

# INDUSTRY CHALLENGES



VINUNI

## ▶ GREETINGS FROM VINUNI

VinUniversity is a private, not-for-profit university established by Vingroup – the largest private conglomerate in Vietnam. VinUni aspires to become a university of excellence with a mission to develop talents for the future.

The University has built strategic collaborations with Cornell University and the University of Pennsylvania — a choice that speaks to our commitment to excellence, innovation in research and teaching, and to making a difference in the world.

## ▶ WHAT WE ACHIEVE



- VinUniversity's Nursing program achieved Candidate Status for ACEN Accreditation (US)



- Vietnam's youngest university achieves international accreditation by FIBAA right after the first graduating cohort



- Become the first Graduate Medical Education university in Vietnam to be accredited by ACGME-I



- Appointed by UNESCO as the first and only UNESCO University Chair in Vietnam



- Bronze Award at Reimagine Education Awards 2023
- Gold Award at QS Reimagine Education Awards 2024

## ▶ STUDENT PROFILES

**1870** Students from **35** countries



**1 in 5**

International Academic Olympics & other academic competitions

**1450+**

Average SAT score (top 5% in the world in 2023)

**9.2**

Students' average high school GPA

**7.5**

Average IELTS scores

**100%**

students received Vingroup subsidy, merit-based scholarships, financial aid

(\* VinUni factsheet as of Jan 2026)



## ▶ FIRST COHORT GRADUATION OUTCOMES

**▶ 98%**

students secured employment from prestigious internationally and domestically companies, continuing their studies or starting a business within 6 months after graduation



**▶ 24%**

graduates pursuing further studies at top-tier universities

**▶ 3%**

graduates started up their own businesses



## ▶ INDUSTRY ENGAGEMENT

University–industry collaboration is important to VinUniversity’s long-term strategic development. Through partnerships with leading global and domestic corporations, VinUni builds an industry integrated ecosystem where education, research and industry converge. These collaborations advance innovation, strengthen global career pathways, and generate sustainable impact for industry and the society.

### Industry Engagement Activities:



#### Talent Access

- Internship & recruitment
- Career activities



#### Corporate Training

- MBA Program: Innovation & AI
- Executive Education



#### Research Collaboration

- Capstone/Project collaboration
- Joint research



## ▶ OUR PROGRAMS

### 4 Colleges

- College of Arts and Sciences
- College of Business and Management
- College of Engineering and Computer Science
- College of Health Sciences

### 4 Training centers

- Center for Educational Management
- VinUniversity Medical Simulation Center
- VinUniversity Entrepreneurship Lab
- Hospitality Practice Lab

### 18 Degree programs

offered from bachelor, master, PhD level.

### 10 Research & Innovation centers

- Center for AI Research
- Center for Robotics and Smart Mobility
- VINUNI Institute of Bigdata Research
- Smart Green Transformation Center (Green X)
- Center for Environmental Intelligence
- Center for Materials Innovation and Technology
- Research Institute of Stem Cells and Gene Technology
- Research Institute of Immunology
- Smart Health Center
- 3D Lab Medical Technology Center

**COLLEGE OF ENGINEERING AND COMPUTER SCIENCE**

<b>Project name</b>
Data Visualization Platform Development Using Frappe Framework
Development of a Data Analysis Module for AI Models
A Filament Sensor with a Wireless Human-Computer Interface for Wearable Robotics and Healthcare Applications
Pulling System for a Fiber Drawing Tower
Automated Robotics Structural Welding
Secured and Practical Federated Learning Systems
Multimodal Chatbot for Fact-Driven Question Answering on Vietnamese Regenerative Farming
3D Construction of Tumor from Ultrasound Images
IoTs – Motorized Wheelchair Controlled Using Eye Gaze
Digital Twin for Server Room
Data Retrieval from Literature for Structure-Properties Relationship Data
Serverless Edge Computing: System Design and Task Scheduling



**COLLEGE OF ENGINEERING AND COMPUTER SCIENCE**

**Project name**

A Digital Twin of an Aggregator System for Smart Charging of Electric Vehicles

Development of a Passive Lower-Limb Exoskeleton for Rehabilitation

Design and Control of a Transformable Wheel-Leg Robot for Multi-Terrain Exploration

Digital Twins for Energy Distribution Optimization

Building a Vector Database for Semantic Product Search in E-commerce

Practical Deployment of Encrypted Database

Enhancing Q&A Systems at VinUni Using Retrieval-Augmented Generation (RAG) and Large Language Models (LLMs)

Explainable Diagnosis for Medical Images with Agentic Artificial Intelligence Systems

A Low-Resource Translation System for the Bahnar Community

From Traditional to Intelligent: Designing Campus Networks with SDN for Traffic Control and QoS

FirstAid: A Fast, Affordable, and Reliable Healthcare Voice Assistant for Vietnam

Developing Human-Robot Interaction on an InMoov Platform with Language Integration



**COLLEGE OF ENGINEERING AND COMPUTER SCIENCE**

**Project name**

Development of an EMG-Driven Wearable Knee Exoskeleton for Assistive Rehabilitation

Automated Robotic Structural Welding

Organic Rankine Cycle – Thermoelectric Generator Hybrid System for Waste Heat Recovery

Establishing the Thermal Drawing Tower at VinUniversity

Design and Control of a Robotic End-Effector for Adaptive Surface Grinding

**COLLEGE OF BUSINESS MANAGEMENT**

Improving Guest Data Management Process in the Front Office Department of Ultra-Luxury Resorts Using Opera System

Evaluating and Improving English Proficiency in the Food & Beverage Department at a resort in Ha Long

Enhancing Point Membership App for Successful Customer Loyalty Management at a Department Store in Vietnam

Doraemon Music Contest: Spreading the Melody of Doraemon the Movie – Nobita's Earth Symphony

Designing an Ecotourism Service: Leveraging Available Resources and Integrating Environmental Education

**COLLEGE OF BUSINESS MANAGEMENT**

**Project name**

Evaluate and Improve the Customer Experience at Restaurants: A Multi-Perspective Approach

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**COLLEGE OF BUSINESS MANAGEMENT**

**Project name**

Document Standardization and Resource Analysis at an IT Company

Improving J4U Chatbot Based on the Employee's Perspectives

Enhancing Membership Tiers of the Social Club Loyalty Program at a Hotel to Increase Food and Beverage Sales

Optimizing Data Collection Management and Analytics at a Manufacturing Company

Scaling Traceability: Optimizing Operations and Seizing Growth Opportunities at a Software Company

Digital Transformation for an Investment Banking Department in Vietnam

Global Expansion: Showroom Network Planning in the European Market

Developing Profitable and Integrative Creative Solutions for Brands in a Competitive Market

Redefining Consumption Occasions and Exploring OOH Snacking Opportunities for a Consumer Brand

Reimagining Guest Experience: A Strategic Renovation Proposal for a Resort Pool Bar

Balancing Consistency and Personalization in Ultra-Luxury Hospitality: An Adaptive Service Flow Framework



**COLLEGE OF BUSINESS MANAGEMENT**

**Project name**

Streamlining Waste Management Through Automation, Tracking, and Monitoring

Integrated Marketing Communications and Brand Equity Enhancement in Luxury Hospitality

Decoding Facebook Virality for the Proptech Sector in Vietnam

Brand Repositioning Strategies to Enhance Competitive Advantage in Real Estate

Research Engagement and Its Impact on Academic Ranking: A University Case Study

Increasing Platform Visibility Using a Freemium Model in the U.S. Private Capital Market

Leveraging Gaming and eSports for Telecommunications Industry Growth

Innovative Business Matching Between Social Impact Funds and Enterprises

Profitability and Cost Analysis for Multi-Facility Expansion

Strategic Revenue Diversification for an Urban Development Corporation

New Initiatives to Expand an Asset Management Business Segment



**COLLEGE OF BUSINESS MANAGEMENT**

**Project name**

Optimizing OTA Dynamic Pricing for Small Hotels and Alternative Accommodations in Vietnam

Predictive Workload Management for Dynamic Resource Allocation

Analyzing Constraints and Innovation Decline in Cloud and Legacy Infrastructure Strategies

Creating Strategic Value in Private Equity Portfolio Companies

Roadmap for Launching a Vietnam-Focused ETF in the U.S. Market

Pose Estimation for Smart Workout Mirrors Using YOLO-Based Models

Strategic Business Development Framework for Advanced Glass Products

Enhancing the Effectiveness of a Corporate Mentoring Program

Multi-Agent System Chatbot for Customer Service Applications

Enhancing Transparency and Efficiency in Site Clearance Compensation

Revitalizing Brand and Product Perception for LED Lighting Products

Redesigning Business Incubators: A Validation-Focused Model



**COLLEGE OF BUSINESS MANAGEMENT**

**Project name**

Scaling an AI Platform by Targeting Micro Business Owners

Optimizing a Global Lead Scoring System Through an Explorative Approach

Impact of Media Planning on Service Promotion

Enhancing Customer Loyalty in the Men's Grooming Market

Optimizing Conversion and Purchase Rates Through Customer Journey Analysis in a BNPL Service

Streamlining Lead Generation for a Technology Company in the European Market

Developing a Digital Marketing Strategy and AI-Integrated Website for a Hotel

Strategic Framework for Expanding Social Media Services of a Digital Marketing Agency

Data-Driven Employment Branding to Attract Professional Drivers

Enhancing CRM Revenue Through Root Cause Analysis and Solutions

Enhancing Digital Marketing Strategy Through Website and Email Optimization

Optimization of Services for Offshore Wind Energy Development in Vietnam





## ▶ VINGROUP ECOSYSTEM



### *VinUniversity's distinct strategic advantages within Vingroup*

VinUniversity is proud to be a part of the Vingroup ecosystem, giving our students, faculty, our partners opportunities to connect with our reputable research institutes, pioneering industrial enterprises, and leading Vietnamese companies.

## ▶ CONTACT

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