embrace and advance innovative ideas, considering innovation part of our DNA (Life at MoMo, 2023).

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Team player, Tech-savvy, Innovative, Adaptive.
- **College majors:** Finance, Marketing, Business Analytics, Computer Science, Data Science.

5. PROGRAM

- **MoMo Talents:** An annual large-scale recruitment and training program for college seniors and fresh graduates of various positions. This program integrates L&D for accepted applicants, including mentorship and large-scale project tryouts.
- **"Trai Tim MoMo", "Vi Nhan Ai", "Heo Dat" (for community):** Online charity and fundraising platforms on the MoMo app.

For more information about open internship positions, visit [MoMo Careers](#).

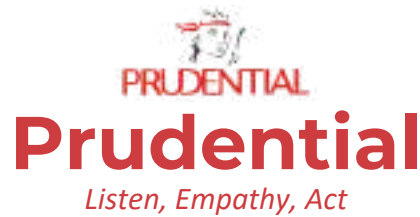
6. REFERENCES

A. (2023, October 23). *Life at MoMo - MOMO*. MOMO. [Link](#)

MoMo, V. (n.d.). *Thông cáo chính thức từ siêu ứng dụng MoMo*. Siêu Ứng Dụng MoMo. [Link](#)

A. (2022, June 17). *MoMo Talents - MOMO*. MOMO. [Link](#)





1. INTRODUCTION

Ranking: #67 Company in the Fortune 500 List

Prudential PLC provides life and health insurance and asset management to 18 million customers across 24 Asian and African markets. They're supported by 120,000+ active agents, 200+ bank partners, and 27,000+ bank branches.

2. OUTSTANDING FACTS

- International Life Insurance Company of the Year (Insurance Award 2022).
- ESG Initiative of the Year (Insurance Award 2022).
- Best Workplace in Asia (HR Asia 2022).
- Best Bancassurance Company of the Year 2022 (International Finance Awards 2022).

3. GUIDING VALUES

*"Our customer is our compass,
We Pursue Our Entrepreneurial Spirit,
We Succeed Together,
We Respect and Care for One Another,
We Deliver on Our Commitments."*

Prudential's mission is to be the most trusted partner and protector for current and future generations, offering accessible financial and health solutions. Our purpose is summed up in "For Every Life, For Every Future."

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Curious, Ambitious, Courageous, Nimble, Empathetic (Do, 2022).
- **College majors:** Finance, Marketing, Business Analytics, Computer Science, Data Science.

5. PROGRAM

- **The Strivers:** Management Trainee program for students and graduates.
- **Prudential Academy:** An online resource centre that offers on-demand videos and webinar series to employees.
- **Pru Khởi Nghiệp Trực Tuyển Tương Tác:** A training program that integrates digital technology to help employees accelerate the digitization process.

For more information about Prudential's open positions, visit [Prudential Careers](#).

6. REFERENCES

Do, M. (2022, June 21). *Manh Do on LinkedIn*. [Link](#)

Thành tích và Giải thưởng bảo hiểm | Prudential Việt Nam. (n.d.). [Link](#)





SSI Securities Corporation

SSI is always ready to embrace new challenges and sharpen its capabilities daily to carry out the mission of “Connecting capital to opportunities”

1. INTRODUCTION

Ranking: #1 Most profitable securities company in Vietnam

Founded in 1999, SSI Securities Corporation is a top financial institution in Vietnam, dominating the securities sector with the highest growth rate in the industry.

2. OUTSTANDING FACTS

- TOP 50 Vietnam The Best Growth in Vietnam 2023.
- Top 50 Vietnamese Employers of Choice (2022).
- Best Broker in Vietnam 2023.
- Best Securities House in Vietnam 2023.
- Vietnam Technology Excellence Award for Fintech – Brokerage (2023).

3. GUIDING VALUES

Professionalism, Objectiveness, Truthfulness

SSI is committed to delivering top-tier consulting products through a visionary approach marked by creativity and efficiency. The diverse SSI Research Reports ecosystem caters to various investment demands, driven by a spirit of continuous improvement, shared learning, and unity.

4. ROLE COMPATIBILITY

- **Potential candidate’s characteristics:** Customer Acquisition, Information Exploitation, Communication, Investment, Resilience (CareerBuilder Vietnam).
- **College majors:** Finance, Marketing, Business Analytics, Computer Science, Data Science.

5. PROGRAM

- **Company’s Training Program & SSI E-Learning:** A convenient anytime/anywhere learning tool for employees that covers all self-research courses for employees.
- **SSI Insider:** Internal forum and newsletter channel that shares information, events, awards, charity calls, and voluntary activities

For more information, kindly refer to the website [SSI Careers](#) or the Facebook page [Chứng Khoán SSI](#).

6. REFERENCES

CareerBuilder Vietnam. (2023, December 20). *Nhân viên môi giới chứng khoán: Công việc, kỹ năng cần thiết.* Careerbuilder VietNam. [Link](#)
Awards. (n.d.). SSI. [Link](#)





Techcombank

Lead the digital transformation of the financial industry, enabling individuals, businesses, and corporations to progress and thrive sustainably.

1. INTRODUCTION

Ranking: #1 Valuest Private Bank in Vietnam

Founded in 1993, Techcombank is a private commercial bank in Vietnam with over 300 branches and nearly 700,000 billion VND in total assets, operating under the guidance of the State Bank of Vietnam.

2. OUTSTANDING FACTS

- Top 18 banking brands in Southeast Asia (2023).
- Donated around 80 billion VND for community support (2022).
- Second-leading financial brand in Vietnam (2022).
- The Stevie Awards for Great Employers (2021).

3. GUIDING VALUES

"Customer Centricity, Innovation and Creativeness, Collaboration for Common Objectives, Self-Development, Work Efficiency"

Techcombank drives the digital transformation of the financial industry, fostering sustainable progress and prosperity for individuals, businesses, and corporations (About Us | Techcombank).

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Emotional Intelligence, Adaptability, Communication, Vision, Determination, Loyalty (Foundit, 2023).

- **College majors:** Finance, Marketing, Business Analytics, Computer Science, Data Science.

5. PROGRAM

- **VinUniversity 5-in-5 Internship and Summer Internship.**
- **Techcombank Future Gen Tech & Data:** A 18-month fast track career that integrates management training from different branches.
- **Priority Relationship Management Trainee:** A MT program for freshers that incorporates a 15-month fast track training program to curate young customer relations experts.

For more information, kindly refer to the Facebook page [Techcombank Careers](#) and the [website](#).

6. REFERENCES

Foundit, T. (2023, March 15). *Top Character traits & Skills you will need to get Job*. Career Advice - Tips for Job Interviews, Resume/CV & Career Development. [Link](#)

About us | Techcombank. (n.d.). Techcombank. [Link](#)





Proud of its 60-year history and strong connection with the nation

1. INTRODUCTION

Ranking: #1 Valuest Bank in Vietnam

Founded in 1963, Vietcombank is one of Vietnam's oldest and most established public commercial banks. As one of the Big 4 Commercial Banks, it operates a widespread network of over 600 branches and transaction offices across the country.

2. OUTSTANDING FACTS

- Top 1,000 World's Largest Public Companies by Forbes (2020).
- The Bank with the Best Working Environment in Vietnam (2020).
- The Best Bank in Vietnam - Finance Asia (2019).
- Top 100 Most Powerful Enterprises - Nikkei Magazine (2019).
- Top 30 Strongest Banks in the Asia-Pacific Region (2019).

3. GUIDING VALUES

***"Innovative, Continuous, Caring,
Connected, Individual, Secure"***

Vietcombank prioritizes continuous innovation, expanding its customer base with thoughtfulness and dedication. Focused on differentiation and connectivity, it ensures excellence in quality and global competition. Safety and security remain paramount for customer and shareholder protection.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Emotional Intelligence, Adaptability, Communication, Vision, Determination, Loyalty (Foundit, 2023).
- **College majors:** Finance, Marketing, Business Analytics, Computer Science, Data Science.

5. PROGRAM

- **Vietcombank Training Center:** The school provides Vietcombank's employees with high-quality internal training.
- **Vietcombank Marathon (for community):** With a different theme for each year, the marathon attracts the participation of many Vietcombank employees and interested runners.

For more information, kindly refer to the Vietcombank [Facebook page](#), and [webpage](#).

6. REFERENCES

Vietcombank. (n.d.). About Vietcombank. [Link](#)

Foundit, T. (2023, March 15). *Top Character traits & Skills you will need to get Job*. Career Advice - Tips for Job Interviews, Resume/CV & Career Development. [Link](#)

A photograph of a Vietcombank building facade, showing the bank's name in large, white, 3D letters on a dark background. The building is surrounded by greenery and a fence in the foreground.

Vietcombank





Woori Bank

As a foreign bank in Vietnam, we persistently learn and innovate to understand customers, optimize products, improve services, and be a reliable financial partner

1. INTRODUCTION

Ranking: #1 Largest Bank in South Korea

Woori, established over 120 years ago, is the oldest banking system in Korea. Operating in 24 countries, it is part of Woori Financial Group.

2. OUTSTANDING FACTS

- "The Best Bank" in three sectors at The Asian Banker Transaction Awards 2017.
- 2018 Grand Prize for Best Banker in Micro-finance.
- 2018 Best Korea Brand Top 50 by Interbrand.
- 2018 Grand Prize for Customer Satisfaction Management Awards for 11 years.

3. GUIDING VALUES

"Humanity, Happiness, Hopefulness"

Woori Financial Group aspires to empower customers, shareholders, and employees, and contribute to the nation through ethical management.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Customer-Centric, Strategic Planning and Development, Technical Expertise, Multilingual Communication.
- **College majors:** Finance, Marketing, Business Analytics, Computer Science, Data Science.

5. PROGRAM

- **VinUniversity 5-in-5 Internship and Summer Internship.**
- **Woori Love Sharing (for community):** A program that connects with social welfare centers and local children's centers that supports disadvantaged and disabled persons.
- **Woori Bank Scholarship Program:** Woori Bank partners with local community children's centers to offer scholarships for students facing financial difficulties.

For more information about Woori Bank open positions, visit [Woori Bank Vietnam Careers](#).

6. REFERENCES

About Us - Ngân hàng. (2023, March 31). Ngân Hàng. [Link](#)

Woori Financial Group. (n.d.). Award History. [Link](#)

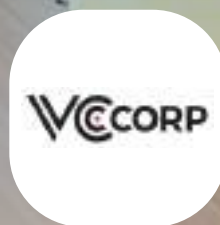
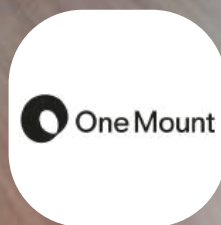
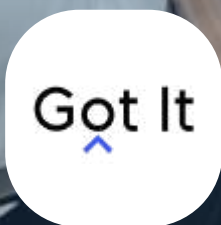


DIGITAL SOLUTIONS

Digital Solutions is an extremely promising industry in Vietnam, with much ground for development. The industry, whose revenue was around US\$140 million in 2022 with an estimated annual growth rate of 10%, is considered a key driver of Vietnam's economy. More specifically, all of Vietnam's current unicorns – companies that are worth more than \$1 billion – come from this sector, namely VNG, VNPAY, Sky Mavis, and MoMo. Another feature of Digital Solutions is that the sector witnesses a thriving startup ecosystem.

Vietnam, for example, ranks third in Southeast Asia regarding the number of AI-related startups, which deal with a range of challenges from e-commerce, fintech, healthcare, and education.

Because of the large and fast-growing landscape of this sector, there are also many job opportunities available in different types of companies and in different positions. For this reason, it also scores highly on Visibility. The average salary for the ICT industry is around 17.7 million VND.



References

1. OpenGov Asia. (Year). *Vietnam Digital Technology Industry Estimated US\$148 Billion*. [Link](#)
2. Information and Communication Technologies. (Year). *Vietnam*. [Link](#)
3. Salary Explorer. (Year). *Information Technology Average Salaries in Vietnam 2023 - The Complete Guide*. [Link](#)
4. Techvify Software. (Year). *Top 10 Artificial Intelligence (AI) Companies in Vietnam*. [Link](#)



Cốc Cốc

Helping Vietnamese people achieve greater happiness by maximizing the digital world potential.

1. INTRODUCTION

Ranking: #2 Most Common Search Engine in Vietnam

Founded in 2010, Cốc Cốc specializes in a browser, search tool, and advertising platform catering to Vietnamese users. With approximately 28 million users as of September 2022, the company prioritizes serving the domestic market rather than targeting a global audience.

2. OUTSTANDING FACTS

- Top 10 "Digital Transformation Stars" at the Sao Khuê Awards 2021.
- Exemplary digital transformation products at the Vietnam Digital Awards 2021.
- Gold Award for outstanding digital solutions at the Make in Vietnam Awards 2021.
- Top 4 most popular mobile browsers in Vietnam.

3. GUIDING VALUES

"User first, Results-driven, Trust and Mutual Respect, Innovation, Team spirit"

The company values serve as a guiding principle for us to shape the corporate culture, encompassing the behaviors and skills that we particularly value in our employees (*Về Chúng Tôi* / Cốc Cốc).

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Self-directed, Patient, Open-minded, Proud, Continuous-learning (Nikoloska, 2020).
- **College majors:** Finance, Marketing, Business Analytics, Computer Science, Data Science.

5. PROGRAM

- **Linux Fundamentals Course (2023):** The program provides a tailored training course for software engineers eager to advance their careers and leverage their Linux expertise.
- **Cốc Cốc PHP Fundamentals Course:** A course helps students learn about PHP with real-life case studies from Cốc Cốc. It also opens up possibilities for joining Cốc Cốc.

For more information about open internship positions and campus recruitment events, visit [Cốc Cốc Career](#).

6. REFERENCES

Nikoloska, V. (2020, February 6). *Five Personality Traits for Novice Web Developers* | Cosmic Development. Cosmic Development. [Link](#)

Về chúng tôi | Cốc Cốc. (n.d.). [Link](#)



Got It Got It, Inc. *Transforming Conversational AI*

1. INTRODUCTION

Established in 2011, Got It, Inc. is a Vietnamese tech startup acclaimed for its AI-driven platforms:

- **PhotoStudy:** Supports students with homework from over 200 U.S. universities.
- **ExcelChat:** Aids office workers with products like Microsoft Excel.
- **QueryChat AI:** A Natural Language Platform based on Google BERT, overcoming Q&A limitations.

2. OUTSTANDING FACTS

- The world's first AI-based on-demand expert marketplace links learners and experts across 100+ countries.
- Investors include those who backed SpaceX and Discord.
- PhotoStudy has helped more than 1 million students worldwide since 2014.

3. GUIDING VALUES

“Transparent. Creative. Flexible”

Within the Got Its environment, individuals are empowered to unleash their full potential and showcase their unique talents, no matter what they may be.

4. ROLE COMPATIBILITY

- **Potential candidate’s characteristics:** Can-do attitude, Excellent technical skills.

- **College majors:** Finance, Marketing, Business Analytics, Computer Science, Data Science, Entrepreneurship

5. PROGRAM

- **10-in-5 Internship:** VinUniversity students can rotate among 4 positions, including Product Manager, Frontend Engineer, Backend Engineer, and Quality Assurance Engineer, for 10 days in 5 consecutive weeks.
- **Summer Internship:** A minimum of 8 weeks, from approximately the end of June to mid-September.
- **Professional Structured Internship:** A compulsory component for sophomores at CECS, which lasts for an entire semester (16 consecutive weeks) or 2 summer semesters full-time (16 weeks) or part-time (640 hours).

For more information about open internship positions, visit [Got It Careers](#).

6. REFERENCES

Got It, Inc. (Year). Home. [Link](#)

Got It, Inc. (Year). *Got It, Inc. Đạt Giải Thưởng Đánh Giá Hàng Đầu Thế Giới*. [Link](#)



International Business Machines

*To lead in the creation, development and manufacture of
the industry's most advanced information technologies*

1. INTRODUCTION

Ranking: #1 Largest Industrial Research Organization

IBM is an information technology firm that offers comprehensive solutions using technology and business process expertise, ranking 49th in the Fortune 500 list. It operates in various segments, including Cloud & Cognitive Software, Global Business Services, Global Technology Services, Systems, and Global Financing.

2. OUTSTANDING FACTS

- 2023: 2023 SEAL Business Sustainability Awards.
- 2022: The Wall Street Journal | The 250 Best-Managed Companies of 2022.
- 2022: FORTUNE | CHANGE THE WORLD LIST.
- 2022: TIME | TIME100 Most Influential Companies of 2022.
- 2021: Fast Company | Brands That Matter.
- 2021: Forbes | World's Best Employers of 2021.

3. GUIDING VALUES

***"Diversity and inclusion, innovation,
being yourself, and focusing on change."***

IBM embraces experts from a variety of backgrounds and rich cultures. Drawing knowledge and skills from across the world is the source of innovation for IBM. Each employee at IBM ensures to bring their full self to benefit the company.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:**
Research, Authentic, Strong Awareness, etc.

- **College majors:** Finance, Marketing, Business Analytics, Computer Science, Data Science, Operation and Supply Management, Electrical Engineering, Mechanical Engineering.

5. PROGRAM

- **IBM Apprenticeship Program:** Engage with IBM professionals, gain mentorship from field experts, earn digital credentials, and accelerate professional growth.
- **IBM Accelerate Summer Program:** Assist undergraduates in skill-building and networking for internships and employment over an eight-week period.
- **IBM SkillsBuild (for employees):** Power employees's future in tech with job skills, courses, and credentials for free.

For more information about open internship positions, visit [IBM Careers](#).

6. REFERENCES

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One Mount Group

To build Vietnam's most trusted ecosystem, empowering all people and businesses to realize their full potential at the intersection of technology and humanity

1. INTRODUCTION

September 19, 2019 — One Mount Group was established with the ambition of creating Vietnam's largest technological ecosystem, providing solutions and services along the entire value chain in the financial services, distribution, real estate, and retail sectors.

2. OUTSTANDING FACTS

- Asia's Best Place to Work (2021) award.
- Recognized by Google as the Best Partner (2021) in the field of supply and logistics.
- Products: VinShop, VinID and One Housing.

3. GUIDING VALUES

"Connection, Engagement, Pride"

One Mount's mission is to build Vietnam's most trusted ecosystem, empowering all people and businesses to realize their full potential at the intersection of technology and humanity.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Good logical thinking, creative, eager to explore.
- **College majors:** Finance, Marketing, Business Analytics, Computer Science, Data Science, Entrepreneurship.

5. PROGRAM

- **Marketing Internship Program** (2023): For 3-4 year students participating in a professional and methodical training program by experienced managers from One Mount Group, they will have the opportunity to become full-time employees at One Mount after completing the training.
- **Talent Incubation Program:** A program for students to participate in the roadmap to One Mount's management positions after 6+6+12 months of training
- **Hack2Hire** : A nationwide hackathon for final-year students and fresh graduates who are passionate about programming.

For more information about open internship positions, visit [One Mount Careers](#).

6. REFERENCES

One Mount Careers. (Year). Job List. [Link](#)

One Mount. (Year). About Us. [Link](#)

Tuotire.vn. (Year, Month Day). One Mount được Google công nhận là đối tác xuất sắc nhất trong lĩnh vực cung ứng và logistics. [Link](#)

Tienphong.vn. (Year, Month Day). One Mount được vinh danh nơi làm việc tốt nhất Châu Á 2021. [Link](#)





Creativity, proactivity, faith, and constant change to bring true values for community

1. INTRODUCTION

Ranking: #1 Market Share of the Internet in Vietnam

Founded in 2006, VCCorp is a leading digital content and technology company in Vietnam. With over 15 years of experience, it has served more than 50 million Internet users and 45 million mobile users through 200+ popular websites in media, digital marketing, mobile gaming, and cloud and tech fields.

2. OUTSTANDING FACTS

- VCCorp's products and services are used by 31 million out of 33 million internet users in Vietnam.
- VCCorp's news pages attract 2.8 billion monthly visits.
- Admicro's Online Advertising system displays 1 billion ads daily.
- VCCorp's mobile platform serves 16 million users.

3. GUIDING VALUES

"Innovative, proactive, resilient, ever-evolving"

Innovation, proactivity, resilience, and continuous adaptation define the cultural essence of VCCorp. Every product and powerful creativity reflect the passion of each VCer for their work, creating meaningful values for the community (VCCorp Culture).

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Self-directed, Patient, Open-minded, Proud, Continuous-learning (Nikoloska, 2020).

- **College majors:** Finance, Marketing, Business Analytics, Computer Science, Data Science.

5. PROGRAM

- **VC's Next Gen:** A program for students to become specialists after 2-4 months of internships and management positions if they perform well. Besides promotion, the program provides hands-on training, real business challenges, and good compensation.
- **Admicro Sales Trainee:** A recruitment and training program to seek and develop young talents who are seniors or fresh graduates in the field of business for Admicro – VCCorp.
- **Podcast "Slide of Life" (for community):** A podcast where guests talk about stories in their lives to bring positivism and empathy to listeners.

For more information, visit [VCCorp Careers](#).

6. REFERENCES

VCCorp. (n.d.). Internal Culture. [Link](#)

Nikoloska, V. (2020, February 6). *Five Personality Traits for Novice Web Developers | Cosmic Development*. Cosmic Development. [Link](#)





Viettel Group

Your Way - Theo cách của bạn

1. INTRODUCTION

Ranking: #1 Most profitable securities company in Vietnam

Founded in 1989, Viettel Group is Vietnam's top telecommunications brand, ranked in the Top 500 global brands by Brand Finance (2019). Operating in six key industries, the group serves over 270 million customers across 11 countries and three continents.

2. OUTSTANDING FACTS

- Most attractive recruitment company for students in Tech and Telecommunications.
- 22 awards at the International Business Awards, IBA Stevie Awards (IBA).
- 37 awards at the IT World Awards 2023.
- 11 Gold awards at the Cybersecurity Excellence Awards 2023.

3. GUIDING VALUES

"Value innovation - Change is a norm - Discipline is a norm - The company is a second family - System thinking"

Viettel Global is proving its competences through the success of its subsidiaries, when most of them are taking the leading positions in their national telecom markets in terms of subscribers, revenue, and infrastructure.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:**
Analytical Thinking, Adaptability, Passion.

- **College majors:** Finance, Marketing, Business Analytics, Computer Science, Data Science.

5. PROGRAM

- **Viettel Digital Talent:** Designed by top experts at Viettel, the program empowers young talents to explore and develop expertise in Cloud Computing, Cyber Security, Data Science & AI, Internet of Things, and Marketing.
- **Viettel Secondment Program:** The program exposes employees to real-world experience in new markets and enhances skills in adaptability, analysis, and problem-solving.
- **Viettel Academy (for employees):** Situated in Hoa Lac, Ha Noi, Viettel Academy is a training location with an area of 18ha, where employees of all levels, including the CEO, receive great coaching and develop their expertise.

For more information about open internship positions, visit [Viettel Careers](#).

6. REFERENCES

Viettel won 22 international business awards. (n.d.). [Link](#)



PROFESSIONAL SERVICES

Professional services companies are ones where human capital in the form of time, effort, and expertise is the main input. In Vietnam, the industry is expected to grow at an 11.8% CAGR and achieve a market volume of around US\$120 million by 2028. After the pandemic, a strong digital transformation is sweeping across the industry. Notable trends also include the increasing use of data for decision-making or a stronger focus on talent development.

In this booklet, we take a look into a specific form of professional services companies: BIG4, consulting firms - McKinsey, Bain & Company, and BCG, often known as the MBB. Overall, the professional services industry is characterized by a high learning curve, high competition, and long working hours. Excellent academic performance and problem-solving skills are two of the most important skills in demand for those wishing to work in this sector. The average salary is around 21.8 million VND.



References

1. Statista Market Forecast. (Year). Professional Services - Vietnam. [Link](#)
2. SalaryExplorer.com. (Year). Management Consultant Average Salary in Vietnam 2023 - The Complete Guide. [Link](#)
3. Workday.com. (Year). The Future of Professional Services Firms: A View From 2025. [Link](#)



Bain & Company

We champion the bold to achieve the extraordinary.

1. INTRODUCTION

Ranking: #3 Global Consulting Firm

Bain & Company is a global consulting firm driving ambitious change in 65 cities and 40 countries. Committed to investing \$1 billion in pro bono services over 10 years for education, racial equity, social justice, economic development, and the environment.

2. OUTSTANDING FACTS

- #1 on Glassdoor's Best Places to Work UK and #3 on the U.S. list for 2023.
- #1 spot in the Vault Consulting 50 North America for 2023.
- Best Places to Work for LGBTQ Equality 2023, Human Rights Campaign.
- Top 100 Workplaces with the Best D&I Initiatives in 2021, Mogul.

3. GUIDING VALUES

*"A Bainie Never Lets Another Bainie Fail,
Diverse Teams.
One Bain, A Focus on You, Going Further,
Results, Not Reports."*

Bain prioritizes an inclusive culture, values diversity, and invests in personal growth, offering learning opportunities and flexibility. The firm tackles transformative challenges with a results-driven approach, creating lasting impact through client arrangements aligned with outcomes.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Problem-Solving, Leadership, Results-driven, Passion.

- **College majors:** Finance, Business Analytics, Data Analytics, Computer Science, etc.

5. PROGRAM

- **Associate consultant internship (ACI):** A summer internship program designed for bachelor's degree candidates, where intensive training led by experienced Bain consultants is followed by a case team project with clients.
- **Associate Consultant (AC):** A program for seniors or early working professionals. Selected applicants begin as generalists and work with a team of experienced consultants before specializing.
- **The Gap Year Program:** A program for fresh graduates to intern at one of the most prestigious companies
- **Bain Academy:** A platform where Bain leaders drive the custom learning programs, blending expertise in design, consulting, and facilitation for real-world insights.

For more information about Bain careers, visit [Bain Recruitment](#).

6. REFERENCES

Ritter, S. (2023, November 6). *All About Bain Recruitment Process*. Career in Consulting. [Link](#)
Awards & Recognition. (n.d.). Bain. [Link](#)





Boston Consulting Group

Unlocking the potential of those who advance the world

1. INTRODUCTION

Ranking: 2# Global Consulting Firm

Founded in 1963, Boston Consulting Group (BCG) is a global consulting firm leading in business strategy. With over 300,000 employees across 50+ countries, BCG collaborates with clients to drive transformative growth, competitive advantage, and positive societal impact.

2. OUTSTANDING FACTS

- Spans 133 cities in 67 countries, with a team of 30,000+ colleagues with 130 citizenships.
- Hires from 350+ global institutions; invested \$200+ million annually in employee training.
- Allocates \$600+ million annually to build capabilities and develop knowledge. Comparably's 2023 list for the Best Large Companies in Career Growth.
- Ranked 7th by Comparably for Best Company Culture in 2022.
- Top-1% rating from EcoVadis for sustainability.
- Sixth spot on the 2022 Best Places to Work list.
- A 2022 Ethical Leadership Award recipient.

3. GUIDING VALUES

"Integrity, Respect, Diversity, Value-Driven, Client-First, Strategic Perspective, Partnership, Social Impact, Art of Possible"

BCG core values extend beyond principles—they are shared ideas uniting them, shaping how they interact and collaborate to impact the world. It's not just about belief; it's about their collective way of life and mutual accountability.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Intellectual Curiosity, Creative Thinking, Integrity, Drive, Collaborative Mindset (Interview Process, 2023).
- **College majors:** Finance, Marketing, Business Analytics, Computer Science, Data Science, Entrepreneurship.

5. PROGRAM

- **BCG Business Analyst (Intern & Full-time):** The company accepts online applications from students who are nearing completion of their undergraduate or graduate studies.
- **Southeast Asia Emeralds Program:** Select outstanding university students from Southeast Asia in their penultimate year of study for a full-time graduate position at BCG.
- **BCG Launch:** A virtual series for undergraduates and non-MBA Masters students, offering insights into the skills and knowledge required for the journey to becoming a BCG Associate.

For more information about BCG careers, visit [BCG Recruitment](#).

6. REFERENCES

Interview Process. (2023, August 2). BCG. [Link](#)

Awards and Honors. (n.d.). BCG Global. [Link](#)



Deloitte. Deloitte

We aspire to be the Standard of Excellence, the first choice of the most sought-after clients

1. INTRODUCTION

Ranking: #1 Global Consulting Service

Deloitte excels in data-centric consulting, distinguishing itself among the Big Four. Recognized for workplace excellence, it ranks 17th on Fortune's Best Companies list and operates in 150+ countries with a workforce of over 410,000.

2. OUTSTANDING FACTS

- #1 market share in terms of revenue among Big 4 firms.
- HR Asia: Best Companies to Work for in Asia 2022.
- Inclusion in the LinkedIn Top Companies 2022 list.
- Acknowledgment on the Most Valuable Commercial Services Brand 2022 list
- HRC Triple Certification 2022 for being a top place to work for LGBTQ equality.

3. GUIDING VALUES

***"Lead the Way, Serve with Integrity,
Take Care of Each Other,
Foster Inclusion,
Collaborate for Measurable Impact"***

Deloitte focuses on accelerating equity, sustainability, and shared prosperity through all that we do, because that's the type of impact that matters to us and to our clients, our people, and our communities.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Curiosity, Courage, Perseverance, Integrity, Confidence, and Empathy

- **College majors:** Finance, Marketing, Operation and Supply Chain Management, Business Analytics, Data Science.

5. PROGRAM

- **Fresh Grad Program:** For final-year students or recent graduates with less than 2 years of experience. Applications usually open from March to April.
- **Deloitte Passport:** The annual program selects top candidates from second to final year for 3–4 month internships at Deloitte Vietnam.
- **Summer Internship Program:** A program provides hands-on experience, allowing students to apply skills, develop technical knowledge, and gain insights into both the business world and their personal aspirations.

For more information about open internship positions, visit [Deloitte Vietnam Careers](#).

6. REFERENCES

Our Purpose & Values | Deloitte. (2023, November 3). Deloitte. [Link](#)

Awards and recognition | Deloitte Global. (2023, March 14). Deloitte. [Link](#)





1. INTRODUCTION

Ranking: #2 Global Sustainability Services

Ernst & Young, a Big Four accounting firm, ranks 50th on Fortune's Best Companies to Work For list, employing over 350,000 people across 150+ countries.

2. OUTSTANDING FACTS

- #1 in execution for Sustainability Services.
- PEOPLE's 100 Companies that Care®.
- Best Workplaces in Consulting & Professional Services.
- Seramount's Top Companies for Executive Women.
- Best Employers: Excellence in Health, Well-being, and Mental Health.
- DiversityInc's Top 50 Hall of Fame.

3. GUIDING VALUES

*"People who demonstrate integrity,
respect, teaming and inclusiveness,
People with energy, enthusiasm and
the courage to lead,
People who build relationships based on
doing the right thing"*

At EY, we empower individuals to navigate the future, fostering transformative leaders, unique career paths, and exceptional EY experiences.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Agility, Growth mindset, Innovation, Analytical skills, Global perspective (*What We Look For*, 2023).

- **College majors:** Finance, Marketing, Operation and Supply Chain Management, Business Analytics, Data Science.

5. PROGRAM

- **Fresh Graduate Recruitment Program:** Eligible for those who are in their final year of degree or have graduated with under two years experience.
- **EY Internship Program:** EY's annual recruitment program aims to select the best candidates to become interns at EY Vietnam for 3-4 months.
- **EY Tech MBA (for employees):** A program provides employees with both the mindset and skills to navigate the challenges ahead.
- **EY Badges (for employees):** A portable and shareable program that demonstrates skills and commitment.

For more information about open internship positions, visit [EY Vietnam Careers](#).

6. REFERENCES

What we look for. (2023, August 21). EY - Global. [Link](#)

Accomplishments and accolades. (2023). EY - US. [Link](#)





KPMG

Come as you are

1. INTRODUCTION

Ranking: #2 Global Largest Accounting Firm

KPMG operates in 143 countries, employing over 270,000 professionals. Committed to quality and service excellence, KPMG serves diverse sectors, including business, government, nonprofits, and the capital markets, through its audit and assurance practices.

2. OUTSTANDING FACTS

- Ranked in the top ten of Universum's World's Most Attractive Employers survey for the fourth consecutive year.
- Advised on China's largest foreign M&A deal.
- KPMG's Family for Literacy has provided more than 2 million books to children in need.
- KPMG's global team grew by over 7% to nearly 174,000 partners and staff.

3. GUIDING VALUES

*"Integrity, Excellence,
Courage, Together, For Better"*

KPMG's values are a key differentiator, fostering trust and excellence. They serve as the foundation for our actions, decisions, and collaborations, defining the essence of working at KPMG.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Career Motivation, Quality Delivery, Collaboration, Improvement, Professional Judgment, Impact, Innovation, Resilience (*Behavioural Capabilities*).

- **College majors:** Finance, Marketing, Operation and Supply Chain Management, Business Analytics, Data Science.

5. PROGRAM

- **KPMG Ambassador Program:** For second and third-year students currently pursuing bachelor's degrees in Vietnam. Each chosen ambassador will work for 1 year to represent and connect KPMG and their current university.
- **KPMG Internship Program:** For final-year students. Candidates have to go through 4 rounds: CV, online assessments, a launch pad, and a final interview.
- **KPMG Graduate Recruitment:** For fresh graduates with roles in Audit, Tax, Consulting, and KPMG Delivery Centre (KDC).

For more information about open internship positions, visit [KPMG Vietnam Careers](#).

6. REFERENCES

Behavioural capabilities. (n.d.). [Link](#)

Achievements at a glance. (n.d.). KPMG. [Link](#)





McKinsey & Company

We accelerate sustainable and inclusive growth

1. INTRODUCTION

Ranking: 1# Global Consulting Firm

Established in 1926, McKinsey & Company is a top-three global management consulting firm, providing professional strategy and consulting services across various industries to corporations, governments, and multinational organizations. It leads among MBB companies in age, employee number, revenue, and recruitment competitiveness.

2. OUTSTANDING FACTS

- Spans 133 cities in 67 countries, with a team of 30,000+ colleagues with 130 citizenships.
- Hires from 350+ global institutions; invested \$200+ million annually in employee training.
- Allocates \$600+ million annually to build capabilities and develop knowledge.

3. GUIDING VALUES

*“Adhere to the highest professional standards,
Improve our clients’ performance significantly,
Create an unrivalled environment for
exceptional people”*

Our mission is to drive lasting improvements for clients and build an exceptional organization. Rooted in values established by our founders, we adapt them to guide our strategy and daily client service. An annual reflection day reinforces the significance of these values in our work and lives.

4. ROLE COMPATIBILITY

- **Potential candidate’s characteristics:** Personal impact, Entrepreneurial Drive, Inclusive Leadership, Courageous Change, Problem-solving, Expertise (Interviewing).

- **College majors:** Finance, Marketing, Business Analytics, Computer Science, Data Science, Entrepreneurship.

5. PROGRAM

- **Consulting Fellowship Program (CFP):** A program offers McKinsey-led training and mentorship to enhance participant preparation for applications.
- **Associate Intern Program:** An 8-to-10-week summer internship program for graduates holding a bachelor’s or advanced graduate degree.
- **McKinsey Academy (for employees):** Offer tailored programs transform leadership and operations for bottom-line impact across all organizational levels.
- **Generation (for community):** A global nonprofit offers high-quality job training, operating in 17 countries. With over 77,000 learners trained, 81% secured jobs within three months of graduation, partnering with 11,000+ employers.

For more information about McKinsey career, visit [McKinsey Recruitment](#).

6. REFERENCES

Our purpose, mission, and values. (n.d.). McKinsey & Company. [Link](#)

Interviewing. (n.d.).

McKinsey & Company.

[Link](#)





NielsenIQ

We deliver the Full View, the world's most complete and clear understanding of consumer buying behavior that reveals new pathways to growth

1. INTRODUCTION

Ranking: #1 Global Data and Measurement Company

NIQ, a global consumer intelligence leader, joined forces with GfK in 2023, forming an unparalleled industry duo with extensive global reach. Operating in 100+ markets and reaching 90% of the world's population, NIQ, an Advent International portfolio company, provides a Full View™ of consumer insights through advanced analytics and state-of-the-art platforms.

2. OUTSTANDING FACTS

- NielsenIQ's annual revenue: \$5.2 million.
- Processes 5 billion transactions monthly.
- The data covers ~74% of the world's population (over 5 billion people).
- Tracks 76 million unique CPG items globally.
- Measurement services provide data to clients in over 90 countries.

3. GUIDING VALUES

"Values Alignment, People-Centric, Continuous Learning, Colleague Inspiration"

NielsenIQ brings together top minds to drive progress, leveraging diversity for lasting impact on work and collaborations.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Analytical, Communicative, Adaptable, Curious, Results-Focused (Rogers).

- **College majors:** Finance, Business Analytics, Supply Chain Management, Data Analytics, Computer Science.

5. PROGRAM

- **NielsenIQ Case Competition:** Candidate groups consisting of 3-4 students from universities nationwide will compete against each other in 3 rounds.
- **NielsenIQ University Program:** A data analytics training program that allows students to explore the latest consumer trends for consumer-packaged goods (CPG) manufacturers and retailers.
- **Leadership in E2E Operations (LEO):** A talent development programme aims at grooming a pipeline of emerging leaders with knowledge in end-to-end operations.

For more information about open internship positions and campus recruitment events, visit [Nielsen IQ Career](#).

6. REFERENCES

Rogers, M. (n.d.). 6 Traits that Will Make You a Market Research Star. [Link](#)

Shaping the future together - NIQ. (2022, May 11). NIQ. [Link](#)





PricewaterhouseCoopers

Our purpose is to build trust in society and solve important problems

1. INTRODUCTION

Ranking: #1 Global M&A Advisor

PwC is a global leader with offices in 151 countries, employing over 364,000 people. In FY23, they served 87% of Global Fortune 500 companies, welcomed 129,829 new members, and achieved gross revenues of US\$53.1 billion.

2. OUTSTANDING FACTS

- #2 in the Chief Learning Officer 2021 Learning Elite Awards Program.
- 2022 Inc. Best in Business.
- Fortune 100 Best Companies to Work For 2023 (#30 on the list, 19th consecutive year).
- Vault rankings 2022 (Top of the 2022 Vault Accounting 50 list).
- 2023 Best Employers for Excellence in Health and Well-Being.

3. GUIDING VALUES

“Act with Integrity, Make a Difference, Car, Work Together, Reimagine the Possible”

Our diverse backgrounds converge on shared values that define client expectations, guide collaboration, and drive accountability. These five values underpin our purpose: building trust in society and solving important problems.

4. ROLE COMPATIBILITY

- **Potential candidate’s characteristics:** Leadership, Technical capabilities, Business acumen, Networking (*The Skills We Look For*).

- **College majors:** Finance, Marketing, Operation and Supply Chain Management, Business Analytics, Data Science.

5. PROGRAM

- **Fresh Graduate Programs:** Yearly openings for fresh college graduates in all departments. Typically open in April and May.
- **PwC Internship Programme:** Annual intern recruitment event that opens for application during August-September to find junior positions starting the next year.
- **PwC’s Academy (for employees):** The official multichannel training platform for all employees designed specifically for all skillsets and project requirements.

For more information about open internship positions, visit [PwC Vietnam Careers](#).

6. REFERENCES

Our awards. (n.d.). PwC. [Link](#)

The skills we look for. (n.d.). PwC. [Link](#)



REAL ESTATE

In Vietnam's dynamic real estate sector, certain key performance indicators stand out. Company culture emerges as a robust driver, fostering excellence and harmonious work environments. However, online visibility remains an area demanding improvement.

Professionals within the industry command an average salary of around 18,900,000 VND, reflecting its financial attractiveness (Salary Explorer, 2023). Furthermore, the sector displays remarkable growth potential, poised for a CAGR of 12.55% by 2028, indicative of its promising trajectory (Mordor Intelligence, 2023).

As for entry points, students can explore diverse opportunities in prominent real estate companies, contractors, or real estate resellers, encompassing roles in Marketing, Finance, Business Development, and Sales.

Pertinent market trends include the burgeoning Social Housing and House Rental segments, alongside the integration of digital advancements in real estate projects.

Trainees can expect comprehensive onboarding and development programs, focusing on industry knowledge and product understanding, with Sales roles benefiting from frequent and targeted training sessions.





1. INTRODUCTION

Ranking: #20 Global Real Estate Brands

Vinhomes, a subsidiary of Vingroup, is at the forefront of Vietnam's real estate sector, concentrating on development, transfer, and operations. Committed to reshaping Vietnamese lifestyles, Vinhomes provides outstanding living experiences characterized by professional service, integrated amenities, and a sustainable environment. In 2022, the company recorded \$5.5 million in sales and \$3.4 million in revenue.

2. OUTSTANDING FACTS

- Vinhomes Ocean Park: The largest artificial urban area with white sand and a freshwater lake.
- Top 5 leading brands in Vietnam.
- Top 10 Developer Award for excellence in real estate.
- Top 10 efficient businesses and Top 17 with a market cap over USD 1 billion.
- Vinhomes Ocean Park: The best Integrated Project in Vietnam.

3. GUIDING VALUES

"Credibility - Integrity - Creativity - Speed - Quality - Humanity" (Vingroup)

Vinhomes pioneers an ideal living experience in Vietnam's urban areas, with expertly designed residential complexes harmonizing with nature. The focus is on integrated facilities, green environments, and fostering a modern, lively, and gracious community for an excellent quality of life.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Creativity in Problem-Solving, Varied Expertise, Calm Resilience, Frankness and Optimism, Bandwidth (*Nelson, 2014*).
- **College majors:** Finance, Marketing, Business Analytics, Operation and Supply Chain.

5. PROGRAM

- **Young Talent Vinhomes:** for seniors and fresh graduates in the fields of Sales, Marketing, IT, Finance, and Human Resources to help them build cognitive abilities and extended skills.
- **Vinhomes Facebook Recruitment:** The fanpage updates information on job positions, shares the working culture, and outlines candidate requirements.

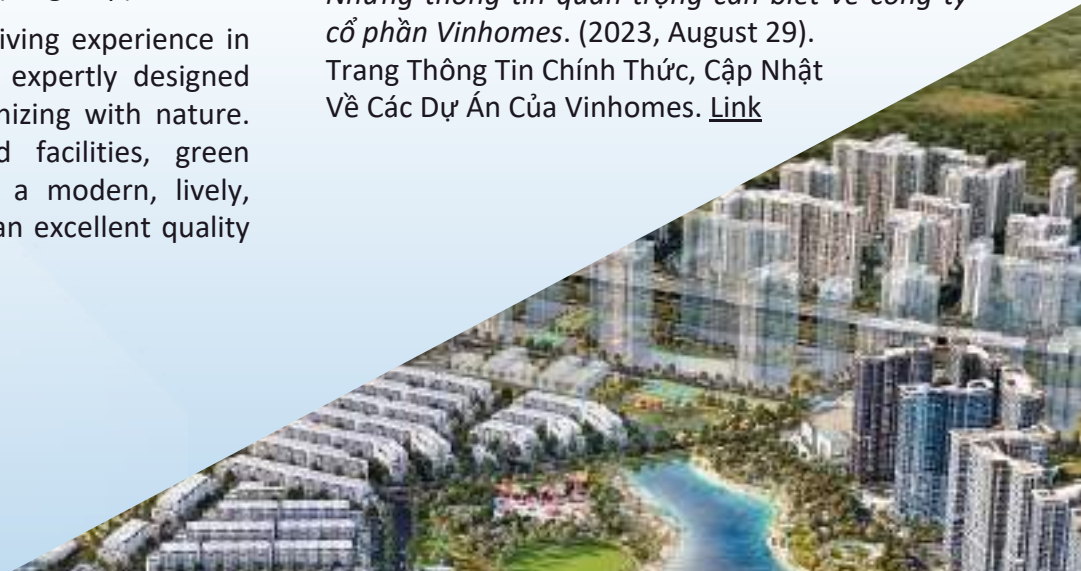
For more information about opportunities, visit [Vinhomes Careers](#).

6. REFERENCES

Nelson, T. N. (2014, March 16). *5 Traits to Look for in Your Real Estate Agent*. The Motley Fool. [Link](#)

Những thông tin quan trọng cần biết về công ty cổ phần Vinhomes. (2023, August 29).

Trang Thông Tin Chính Thức, Cập Nhật Về Các Dự Án Của Vinhomes. [Link](#)



HEALTH

The healthcare industry in Vietnam is a mix of private and public hospitals. The current infrastructure situation is that public hospitals, which have more than 1000 branches in total, are the main caterers of Vietnamese people's health and also key drivers of efficiency and cost escalation. Private hospitals feature 182 branches, with the most concentration in urban areas.

Current consumer expenditure on health goods and medical services, according to Euromonitor, will stay at 337 million USD in 2023. This number reflects rather slow growth, partly due to Vietnam's economic challenges such as high inflation or low demand in key export markets. After the pandemic, ever greater emphasis was put on healthcare, and customers were more willing to purchase OTC products and vitamins to protect their health. As the prevalence of retail online channels increases, physical pharmacies still remain very important.

A number of challenges remain in Vietnam's healthcare industry, such as access to healthcare in rural areas, the quality of healthcare with a lack of standard treatment and equipment, and unnecessary costs incurred due to long waiting times and multiple visits.

The average salary of doctors and physicians in Vietnam is around 40 million USD per month. Students have the opportunity to work at hospitals or at medical research institutions, such as Pfizer Vietnam. Entrance can be through VinUni's established connections with certain companies through 5in5 and summer internship programs, the company's own talent programs, such as the Pfizer Youth Talent Program, or traditional job openings. Interested non-medical background students can still work for these institutions in roles such as analytics, marketing, or research and development, although preliminary medical knowledge is required.



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2. Euromonitor International. (Year). Consumer Health in Vietnam. [Link](#)
3. World Health Organization (WHO). (Year). Hospitals in Viet Nam. [Link](#)
4. Innovation Lab | Corporate Innovation Facilitator | InnoLab Asia. (Year). HealthTech in Vietnam: Industry Overview, Opportunities, and Entry Barriers. [Link](#)
5. The World Bank. (Year). Rural population (% of total population) - Vietnam. [Link](#)



Pfizer

Breakthroughs that transform patients' lives

1. INTRODUCTION

Ranking: #1 Multinational Pharmaceutical and Biotechnology Corporation

Pfizer takes pride in contributing to key medical innovations over the past 170 years. From supporting penicillin production during World War II to pioneering breakthrough vaccines and transformative therapies, the products have positively impacted billions of lives worldwide.

2. OUTSTANDING FACTS

- Revenue (as of October 31, 2023): ~\$44 Billion.
- Manufacturing Sites: 36 worldwide.
- Commercial Reach: >185 countries.
- Research and Development Projects (as of October 31, 2023): 83.
- Global Employees: ~83,000.
- Products with Sales >\$1B (as of October 31, 2023): 7.

3. GUIDING VALUES

"Courage, Excellence, Equity, Joy"

Patient-centricity guides Pfizer's decisions, from sourcing top-tier science to advocating for pro-innovation policies, creating an environment where breakthroughs flourish.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Think big, Focus on what matters, Speak up, Agree who does what, Be inclusive, Act with integrity, Have fun, Recognize one another (*Typical Interview Process | Pfizer*).

- **College majors:** Finance, Marketing, Business Analytics, Data Science, Operation and Supply Chain.

5. PROGRAM

- **Digital Rotational Program:** A 24-month initiative for recent grads, offering diverse 6-12 month rotations to build essential skills.
- **Breakthrough Fellowship Program:** A program that integrates internships, employment, and a fully funded MBA, MPH, or MS in Statistics for diverse leaders.
- **Pfizer Summer Growth Experience:** Work on real projects across the U.S., gaining exposure, feedback, and alignment with your career interests.
- **The Pfizer Foundation:** Pfizer's foundation strengthens community initiatives for better healthcare access, innovation, and employee engagement.

For more information about Pfizer Vietnam employment opportunities, visit [Careers](#).

6. REFERENCES

Typical Interview Process | Pfizer. (n.d.). [Link](#)

Pfizer Company Fact Sheet | Key Pharma & Consumer Health Products | Pfizer. (n.d.). [Link](#)





Vinmec Healthcare System

We believe that the matching of patient - centered care values with first-class medical skills are the best assurance to our patients.

1. INTRODUCTION

Ranking: #1 Managed Companies in Vietnam

Established in 2012, Vinmec operates seven international-standard hospitals and four multi-specialty clinics. With state-of-the-art facilities, experienced professionals, and the latest global treatment methods, Vinmec has emerged as a leading international healthcare provider in Vietnam.

2. OUTSTANDING FACTS

- Two hospitals meet the world's strictest safety standards of JCI.
- Fertility Support Center achieves a 45% success rate, resulting in 36 in vitro fertilization births.
- The research institute has published 50+ studies in prestigious global medical journals.
- Collaborates with Johns Hopkins Hospital and the UCLA Health System in the U.S.

3. GUIDING VALUES

***"Creativity, Accountability,
Reliability, Excellence"***

Vinmec prioritizes creativity for innovative patient solutions, holds itself accountable to the highest standards of ethics and expertise, ensures reliability by committing to actions in the best interest of patients, and strives for excellence in delivering top-quality healthcare services and procedures.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:**
 - **Doctor Position:** Specialized Expertise, Continuous Commitment, Active Involvement.

- **Nurse Position:** Skillful Planning and Utilization, Outcome Evaluation, Accurate Record-keeping.

- **College majors:** Finance, Marketing, Business Analytics, Data Science, Operation and Supply Chain.

5. PROGRAM

- **VinUniversity 5-in-5 Internship and Summer Internship:** Both medical and non-medical roles are available for various Vinmec branches.
- **VinUniversity CHS Clinics & Internships:** Mandatory clinical sessions at VinMec Times City begin for CHS students in Year 3, with the chance to pursue residency opportunities.
- **Pro Bono Medical Care (for community):** Collaborates with the AIP foundation and OperationSmile Vietnam to provide medical impairment care for children with disabilities.

For more information about Vinmec employment opportunities, visit [Vinmec Careers](#).

6. REFERENCES

10 năm Vinmec phát triển y tế gắn liền điều trị và nghiên cứu. (2022, March 9). vnexpress.net. [Link](#)



APPLIANCE & EE MANUFACTURING

Appliances and electronics manufacturing is a fast-growing industry in Vietnam, comprising one-third of Vietnam's total exports in 2021. More and more international players, such as LG, Foxconn, or Canon, are following Samsung and Intel to approach and establish their presence in this emerging market, partly due to Vietnam's low labor cost advantage, posing even more competition to domestic players such as Mobile World JSC or FPT Corporation. Other trends to look out for in this market include physical expansions across Vietnamese provinces, product diversification, and omnichannel trends. Currently, most of the production is done in the northern part of Vietnam, more specifically in provinces like Bac Ninh, Bac Giang, and Hai Phong, due to supply chain advantages.

Nearly 10% of job opportunities in Vietnam came from this industry in 2021, which means ample opportunities for university students. They can either enter through the freshmen and management trainee programs of large corporations such as Samsung or LG Electronics or apply in a traditional way. The average salary in this industry stays at around 11.8 million VND, and professionals can earn up to 40 million USD per month.

Deeper analysis in this sector reveals that it performs very well in terms of revenue, which once again demonstrates strong growth. Yet, companies in this industry score low on visibility scores.



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1. Euromonitor International. (2024). Appliances and Electronics Specialists in Vietnam | Market Research Report. [Link](#)
2. ResearchAndMarkets.com. (n.d.). Research Report on Vietnam's Home Appliance Industry 2022-2031: A Young Population, Large Labour Force & Low Costs Presents A Favourable Environment for Industry Growth. Business Wire. [Link](#)
3. SalaryExplorer.com. (2023). Factory and Manufacturing Average Salaries in Vietnam 2023 - The Complete Guide. [Link](#)
4. ETHRWorldSEA. (n.d.). Electronics manufacturing took up 8.66% of all job opportunities available in Vietnam in 2021: Report. [Link](#)
5. ARC Group. (n.d.). Electronics Manufacturing in Vietnam: An Introduction. [Link](#)



Better decisions for smarter maintenance

1. INTRODUCTION

Ranking: #1 Managed Companies in Vietnam

ABB, a world-renowned engineering firm, powers the advancement of society and industry towards achieving a more efficient and long-lasting future. It is ranked 497th in the Fortune Global 500 list. Their illustrious track record over 130 years is a testament to the contributions of their skilled personnel, numbering around 110,000 scattered across 100 nations.

2. OUTSTANDING FACTS

- Top 100 Global Innovators™ 2020.
- No. 4 in the most sustainable Swiss companies ranking 2020.
- Top 20 US Talent Communications Rankings for 2020.
- 74% of ABB manufacturing staff benefit from certified occupational health and safety management.

3. GUIDING VALUES

“Courage, Care, Curiosity, Collaboration”

ABB drives success through pioneering electrification and automation, addressing global energy challenges. Our purpose has integrated sustainability, technology leadership, and innovation over the past 130 years. Our people make a difference by pushing technological boundaries for the benefit of customers and society.

4. ROLE COMPATIBILITY

- **Potential candidate’s characteristics:** Creativity, Organization, Perseverance (Southard, 2020).
- **College majors:** Finance, Marketing, Business Analytics, Operation and Supply Chain, Electrical Engineering, Mechanical Engineering, Computer Science.

5. PROGRAM

- **Global Early Talent Program (GETP):** Highly competitive program with options in Finance or Information Systems, involving global projects for leadership development.
- **ABB's MyLearning (for employees and community):** Used to search the training catalog, enroll in classes online, and track training transcripts.
- **The ABB Jürgen Dormann Foundation:** The Foundation awards scholarships to engineering students globally, recognizing exceptional academic performance.

6. REFERENCES

Awards and achievements - ABB Sustainability Report 2020. (n.d.). ABB Sustainability Report 2020. [Link](#)

Southard, J. (2020, July 9). *Hiring Engineers: 5 Traits of a Successful Engineer* | TERRA Staffing. TERRA Staffing Group. [Link](#)





Bosch Group

Invented for life: we want our products to spark enthusiasm, improve quality of life, and help conserve natural resources

1. INTRODUCTION

Ranking: #1 Global Automotive Supplier

Bosch, a global tech and services leader, employs 421,000 associates and generates 88.2 billion euros in 2022. Operating in Mobility, Industrial Tech, Consumer Goods, and Energy/Building Tech, Bosch is a key IoT provider, focusing on smart homes, Industry 4.0, and connected mobility. With expertise in sensors, software, and services, Bosch aims for sustainable, safe, and exciting mobility.

2. OUTSTANDING FACTS

- 421,300 associates worldwide.
- 88.2 billion euros in sales revenue.
- 85,500 researchers and developers worldwide.

3. GUIDING VALUES

"Future and Result Focus, Responsibility and Sustainability, Initiative and Determination, Openness and Trust, Fairness, Reliability, Credibility, Legality, Diversity"

Result-focused actions secure our future, supported by responsibility and sustainability. The initiative, determination, and fair dealings drive our goals. Open communication builds trust, and reliability, credibility, and legality guide our commitments. Embracing diversity is integral to our success.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Good communication skills, Good teamwork, Problem-solving, Initiative, and enterprise,

Planning and organizing, Self-management, Quick learning skills, Good technology subjects (*Circles, 2022*).

- **College majors:** Finance, Marketing, Business Analytics, Operation and Supply Chain, Electrical Engineering, Mechanical Engineering, Computer Science.

5. PROGRAM

- **Junior Managers Program:** The company, along with mentors, prepares individuals for managerial responsibilities.
- **Technical Management Trainee Program:** A 18-month program combines on-the-job and classroom training for cross-functional experience.
- **Commercial Management Trainee Program:** An 18-month on-the-job training initiative. Participants develop decision-making skills through project and business involvement.

For more information, visit [Bosch careers](#).

6. REFERENCES

Circles, S. (2022, December 3). Bosch Careers 2023 | Fresher | Direct Link. [Link](#)

Facts and figures. (n.d.). Bosch Global. [Link](#)





Serve people worldwide with the “joy of expanding their life’s potential”

1. INTRODUCTION

Ranking: #4 World's Largest Tech Companies

Honda Motor Co., Ltd. is a major player in the automotive industry, involved in the production and distribution of cars, motorcycles, and power equipment. By 2023, Honda operates in approximately 14 countries, employs over 200,000 individuals, and holds the 61st position in Fortune's Global 500.

2. OUTSTANDING FACTS

Worldwide unit sales for the fiscal year ended March 31, 2022:

- Sold 3.68 million units of Automobiles.
- Sold 18.75 million units of Motorcycles.
- Sold 5.63 million units of Power Products.
- Achieved global total units of 28.08 million units.

3. GUIDING VALUES

“Initiative, Equality, Trust”

Honda's culture is guided by Fundamental Beliefs-Respect for the Individual, Initiative, Equality, and Trust. Initiative promotes creativity, Equality ensures fair treatment, and Trust forms the bedrock of relationships among Honda associates (*Honda Philosophy | Honda Global*).

4. ROLE COMPATIBILITY

- **Potential candidate’s characteristics:**
Ambition, Innovation, Passion, Harmony, Value-minded (*Honda Philosophy | Honda Global*).

- **College majors:** Finance, Marketing, Business Analytics, Operation and Supply Chain, Electrical Engineering, Mechanical Engineering, Computer Science.

5. PROGRAM

- **Honda Vietnam Future Associate Program:**
This is for graduating students from all majors to work across 15 departments in the fields of Supply Chain, Sales, Admin, Customer Service, Logistics, and Manufacturing.
- **Honda E-learning Platform** (for employees):
TalentLMS - Cloud based, Lean Learning Platform with an Emphasis on Usability and Easy Course Creation.

For more information about open internship positions, visit [Honda Vietnam Careers](#).

6. REFERENCES

*Honda Philosophy | Brand | About Honda | Honda Global. (n.d.). Honda Motor Co.,Ltd. [Link](#)
Corporate Profile | About Honda | Honda Global Corporate Website. (n.d.). Honda Global. [Link](#)*





To create world-changing technology that improves the life of every person on the planet.

1. INTRODUCTION

Ranking: #2 Global Semiconductor Companies

Founded in 1968, Intel is a leading force in computing breakthroughs. We drive global progress through transformative technology, standing at the forefront of AI, 5G, and intelligent edge advancements, shaping the future with our expertise in silicon and software.

2. OUTSTANDING FACTS

- Revenue is nearly eight times that of both AMD and Nvidia.
- Acquired a total of 27 companies throughout its history.
- 131,000+ employees work in more than 53 countries.
- \$17.5 billion was invested in R&D.

3. GUIDING VALUES

"Customer First, Fearless Innovation, Results Driven, One Intel, Inclusion, Quality, Integrity"

At Intel, we prioritize customers, embrace fearless innovation, and drive results. Our unity as "One Intel" promotes teamwork and growth. Inclusion and diversity matter, and we uphold high standards of quality and integrity in shaping technology for a positive impact.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Analytical, Inquisitive, Proficient, Resourceful, Adaptable.
- **College majors:** Finance, Marketing, Business Analytics, Operation and Supply Chain, Electrical Engineering, Mechanical Engineering, Computer Science.

5. PROGRAM

- **Intel's Partner Alliance program:** A program provides employees with exclusive and personalized business training opportunities.
- **Student Intern Program:** Offers a range of positions, such as Software Internships, AI Internships, Business Internships, Hardware Internships, Manufacturing Internships, and Sales and Marketing.
- **Graduate Program:** Offer jobs that require a graduate degree in mechanical, chemical, and pharmaceutical, and more.

For more information, visit [Intel Careers](#).

6. REFERENCES

Todorov, G. (2023, May 3). How to promote your blog. *Learn Digital Marketing*. [Link](#)

Intel Corporation. (Year). *Our Values*. Intel. [Link](#)





1. INTRODUCTION

Ranking: #1 Global Home Appliance Revenue

Founded in 1968, Intel is a leading force in computing breakthroughs. We drive global progress through transformative technology, standing at the forefront of AI, 5G, and intelligent edge advancements, shaping the future with our expertise in silicon and software.

2. OUTSTANDING FACTS

- 13 awards at IDEA 2023 (International Design Excellence Awards).
- 20.2% market share in the Panel industry.
- Global workforce of 80,283 employees.
- Impressive global revenue of \$63.3 billion.

3. GUIDING VALUES

*“Uncompromising Customer Experience,
Human-centered innovation,
Warmth to power a smile”*

In May 2023, LG Electronics underwent a brand transformation, adopting a youthful and dynamic identity that reflects core values such as customer-centric innovation and a warm, inspiring ethos.

4. ROLE COMPATIBILITY

- **Potential candidate’s characteristics:** Hardware Knowledge, Problem-Solving, Communication, Critical Thinking, Teamwork (*Indeed, 2022*).
- **College majors:** Finance, Marketing, Business Analytics, Operation and Supply Chain, Electrical Engineering, Mechanical Engineering, Computer Science.

5. PROGRAM

- **LG Electronics Hải Phòng Internship:** Opportunity to work long-term at LG for graduates majoring in Instrumentation, Electronics, Mechanical, Automation, IT, and Economics.
- **LG Innotek Technical Internship Program 2023:** A program designed for final year students majoring in mechanics, electronics, electricity, automation, mechatronics, engineering physics, and related majors.

For more information, visit [LG Careers](#).

6. REFERENCES

Indeed. (n.d.). Electronic Engineer Skills: List of Important Qualities Employers Seek in Candidates. Indeed Career Guide. [Link](#)

LG. (n.d.). Facts and Figures. [Link](#)



Panasonic Panasonic Vietnam Group

To achieve “an ideal society with affluence both in matter and mind.”

1. INTRODUCTION

Ranking: #1 Global Home Appliance Revenue

A part of the Japanese Panasonic Holdings, Panasonic Vietnam Co.,Ltd is the first 100% foreign invested company to assume the role of the country's headquarter in Vietnam. It is among the largest major manufacturers of electric appliances and consumer electronics products in Asia, currently employing over 8,000 people in Vietnam.

2. OUTSTANDING FACTS

- Interbrand Best Global Brands (2019).
- Certified Great Place to Work® (2022-2023).
- Top 50 Employers STEM Workforce Diversity Magazine (2019).

3. GUIDING VALUES

“Contribution to Society, Fairness & Honesty, Cooperation & Team Spirit, Untiring Effort & Improvement, Courtesy & Humility, Adaptability, Gratitude”

By aligning our business with these seven ideals, Panasonic positions itself toward a prosperous and innovative future as a leader in tech.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Leadership skills, Reliability, Growth mindset, Resilience, Team players, Strong work ethic (Assess the Personality and Attitude of Candidates to Find the Best Fit - Testlify, 2023).

- **College majors:** Electrical Engineering, Mechanical Engineering, Computer Science.

5. PROGRAM

- **Traditional Openings:** Panasonic Vietnam opens positions for departments in which there are vacancies. The process is not periodical.
- **Your Panasonic Citizenship:** A Panasonic's standardized employee growth process.
- **Panasonic Scholarship:** Higher education program eligible for undergraduate college students across Vietnam with academic excellence or financial needs.

Further information can be found on the [Facebook Page](#) or Website [Panasonic Vietnam Careers](#).

6. REFERENCES

Awards. (n.d.). Panasonic USA Careers. [Link](#)

Assess the personality and attitude of candidates to find the best fit - Testlify. (2023, August 24). Testlify. [Link](#)





Samsung Electronics

Inspire the world with our innovative technologies, products and designs that enrich people's lives and contribute to social prosperity by creating a new future..

1. INTRODUCTION

Ranking: #4 World's Largest Tech Companies

Samsung Electronics, a leader in innovation, operates through the DX (Device Experience) and DS (Device Solutions) divisions. DX includes visual display, digital appliances, mobile experience, networks, and health and medical equipment. DS comprises memory, system LSI, and foundry. With 250,000+ employees in 2023, Samsung ranks 1st in the VNR500 and 18th in Fortune's Global 500.

2. OUTSTANDING FACTS

- No. 1 World's Best Employers for four consecutive years.
- Top Five Best Global Brands for the Fourth Consecutive Year.
- 46 CES 2023 Innovation Awards from the Consumer Technology Association.
- 50 Awards at the International Design Excellence Awards 2023.
- 80 wins at the iF Design Awards 2023.

3. GUIDING VALUES

*"People, Excellence, Change,
Integrity, Co-prosperity"*

Samsung integrates human resources and technologies for excellence, aiming to lead globally with top-notch products and services. Committed to societal contribution and community engagement, we actively pursue our mission for a positive impact and improved quality of life.

4. ROLE COMPATIBILITY

- Potential candidate's characteristics:

Technology, Innovation, Customer satisfaction (The Secrets Behind Samsung Recruitment Process).

- **College majors:** Finance, Marketing, Business Analytics, Operation and Supply Chain, Electrical Engineering, Mechanical Engineering, Computer Science.

5. PROGRAM

- **Samsung Fresh Staff:** Annual program in Vietnam for university seniors and recent graduates in all majors, held twice a year.
- **Samsung Fresh Graduate Program:** Recent graduates with a growth mindset and passion to start their career in the technology industry.
- **Samsung Electronics Employee Relations Development (for employees):** A training program organized to help employees develop soft-skill competencies.

For more information about open internship positions and campus recruitment events, visit [Samsung Vietnam Career](#).

6. REFERENCES

The Secrets Behind Samsung Recruitment Process. (n.d.). [Link](#)

Awards and Recognition | Sustainability | Samsung Electronics. (n.d.).

Sustainability | Samsung Electronics. [Link](#)



TRANSPORTATION & MOBILITY

Vietnam's mobility industry is valued at 3319 billion VND in 2023. In this booklet, we focus on two industries in the mobility sector, which are automotive and aviation. As of 2021, motorcycles and mopeds still accounted for 93% of all vehicles used by Vietnamese people. However, this situation is expected to change in the upcoming years with a rising percentage of car users. Vietnam's automotive market is now the fastest-growing in Southeast Asia, growing 18% annually. Imported foreign cars, especially those from Japan and Korea, for their affordability in price and maintenance costs, are most popular in Vietnam due to the nation's limited production capacity. In 2021, the most popular car choices among Vietnamese consumers were Nissan and Toyota. Although electric cars and autonomous vehicles are evolving, they are still taking up a negligible portion of the market.

In terms of the aviation industry, state-owned Vietnam Airlines still dominates the market with the highest market share. Nevertheless, competition is becoming increasingly fierce in the private sector, with companies like Vietjet Air boasting its low-cost airlines or Bamboo Airways boasting its punctuality advantage. Vietnam's aviation industry is also struggling to recover after the pandemic, and the most serious issue is the inadequate infrastructure to meet surging travel demands.

Job entrance opportunities remain mainly through traditional job openings, with low scores in terms of management trainee or talent development programs for incoming freshmen.



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1. Euromonitor. (2023). *Mobility in Vietnam | Market Research Report*. [Link](#)
2. Statista. (2023). *Automotive industry in Vietnam - statistics & facts*. [Link](#)
3. Statista. (2023). *Aviation industry in Vietnam - statistics & facts*. [Link](#)



VINFAST

VinFast

To create a sustainable future for everyone.

1. INTRODUCTION

Ranking: #5 Car Makers by Market Capitalization Worldwide

Founded in 2017 as Vingroup's subsidiary, VinFast is the first Vietnamese car brand to expand into global markets as well as the first to expand into producing electric vehicles (EVs). On August 15, VinFast's VFS stock started trading on the U.S. Nasdaq stock exchange. As of August 16, the market capitalization of VinFast reached \$85 billion, according to Bloomberg.

2. OUTSTANDING FACTS

- Dominates Vietnam's EV market with over 50% share in 2022.
- Top 5 best car brands in Vietnam.
- VinFast VF 8 ranks first in the efficiency test of its operating range.
- "Sustainable Business" award at the ORIGIN Innovation Awards 2022.

3. GUIDING VALUES

"Credibility - Integrity - Creativity - Speed - Quality - Humanity" (Vingroup)

"We envision a sustainable future where smart, safe, and eco-friendly EVs are accessible to all. With global partnerships and substantial investments in R&D, VinFast is poised to spearhead the EV revolution" (Story | VinFast)

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Communication, Problem-solving, Teamworking, Analytical (Vingroups - Xe Ô Tô Vinfast Việt Nam, 2020).
- **College majors:** Finance, Business Analytics, Marketing, Supply Chain Management, Data Analytics, Computer Science, Mechanical Engineering, Electrical Engineering.

5. PROGRAM

Traditional Openings: Vinfast opens positions for departments in which there are vacancies. The process is not periodical.

For more information, visit [VinFast Careers](#).

6. REFERENCES

Linh, T. T. (2023, December 28). VinFast VF 8 đứng top 1 trong thử nghiệm hiệu quả phạm vi hoạt động, vượt xa nhiều xe điện nổi tiếng của Mercedes, BMW. Copyright (C) by Vccorp. [Link](#)

Ô tô Vinfast tuyển dụng mới nhất 2020 - Vingroups - Xe Ô tô Vinfast Việt Nam. (2020, March 11). Xe Ô Tô Vinfast Việt Nam. [Link](#)

Story | VinFast. (n.d.). [Link](#)



RETAIL

In Vietnam's bustling retail sector, key metrics illuminate the industry's landscape. Revenue emerges as the standout performer, reflecting its vitality. However, online visibility presents an area ripe for improvement.

Professionals within this vibrant sector earn an average salary of approximately 19,100,000 VND, affirming its financial allure (Salary Explorer, 2023). Furthermore, the industry exhibits robust growth, poised for an impressive CAGR of 12.05% by 2028, underscoring its promising trajectory (LinkedIn, 2023).

Promising career pathways beckon as big retail groups offer management trainee and apprentice programs to nurture future talents.

Market trends include the ascendance of e-commerce platforms, domestic retailers' mergers and acquisitions (e.g., Masan Group and VinCommerce), and the expansion of foreign retailers from Thailand, Korea, China, and Japan.

Regarding onboarding and learning, employees can anticipate comprehensive training programs, focusing on company culture and workflow, ensuring their readiness for the dynamic retail landscape.



References

1. Salary Explorer. (n.d.). Average Salary Wage Comparison Vietnam - Sales, Retail, and Wholesale. Salary Explorer. [Link](#)
2. Rubik Top. (n.d.). Vietnam's Retail Market is Growing Rapidly with a CAGR of 12.05%. LinkedIn. [Link](#)



Coca Cola Beverage

Crafting beloved brands and drinks to refresh both body and spirit, we strive for sustainability, fostering a positive impact on lives, communities, and the planet

1. INTRODUCTION

Ranking: #1 Beverage Brand Globally

Established in 1886, Coca-Cola has evolved into a worldwide beverage leader, serving more than 2.2 billion beverages daily across 200+ nations. The company prioritizes sustainability and actively collaborates with partners to foster economic growth, generating over 700,000 jobs worldwide in diverse communities.

2. OUTSTANDING FACTS

- Market capitalization: \$253.82 billion.
- Over 10,000 Coca-Cola soft drinks are consumed globally per second.
- Product portfolio of over 3,500 beverages and 500 brands.
- Each of Coca-Cola's 20 brands generates \$1 billion in revenue annually.

3. GUIDING VALUES

*“Quality, Safety for all,
Excellence, Integrity, Respect”*

Committed to a shared vision, Coca-Cola prioritizes excellence for associates, consumers, customers, communities, and owners. They emphasize collective safety, value their team and stakeholders, and aim for the highest standards in products, services, and market execution as responsible stewards for owners.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Passionate, Creative, Collaborative, Flexible (Das, 2016).

- **College majors:** Finance, Business Analytics, Marketing, Supply Chain Management, Data Analytics, Computer Science, Mechanical Engineering, Electrical Engineering.

5. PROGRAM

- **Aspire Future Leaders:** A 24-month leadership development program for senior students or fresh graduates with less than 2 years of experience. Participants rotate through four departments: Commercial, Finance, IT, and Supply Chain.
- **Summer internship program:** Coca-Cola internships offer hands-on experience, enhancing education and providing a career edge with global mentorship.

For more information, kindly visit the Facebook Group [Coca-Cola Vietnam - Young Talent Community](#) and website [Coca-Cola Career](#).

6. REFERENCES

Das, P. (2016, August 26). The four characteristics that Coca-Cola India looks for in an employee. *Business Insider*. [Link](#)

55+ Coca-Cola Statistics & Facts 2023. (2023, August 27). *Market.us*. [Link](#)





FPT Corporation

Pioneer in technology trends – Affirm Vietnam's position in the world

1. INTRODUCTION

Ranking: #1 Information Technology Company in Vietnam

FPT is a leading company in providing digital solutions across 29 countries. Leveraging advanced tech like AI and cloud computing, it partners with major corporations and top tech firms. FPT aspires to be a Top 50 global enterprise by 2030 through digital transformation.

2. OUTSTANDING FACTS

- Revenue: \$803M.
- Employees: 28,000+.
- Clients: 1,000+ (91 Fortune Global 500).
- Market Cap: 84.4 trillion VND (2021).

3. GUIDING VALUES

“Respect, Innovation, Teamwork, Equality, Exemplarity, Lucidity”

FPT's core values—Respect, Innovation, Teamwork, Equality, Exemplarity, and Lucidity—are integral to the company's GENE set. Serving as the driving force for leaders and employees, these values foster continuous innovation, collaborative teamwork, and a commitment to equality. They guide FPT in benefiting the community, customers, shareholders, and stakeholders (Core Values).

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Respect, Innovation, Teamwork, Equality, Exemplarity, Lucidity.
- **College majors:** Finance, Business Analytics, Marketing, Supply Chain Management, Data Analytics, Computer Science, Mechanical Engineering, Electrical Engineering.

5. PROGRAM

- **For CBM:** Sales & Marketing, Business Development, Business Analyst, Finance & Accounting, HR.
- **For CECS:** UI/UX, IT, Software Engineer, QA/QC, DevOps.

For more information about FPT careers, visit [FPT Recruitment](#).

6. REFERENCES

About us. (n.d.). FPT Software. [Link](#)

Core values. (n.d.). Tập Đoàn FPT. [Link](#)





Jardine Matheson

Producing sustainable returns by providing their customers with high quality products and services

1. INTRODUCTION

Ranking: #200 Publicly Traded Companies in Asia

Jardines, founded in China in 1832, is a major Asia-based conglomerate with diverse investments spanning six industries. Operating primarily in China and Southeast Asia, it has invested over \$4 billion in Vietnam, notably in F&B brands and retail brands.

2. OUTSTANDING FACTS

- Employees: 425,000.
- Years of Trading: 191.
- Presence in Countries and Regions: 32.
- Gross Revenue: Over US\$114.758 billion.

3. GUIDING VALUES

“People, Collaboration, Innovation, Sustainability”

Guided by integrity, steadfastness, collaboration, and an entrepreneurial spirit, the organization shapes its business operations to impact the lives of millions daily through products, services, and experiences.

4. ROLE COMPATIBILITY

- **Potential candidate’s characteristics:** Commitment, Aspiration, Analytical, Leadership, Curiosity, Reflective, Perseverance (*Jardines Careers*).
- **College majors:** Finance, Marketing, Operations and Supply Management, Hospitality Leadership, Business Analytics.

5. PROGRAM

- **Jardine Internship Program:** A competitive internship program for undergraduates that allows them to experience Jardines’ diverse businesses and work on business challenges.
- **Jardine Executive Trainee Scheme (JETS):** A three-year structured development program that prepares fresh graduates for future leadership roles by allowing them to rotate through 6 departments, 2 business areas, and 1 overseas working experience.
- **Rare Talent Academy:** A series of past, running, and upcoming webinars that help students prepare for assessment rounds, career planning, and industry insights.
- **Jardine Schindler Training Center (for employees):** Vietnam's first training center dedicated to elevating the skills of Schindler technicians and local contractors.

For more information, visit [Jardines Careers](#) for Students.

6. REFERENCES

Jardines Careers | Students and Professionals Opportunities. (n.d.). [Link](#)

Jardine Matheson Annual Report 2022. (n.d.). [Jardine Matheson Annual Report 2022. Link](#)



L'ORÉAL L'Oréal Group

Our goal is to provide the world with the finest beauty, ensuring quality, efficacy, safety, sincerity, and responsibility to meet diverse beauty needs and desires

1. INTRODUCTION

Ranking: #1 Cosmetics Group Worldwide

L'Oréal is a French multinational company that specializes in cosmetics and beauty products and is present in over 60 countries. It was founded in 1909 by Eugène Schueller, a young chemist who developed an innovative hair dye formula.

2. OUTSTANDING FACTS

- Brands: 36.
- Countries: 150.
- Employees: 88,000.
- Patents Registered: 43,390.

3. GUIDING VALUES

*"Passion, Innovation, Entrepreneurial Spirit,
Open-mindedness, Quest for Excellence,
Responsibility"*

L'Oréal's six core values underpin all operations, shaping the organizational mindset and guiding individuals throughout the company. The primary emphasis is on staying open to emerging global trends and ideas, positioning L'Oréal as an industry pioneer.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:**
Passion, Creativity, Persistence,
Communication, Professional, Industry
Knowledge (Academy & Academy, 2023).

- **College majors:** Finance, Business Analytics, Supply Chain Management, Data Analytics, Computer Science.

5. PROGRAM

- **L'Oréal Brandstorm:** An global innovation competition for undergraduate and graduate students paired in teams of 3 to tackle real business cases.
- **Degree Apprenticeship:** A comprehensive programme for university graduates to gain hands-on work experience with L'Oréal and get accredited with a graduate degree.
- **Management Trainee Program:** A chance for undergraduates or recent graduates to engage in a selection process consisting of five rounds.
- **L'Oréal Masterclass:** A series of 1-hour conferences and discussions with L'Oréal's leaders around specific themes, such as Marketing, Innovation, Teambuilding.

For more information about open internship positions, visit [L'Oréal Career](#).

6. REFERENCES

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2022 Annual Results. (n.d.).

L'Oréal Finance. [Link](#)





Mobile World Investment Corporation

"We are MWG - The pride of Vietnam!"

1. INTRODUCTION

Ranking: #50 Best Listed Companies in Vietnam

MWG is Vietnam's top multi-sector retail platform, dominating in revenue and profit. Its ecosystem includes thegioididong.com, Dien May Xanh, Bach Hoa Xanh, and An Khang Pharmacy. MWG's three major brands consistently rank among Vietnam's top 50 most valuable brands and feature in prestigious lists like the TOP 500 leading retailers in Asia-Pacific.

2. OUTSTANDING FACTS

- 70,000+ Employees.
- 5,500+ Stores Nationwide.
- 19 Years in Operation.
- 133,405 Billion VND Net Revenue.
- 9-time consecutive honoree in 'Top 50 Most Efficient Businesses in Vietnam.'

3. GUIDING VALUES

"Community Contribution, Customer-centric, Partner Respect, Respectful and Fair Workplace, Continuous Stakeholder Value"

MWG concentrates on developing excellent customer services that align with the corporate culture of putting customers as the priority in all actions.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Teamwork, Communication, Flexibility, Problem-solving (Topcv, 2020).
- **College majors:** Finance, Business Analytics, Supply Chain Management, Data Analytics, Computer Science.

5. PROGRAM

MWG IT Fresher Program: The program searches for, recruits, and trains an IT Fresher team from university students majoring in Technology Information (IT) with a training scholarship of up to 20 million VND/ internship course.

For more information about open positions and recruitment events, visit vieclam.thegioididong.com.

6. REFERENCES

Topcv. (2020, October 16). Những điều Cần Biết Khi Thi Tuyển và Làm việc Tại Thế Giới di động. TopCV Blog. [Link](#)

Công ty Cổ phần Thế Giới Di Động. (n.d.). Chuyên Trang Quan Hệ cổ đông MWG. MWG. [Link](#)





Nestlé

*Unlocking the power of food to enhance quality of life for everyone,
today and for generations to come*

1. INTRODUCTION

Ranking: #1 Largest Company in Food and Beverages

Nestlé, founded over 150 years ago, is the world's largest and most diverse food and beverage company, operating in 188 countries. Committed to enhancing quality of life and promoting a healthier future, the company strives for sustainable, industry-leading financial performance while earning trust.

2. OUTSTANDING FACTS

- In 2022, Nestlé achieved an AA rating from MSCI ESG Research.
- Nestlé secured the 1st rank in the 2021 and 2018 Access to Nutrition Index (ATNI).
- The company has a workforce of 275,000 employees worldwide.
- Nestlé operates 344 factories spanning 77 countries.

3. GUIDING VALUES

***“Respect for Ourselves, Respect for Others,
Respect for Diversity, Respect for the Future”***

Respect is a cornerstone at Nestlé, shaping their work culture and business ethos. They embody these principles through passionate service, long-term focus, and a commitment to innovation, driving collective growth and success.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Experienced, Diligent, Meticulous, Positive, Collaborative, Adaptable (*Williams, 2018*).

- **College majors:** Finance, Business Analytics, Supply Chain Management, Data Analytics, Computer Science.

5. PROGRAM

- **The Nesternship Program:** An internship program designed for senior students or fresh graduates with less than 1 year of experience.
- **#SparkTheNext Leaders Program:** An 18-month fast-track development program that integrates on-the-job training with personal or group coaching with department rotation.
- **Nescafé Plan 2030:** This involves the company's commitment to implementing an intensive strategy in close collaboration with coffee farmers, aiming to transition towards regenerative agriculture practices.

For more information about open internship positions, visit [Nestle Career](#).

6. REFERENCES

Williams, R. (2018, August 22). The 6 Characteristics of An Amazing Job Candidate. [Link](#)
External recognition. (n.d.). Nestlé Global. [Link](#)





Procter & Gamble Company

Making every day more than ordinary

1. INTRODUCTION

Ranking: #1 Global Consumer Goods Company

Procter & Gamble (P&G), founded in 1837, is a fast consumer goods company that currently manages 65 brands that fall into several segments, including beauty, grooming, fabric, dental, skin, and baby care. The company is present in over 70 countries, in most of its revenue comes from the Asian market.

2. OUTSTANDING FACTS

- P&G has a market cap or net worth of \$343.47 billion.
- P&G was named one of Fortune's most admired companies in 2021.
- Forbes 2022 World's Most Innovative Companies.
- Top 50 in business and engineering by Universum World's most attractive employers.
- Bloomberg Gender Equality Index 2022.

3. GUIDING VALUES

*"Integrity, Leadership, Ownership,
Passion for Winning, Trust"*

P&G values reflect the behaviors that shape the tone of how they work with each other and with their partners. They will provide branded products and services of superior quality and value that improve the lives of the world's consumers, now and for generations to come.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Curiosity, Creativity, Diversity, Agility, Trust-Building (*What We Look for | Procter & Gamble Hub*).

- **College majors:** Finance, Business Analytics, Supply Chain Management, Data Analytics, Computer Science.

5. PROGRAM

- **P&G Dream Internship:** P&G annual internship programs are designed for undergraduates, fresh graduates, or early-working professionals with various position options
- **P&G CEO Challenge:** A competition that tests students' strategic thinking and real-life problem-solving abilities.
- **P&G Sales Manager:** A fast-track student journey to becoming a sales manager in just 6 months. Ideal for undergraduates and graduates with a passion for sales.
- **P&G Leadership Academy (PGLA):** A holistic training program provided by P&G for its employees, offering training at all levels to enhance skills and foster leadership capabilities.

For more information about career opportunities at P&G, visit [P&G Careers](#).

6. REFERENCES

About Us. (2023, August 9). [Link](#)

What we look for | Procter & Gamble Hub | Gradcracker - Careers for STEM Students. (n.d.).
Gradcracker - Careers for STEM Students. [Link](#)





We believe in the transformative power of technology and want to change the world for the better through a platform to connect the buyers and sellers communities

1. INTRODUCTION

Ranking: #1 SEA Largest E-commerce Platform

Launched in 2015, Shopee, a subsidiary of Sea Limited, is Southeast Asia and Taiwan's largest e-commerce platform, prioritizing a user-friendly experience with secure payment systems. Expanding to 11 countries by 2022, it has become a prominent player in the online shopping landscape.

2. OUTSTANDING FACTS

- Shopee generated \$7.46 billion in revenue in 2022.
- Gross merchandise volume reached \$73.5 billion in 2022.
- Shopee had 375 million users in 2022.
- Shopee's app was downloaded 215 million times in 2022.

3. GUIDING VALUES

"Simple, Happy, Together"

Shopee prioritizes honesty, exudes friendliness and joy, and values shared moments during online shopping with loved ones.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Data-driven, adaptability, creativity, emotional intelligence, collaboration, diversity, tech-savviness, growth mindset (Khandelwal, 2023).
- **College majors:** Finance, Business Analytics, Marketing, Supply Chain Management, Data Analytics, Computer Science.

5. PROGRAM

- **Shopee Ultimate Case Challenge:** A contest open to students and recent graduates from any field of study, where participants tackle real challenges within the technology and e-commerce sectors.
- **Shopee Apprentice Program:** A designed internship for second and penultimate year students, focusing on skill development and cultivating young leaders.
- **Graduate Development Program:** A two-year programme designed for passionate graduate talents to deep-dive into various business functions.
- **Sea Management Associate Program:** A 2-year program for tech-focused graduates, offering four 6-month functional team rotations to develop future industry leaders.

For more information, kindly visit Shopee Careers [Facebook](#) and [website](#).

6. REFERENCES

Khandelwal, Y. (2023, July 28). Pre-hire assessments for e-commerce industry - Testlify. Testlify. [Link](#)

Shopee Revenue and Usage Statistics (2023) - Business of Apps. (2023, November 8). Business of Apps. [Link](#)





Suntory Pepsico Vietnam Beverage

To deliver sustained growth through empowered people acting with responsibility and building trust

1. INTRODUCTION

Ranking: #1 Non-alcoholic Beverage Industry

Suntory Group, founded in 1899 in Japan, has transformed into a global leader in consumer products, boasting a diverse range of beverages. Operating across the Americas, Europe, Asia, and Oceania, the company's approximately 38,000 employees seamlessly fuse Japanese artisanship with global tastes, driving innovation in new product categories and markets.

2. OUTSTANDING FACTS

- Top 1 market share in Vietnam's non-alcoholic beverage industry.
- Top 1 in credibility within Vietnam's non-alcoholic beverage sector.
- Ranked as the 4th best workplace in the FMCG industry in Vietnam.
- Received 7 MMA Smarties awards in 2019 for four brands from Suntory-Pepsico.

3. GUIDING VALUES

"Growth, People, Responsibility, Trust"

Suntory Pepsico's commitment revolves around delivering sustained growth through individuals empowered to act responsibly and build trust.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Empathy, Integrity, Transparency, Strategic, Inclusive, Collaborative (*Suntory Pepsico*).
- **College majors:** Finance, Business Analytics, Marketing, Supply Chain Management, Data Analytics, Computer Science, Mechanical Engineering.

5. PROGRAM

- **Management Trainee Program:** A four-round fast track program is offered to undergraduates, granting them the potential to become managers in 3 years across various departments, including: Sales & Marketing, Finance, People & Culture, Procurement and Operations.
- **Graduate Engineering Talent Program:** This Seniors or fresh graduates who aspire to become a supervisor in quality control, manufacturing, and engineering at SPVB.
- **Graduate Sales Talent Program:** Fresh graduates with less than 2 years of experience who aspire to become a supervisor for SPVB's on-premises & off-premises sales channels.
- **Suntory University:** A platform fosters the growth of Suntorians worldwide through challenges to learn, innovate, and achieve through transformative experiences.

For more information, kindly visit the *Suntory-Pepsico [Careers Website](#)*.

6. REFERENCES

Suntory Pepsico. (n.d.). Suntory Pepsico. [Link](#)





To meet everyday needs for nutrition, hygiene and personal care with brands that help people look good, feel good and get more out of life

1. INTRODUCTION

Ranking: #1 Global Supply Chain Company

Unilever, founded in 1930, is a British multinational with 400+ brands categorized into Beauty & Wellbeing (Dove, Sunsilk), Personal Care (Rexona, Lifebuoy), Home Care (OMO, Domestos), Nutrition (Hellmann's, Knorr), and Ice Cream (Wall's, Ben & Jerry's).

2. OUTSTANDING FACTS

- **Global Presence:**
 - Operates in 190+ countries.
 - Products used by 3.4 billion people daily.
- **Brand Success:**
 - 14 brands with turnover exceeding €1 billion in 2022.
 - 14 brands are in the top 50 most chosen FMCG brands globally.
- **Workforce:**
 - 127,000 employees globally.
 - No. 1 FMCG employer of choice for graduates in 16 out of the top 20 markets.
 - Gender balance in management: 54% female, 46% male.

3. GUIDING VALUES

"Integrity, Impact, Commitment, Aspirations, Collaboration"

Unilever Corporate Purpose emphasizes the necessity for the highest standards of corporate behavior in dealings with collaborators, the communities they engage with, and their environmental impact.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Project management, Problem-solving, Organization, Communication (*Jacobson & Jacobson, 2023*).
- **College majors:** Finance, Business Analytics, Data Analytics, Marketing, Supply Chain Management, Computer Science, Mechanical Engineering.

5. PROGRAM

- **Unilever Future Leaders' League Program:** An international business case competition for undergraduate and graduate level students paired in teams of 3 to propose innovative proposals to tackle real business needs.
- **Unilever Future Leaders Program:** A 2-year leader development program for freshers that involves department rotation and intensive mentorship.

For more information, kindly visit [Unilever Vietnam Career](#).

6. REFERENCES

Jacobson, D., & Jacobson, D. (2023, July 19). Supply Chain Skills to Look for in the Hiring Process. Optimum Supply Chain Recruiters. [Link](#)

At a glance, U. (2023, December 5). At a glance. Unilever. [Link](#)





Vietnam Dairy Products JSC (Vinamilk)

To deliver the valuable nutrition to the community with our respect, love and responsibility

1. INTRODUCTION

Ranking: #1 Dairy company in Vietnam

Established in 1976, Vinamilk JSC is Vietnam's largest food processor, offering a wide variety of dairy products. Apart from a strong distribution network of more than 220,000 sales points covering 63 provinces and cities, Vinamilk products are also exported to 43 countries.

2. OUTSTANDING FACTS

- Vietnam's Top 50 Valuable Brands.
- Asia's most community-centric company in 2021.
- Top 10 world's most valuable dairy brands.
- Top 3 world's most potential dairy brands
- Top 5 world's strongest food brands.
- Top 30 of the 100 most valuable food brands worldwide.

3. GUIDING VALUES

"Integrity, Respect, Fairness, Ethics, Compliance"

Vinamilk strives to maximize shareholder benefits, enhance company value, and ensure sustainable development in its business activities.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Experienced, Diligent, Meticulous, Positive, Collaborative, Adaptable (*Williams, 2018*).
- **College majors:** Finance, Business Analytics, Supply Chain Management.

5. PROGRAM

- **Vinamilk Management Trainee:** The Vinamilk Management Trainee program is open to fresh graduates with less than 2 years of experience. Candidates must pass 6 rounds to be considered for positions in the following departments:
 - Finance - Accounting - Tax.
 - Domestic & International Sales.
 - Manufacturing.
 - Marketing.
 - Dairy Development.
 - Human Resources Management.
 - Internal Communications - PR.
- **School Milk Program (SMP):** Initiated in 2007, Vinamilk led the implementation of the School Milk Program (SMP) in Vietnam. Currently spanning 23 cities and provinces, the program has reached 3.3 million students.

For more information, kindly visit [Vinamilk Career](#).

6. REFERENCES

Outstanding achievements - Vinamilk. (n.d.). [Link](#)
Williams, R. (2018, August 22). The 6 Characteristics of An Amazing Job Candidate. [Link](#)





Vincom Retail

Get inspired – Stay connected daily

1. INTRODUCTION

Ranking: #1 Dairy company in Vietnam

Vincom Retail, a subsidiary of Vingroup, is a company that works in retail real estate. Currently, the company operates and manages around 83 mall centers in Vietnam with 3 main brands: Vincom Center, Vincom Mega Mall, and Vincom Plaza. The company maintains and asserts its pioneering position in the retail industry, with nationwide coverage and unmatched growth.

2. OUTSTANDING FACTS

- Total revenue: 7,361 billion VND.
- Number of retail malls: 83, covering 44 provinces.
- Honored at the Asia Pacific Property Awards (APPA) 2023 in two categories:
- The best Retail Development in Vietnam.
- Development Marketing Vietnam.
- Vincom Retail received the "Inspiring Asian-Pacific Brand" award.

3. GUIDING VALUES

"Credibility - Integrity - Creativity - Speed - Quality - Humanity" (Vingroup)

Vincom aspires to create a new, modern yet authentically emotional lifestyle - a place of inspiration, trend connection, memorable moments, abundant laughter, and overflowing happiness.

4. ROLE COMPATIBILITY

- **Potential candidate's characteristics:** Achievement-Focused, Communication, Passion, Coachability, Empathy (Boyd, 2019).
- **College majors:** Finance, Business Analytics, Supply Chain Management.

5. PROGRAM

- **Management Trainee Under 30:** Interns for talent for Officer Training Program (OTP) - Director Position at the Commercial Management Center.
- **5-in-5 and Summer Internship:** For sophomores, Vincom Retail partners with VinUniversity to offer internship opportunities during the academic year and in the summer.

For more information, kindly visit [Vincom Career](#).

6. REFERENCES

Boyd, D. (2019, October 11). *Top 5 Traits to Look For When Hiring Retail Employees*. TalentClick. [Link](#)

2022 Annual Report – Investor Relations. (2023, April 25). Investor Relations. [Link](#)



LIMITATION

This Guidebook is based primarily on secondary research, where information and insights are collected from various sources on the Internet. Although our team comprised of industry experts, VinUni staff/industry experts students with consultation with VinUniversity faculty during the process, the limited number of interviewees also equated to a limited number of insights. Due to this, the information in this Guidebook may not provide the necessary insider and in-depth information about industries and companies.

Due to the team being VinUniversity staff, faculty and students, this Guidebook also contains certain pre-assumptions about VinUniversity students' preferences. During the process, our team has attempted to alleviate this through referral to several sources such as the White Paper about the employment and career opportunities for students. You can read more about the White Paper here

- **Presentation:** https://vinuni.edu.vn/wp-content/uploads/2023/11/2023__VUNI_CAREER-READINESS_Talents-White-Paper-Presentation-EN-VF_Final.pdf
- **English:** https://vinuni.edu.vn/wp-content/uploads/2023/11/ENG-Thach-thuc-va-trien-vong-cua-Tai-nang-Tre-1_compressed.pdf
- **Vietnamese:** https://vinuni.edu.vn/wp-content/uploads/2023/11/VIE-Thach-thuc-va-trien-vong-cua-Tai-nang-Tre_compressed.pdf

The last limitation this Guidebook might have is insufficient information about an industry or a company, which might be a direct result of secondary research and the limitation of 50 companies. Therefore, not all information about a certain industry or company will be found in this Guidebook. Rather, we hope this Guidebook will provide an overview of potential employment opportunities and be a good representation of VinUniversity students' career interests. **We will expand the Guidebook to cover up to 100 employers in the next academic year.**

CONCLUSION

As we conclude this Guidebook, we genuinely hope that it has been a valuable resource in expanding your career orientation, both in depth and breadth.

However, we want to emphasize that while this Guidebook provides essential career insights, always remember that the journey towards a fulfilling career is not solely about finding the perfect company; it is about continuous self-discovery, growth, and adaptability. Embrace challenges, seek opportunities to expand your skills, and be open to new experiences. The knowledge gained through this booklet, along with your determination and dedication, will undoubtedly shape a bright and promising future for you.

Alumni, Industry and Development Project Team





THE END

THANK YOU!

Prepared by **Alumni, Industry & Development Department**