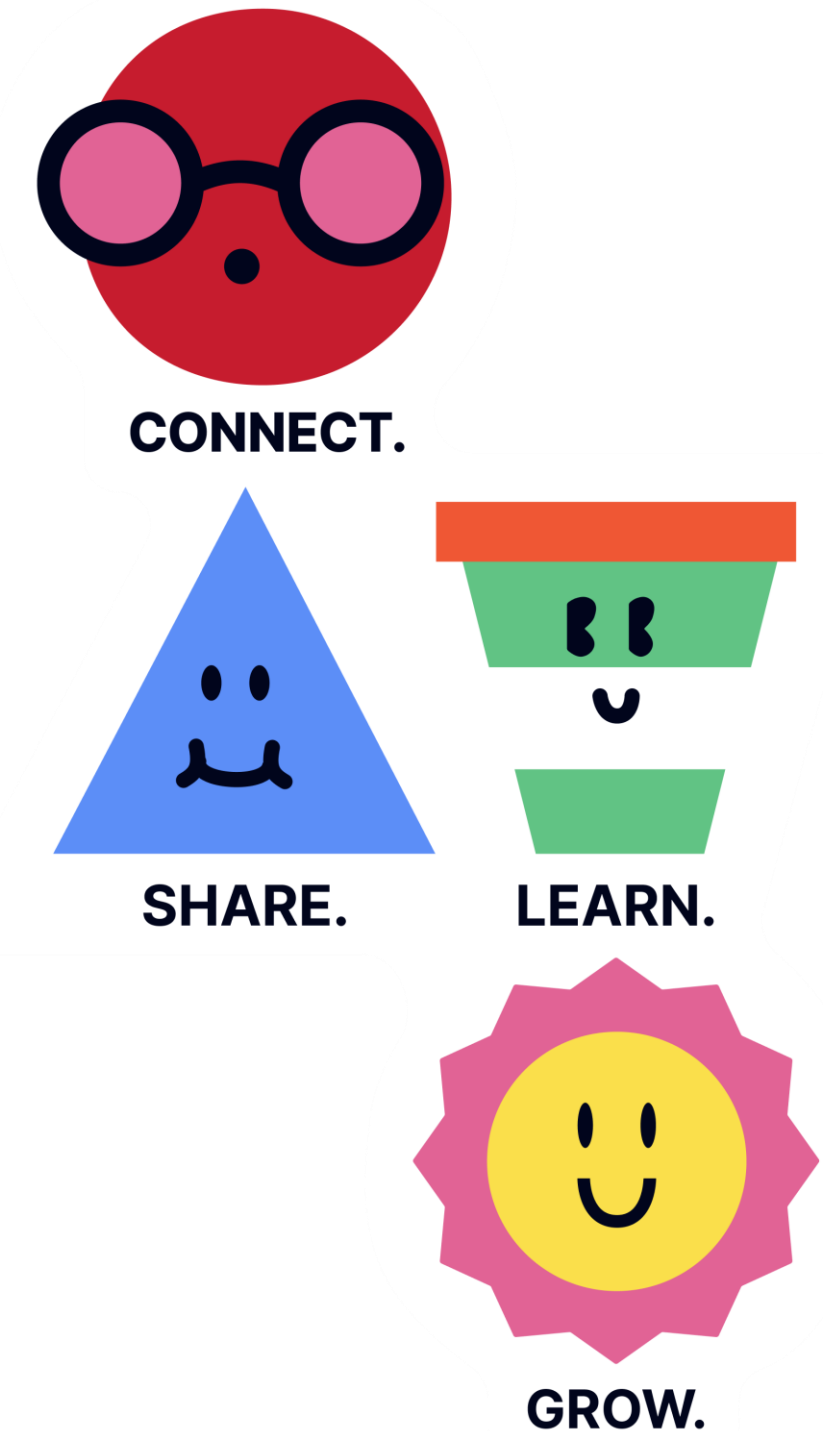




# Prioritizing Student Feedback: Enhancing Student Experience Excellence at VinUniversity

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VinUniversity, Vietnam  
May 31, 2023



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About VINGROUP  
and **VINUNIVERSITY**

II

About our Student Experience  
Journey – the Concept of Student  
Experience EXCELLENCE

III

How “pain-points” to be solved

IV

Q&A



# The Vingroup Ecosystem



## Technology & Industry



## Trade & Services



## Social Enterprise



VinUniversity is the private, not-for-profit Vietnamese university established based on international standards. The university integrates the models of excellent international universities with the unique cultural and economic characteristics of Vietnam, in order to **make a breakthrough in Vietnamese higher education** and to become a **world-class university**.



## Our Vision

The mission of VinUniversity is to educate and train outstanding individuals, who are knowledgeable, capable, and passionate about contributing to improving themselves and societal conditions, inspiring the current and next generations, and making lasting **positive impacts** on global development.



## Our Mission

University of **excellence**  
Developing **talents** for the future



## Core Value

# Academic Units and Degree Programs



- 1** General Education
- 2** 2 minors: Vietnam Studies & Communication

**New UG degree programs:**  
*(starting Fall 2023)*

- 3** Bachelor of Arts in Behaviour and Social Science

- 1** Bachelor of Business Administration
- 2** B.Sc. in Hospitality Management

- 1** B.Sc. in Electrical Engineering
- 2** B.Sc. in Mechanical Engineering
- 3** B.Sc. in Computer Science

**Graduate degree programs:**  
*(starting Fall 2022)*

- 1** Master's of Innovation in AI
- 2** Ph.D. in Computer Science

- 1** Medical Doctor (MD)
- 2** Bachelor of Nursing

**Graduate Medical Education degree programs:**

- 1** Internal Medicine
- 2** General Surgery
- 3** Pediatrics
- 4** Orthopedic



# PROFILE OF VINUNIVERSITY STUDENTS



VinUniversity students' average high school GPA:

## 9.0

VinUniversity students'

IELTS average band:  
**IELTS 7.5**

**1 in 5** attained awards in national/ international Olympiads and other prestigious competitions



SAT average score



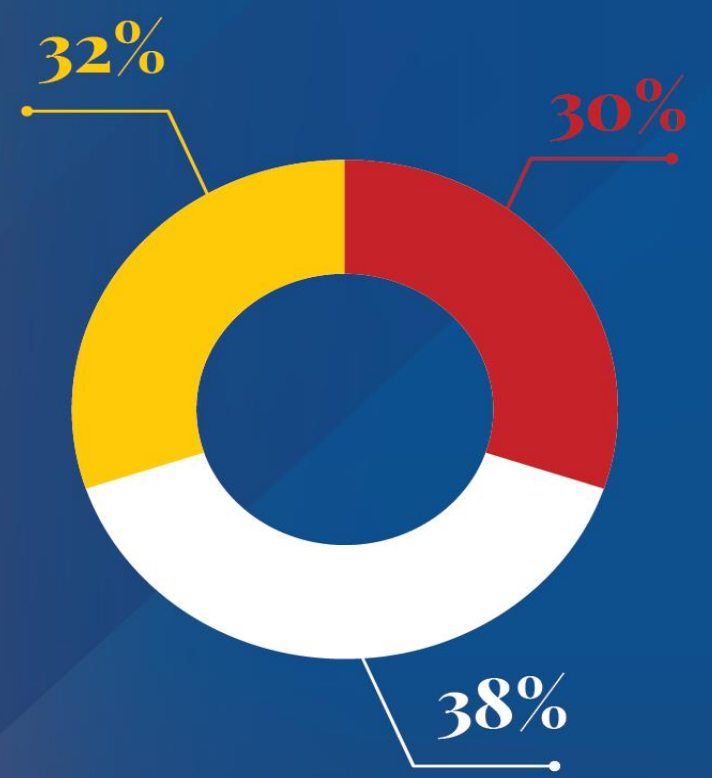
in the **top 5%** of the world

~700 excellent students come from

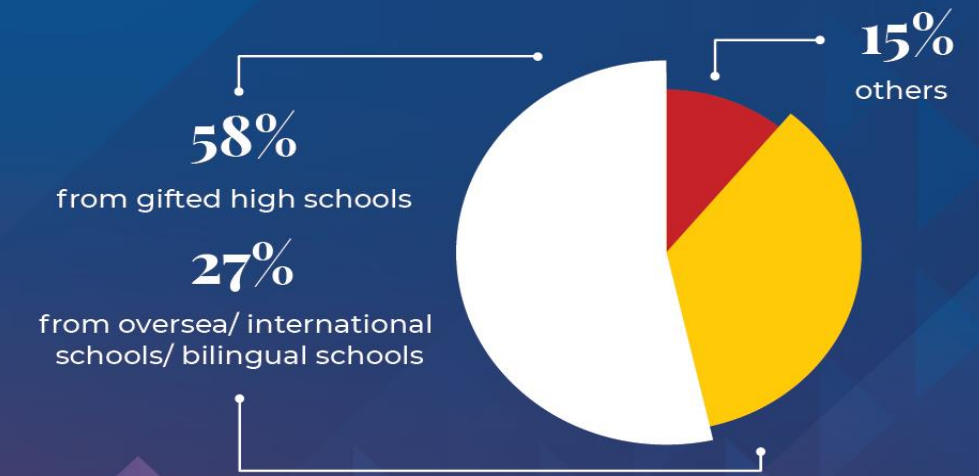
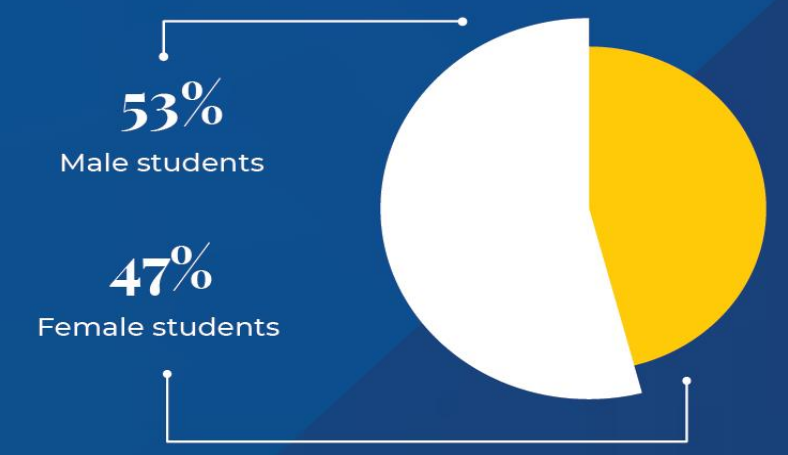
## 20 different countries



# DIVERSITY at VINUNI

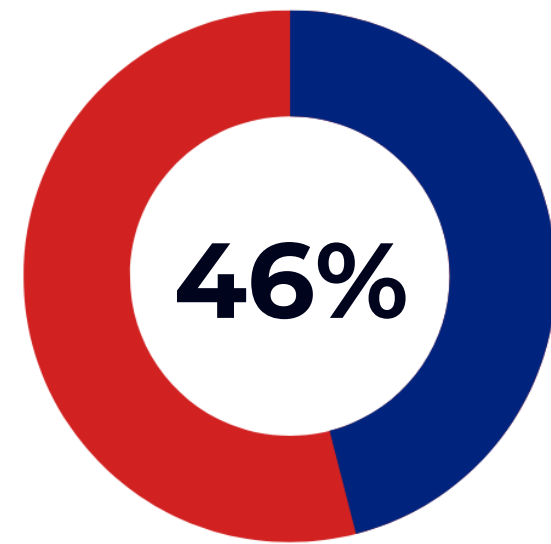


- College of Health Sciences
- College of Business and Management
- College of Engineering and Computer Science





# Faculty Profile



Faculty members in the  
**top 2% most cited**  
researchers in the world

international faculty from  
**14 countries**



**Rich experience**  
in teaching and researching

**7:1** Student-to-faculty ratio

All hod PhD degree from  
**prestigious universities**



# Senior Management & Leadership



**Dr. Le Mai Lan**  
Vice Chairwoman of Vingroup  
**President**



**Prof. Rohit Verma**  
**Founding Provost**  
Professor and Former Dean of External Relations, Cornell SC Johnson College of Business, Cornell University, USA



**Prof. K. David Harrison**  
**Vice-Provost of Academic Affairs**  
Former Associate Provost for Academic Programs and Professor of Linguistics and Cognitive Science, Swarthmore College, USA



**Prof. Minh Do**  
**Honorary Vice-Provost**  
Professor of Electrical and Computer Engineering, University of Illinois at Urbana Champaign, USA



**Prof. Vu Anh Dung**  
**Dean of College of Arts & Sciences, Interim Dean of College of Business and Management**  
PhD, University of Cambridge



**Prof. Laurent El Ghaoui**  
**Vice Provost of Research and Innovation**  
**Dean of College of Engineering and Computer Science**  
Professor at University of California, Berkeley



**Prof. Le Cu Linh**  
**Interim Dean of College of Health Sciences**  
PhD, Tulane University



OVERALL



VERY GOOD

# YOUNGEST UNIVERSITY IN THE ASIA PACIFIC

- **4-star overall**
- **Largest number** of 5-star categories

Received the highest scores for **seven** indicators



Teaching



Internationalization



Academic Development



Facilities



Arts & Culture



Social Responsibility



Inclusiveness

# Strategic Collaboration / Alliance



## Areas of support:

- Advising and auditing VinUni's infrastructure,
- Hiring faculty and staff,
- Developing curricula,
- Conducting research,
- Evaluating quality of first undergraduates from VinUni's College of Business and Management and College of Engineering and Computer Science

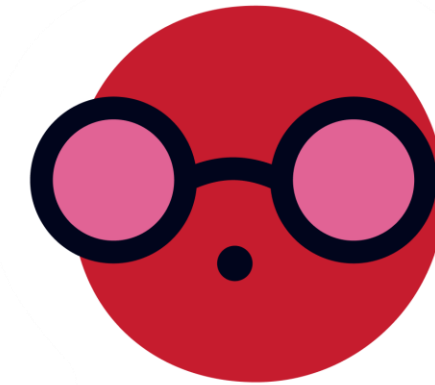


## Areas of support:

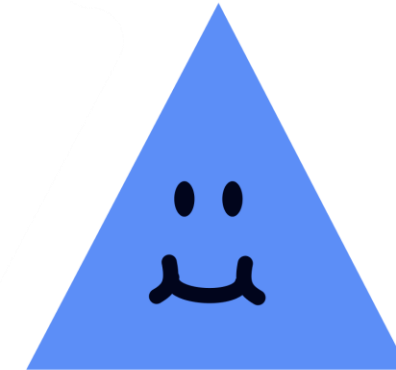
- Developing VinUni's and Vinmec's accredited programs in health sciences, including:
  - Medical doctor program,
  - Residency programs (Internal Medicine, General Surgery, Pediatrics)
  - Nursing program
- Hiring senior positions and faculty development in Health Sciences,
- Teaching hospital model development



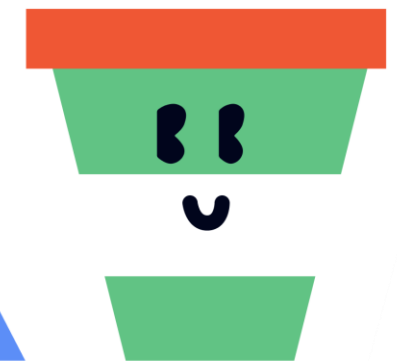
# Our Student Experience Journey



**CONNECT.**



**SHARE.**



**LEARN.**



**GROW.**



# I. CONTEXT

# CUSTOMER EXPERIENCE EXCELLENCE STRATEGIC PROGRAM

---

The strategic goal of Vingroup

**28** NĂM  
**VINGROUP**

**Excellent customer experience  
being the key strategic focus of  
Vingroup**

In the 28<sup>th</sup> anniversary of Vingroup, the program “Developing excellent customer experience” has been officially kicked off.



# Definitions

- **Customers:** The ones who use our products/services/things that we created during our working process. These include: external customers, partners, colleagues, peers.
- **Excellent customer satisfaction:** Occurs when customers feel satisfied, assured, when they trust us and **see our products as value for money.**

# Criteria to evaluate customer experience excellence

1. **Products/services delivered as committed:** safe, innovative, trendy, relevant to the market demand
2. **Timely services:** with an attitude that make customers feel comfortable and understood, to resolve their problems quickly as possible
3. **Clear information:** information is accurate, easy to find and to understand
4. **Value for money**





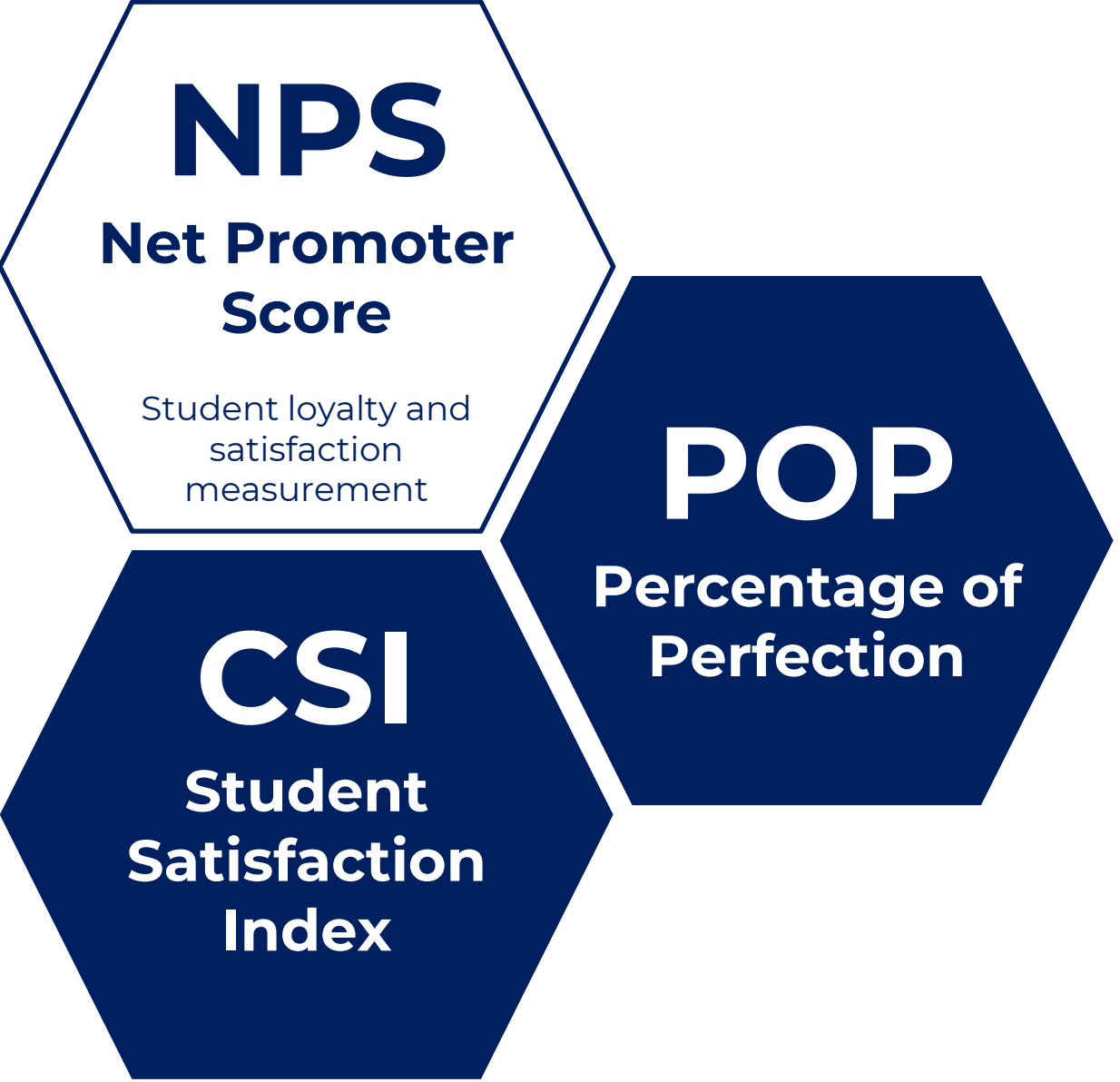
- Are Students our **Customers** in Higher Education context?
- How is Students' Perception in terms of **Service Quality**?
- **Service-mindset Culture** and **Student Experience** – Why **Excellence** Matters?



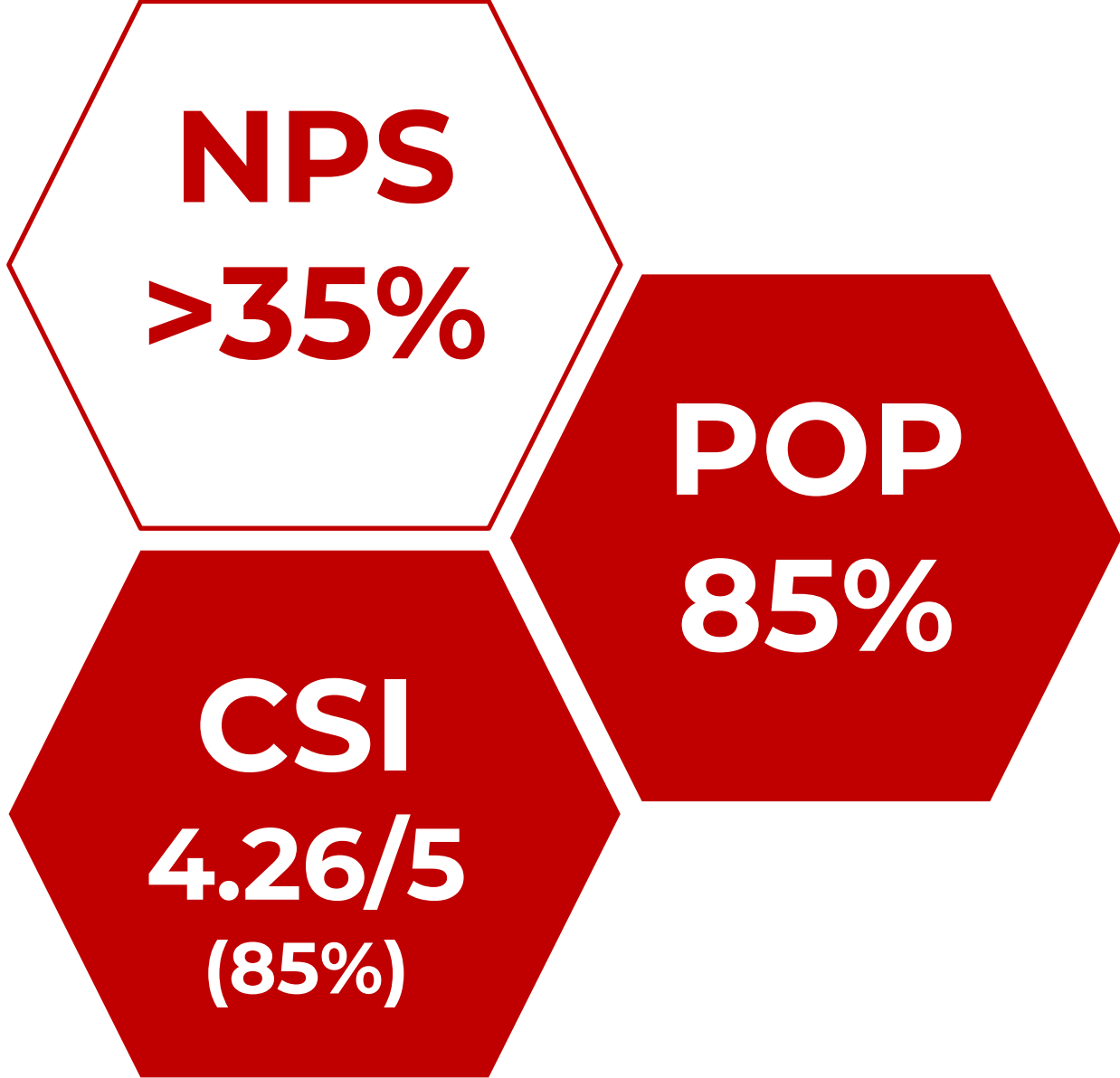


# II. STUDENT SATISFACTION MEASUREMENT @VinUni

# Currently Used Indicators



# Our Commitment in the Academic Year 22-23





## Our methodology - Formal Surveys

**End-of-Semester  
Student Feedback (EOS)**

**Student Experience  
Feedback  
(first time in Jun 2022)**

# 1. End-of-Semester Student Feedback on Teaching Quality

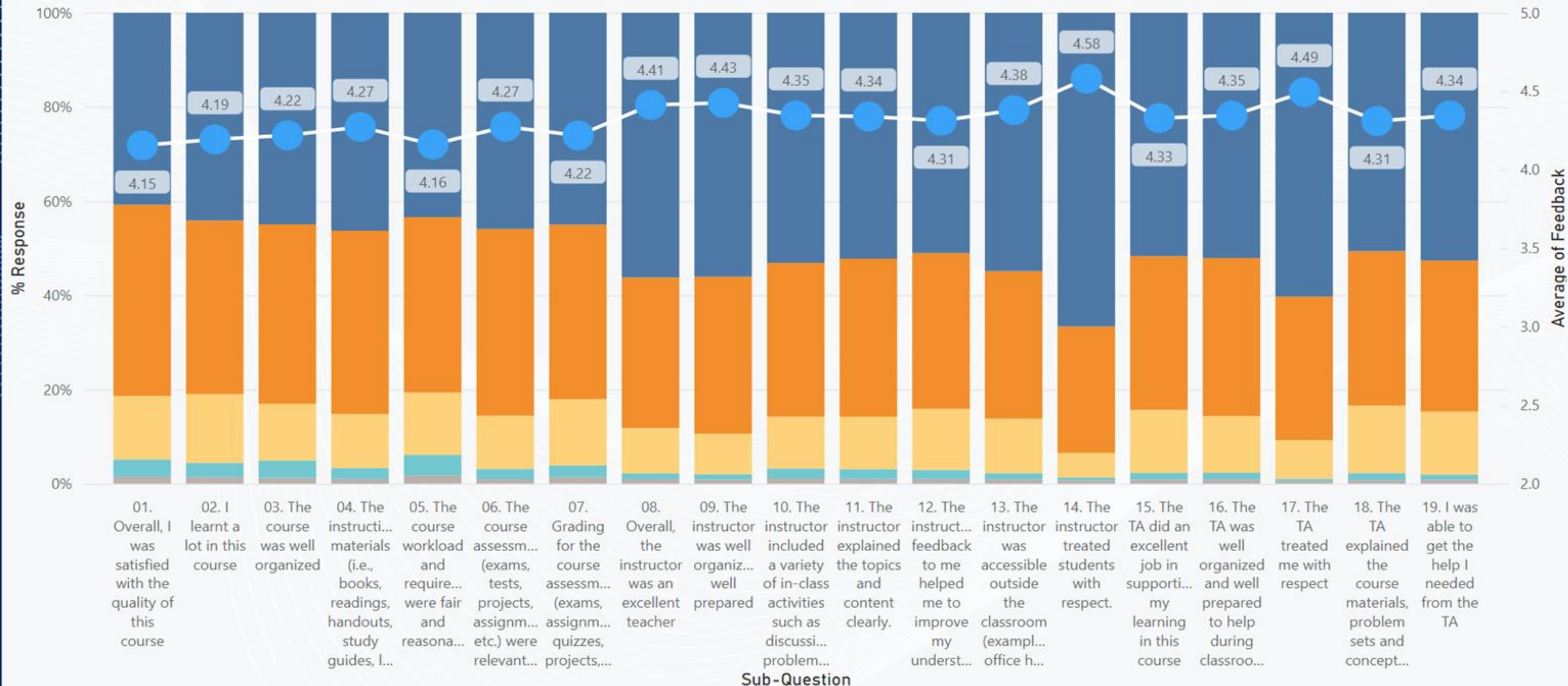
- **Purpose:** to assess student satisfaction with teaching quality (instructor, TA), course delivery & course assessment.
- **Format:** Questionnaire Survey
- **Method:** CSI
- **Scoring scale:** 1-5 (5 – most satisfied)
- **Timing:** week 15 of the semester
- **Frequency:** 1 per semester (Fall, Spring, Summer)
- **Result Calculation:** mean score, % satisfaction = average score/5.

# Course Student Feedback Dashboard

Question Group	CAS	CBM	CECS	CHS	Total
<b>I - Course Delivery and Assessment</b>	<b>4.34</b>	<b>4.28</b>	<b>4.05</b>	<b>4.18</b>	<b>4.24</b>
01. Overall, I was satisfied with the quality of this course	4.31	4.21	4.00	4.07	4.18
02. I learnt a lot in this course	4.30	4.20	4.05	4.17	4.21
03. The course was well organized	4.40	4.32	4.07	4.10	4.26
04. The instructional materials (i.e., books, readings, handouts, study guides, lab manuals,) were appropriate and relevant to the goals of the course	4.41	4.32	4.13	4.25	4.31
05. The course workload and requirements were fair and reasonable.	4.23	4.28	3.89	4.23	4.18
06. The course assessments (exams, tests, projects, assignments etc.) were relevant to the course content	4.40	4.35	4.10	4.26	4.31
07. Grading for the course assessments (exams, assignments, quizzes, projects, etc.) was fair	4.32	4.30	4.11	4.19	4.25
<b>Total</b>	<b>4.34</b>	<b>4.28</b>	<b>4.05</b>	<b>4.18</b>	<b>4.24</b>
Question Group	CAS	CBM	CECS	CHS	Total
<b>II - Instructor Effectiveness</b>	<b>4.49</b>	<b>4.42</b>	<b>4.30</b>	<b>4.34</b>	<b>4.40</b>
08. Overall, the instructor was an excellent teacher	4.50	4.44	4.33	4.34	4.41
09. The instructor was well organized, well prepared	4.51	4.46	4.32	4.37	4.43
10. The instructor included a variety of in-class activities such as discussions, problem-solving, demonstrations, cases, projects, etc. to actively engage students in the learning process.	4.45	4.40	4.20	4.28	4.35
11. The instructor explained the topics and content clearly.	4.47	4.35	4.20	4.27	4.34
12. The instructor's feedback to me helped me to improve my understanding of the topics and content.	4.40	4.33	4.19	4.27	4.31
13. The instructor was accessible outside the classroom (examples: office hours, consultations, via email or other agreed upon forms of communication).	4.46	4.38	4.35	4.29	4.38
14. The instructor treated students with respect.	4.62	4.61	4.50	4.57	4.58
<b>III - Teaching Assistant Effectiveness</b>	<b>4.34</b>	<b>4.39</b>	<b>4.27</b>	<b>4.41</b>	<b>4.36</b>
15. The TA did an excellent job in supporting my learning in this course	4.31	4.36	4.22	4.37	4.33
16. The TA was well organized and well prepared to help during classroom sessions	4.31	4.37	4.23	4.40	4.35
17. The TA treated me with respect	4.47	4.51	4.42	4.54	4.49
18. The TA explained the course materials, problem sets and concepts well	4.30	4.35	4.19	4.32	4.31
19. I was able to get the help I needed from the TA	4.30	4.36	4.26	4.42	4.34
<b>Total</b>	<b>4.46</b>	<b>4.41</b>	<b>4.29</b>	<b>4.36</b>	<b>4.39</b>

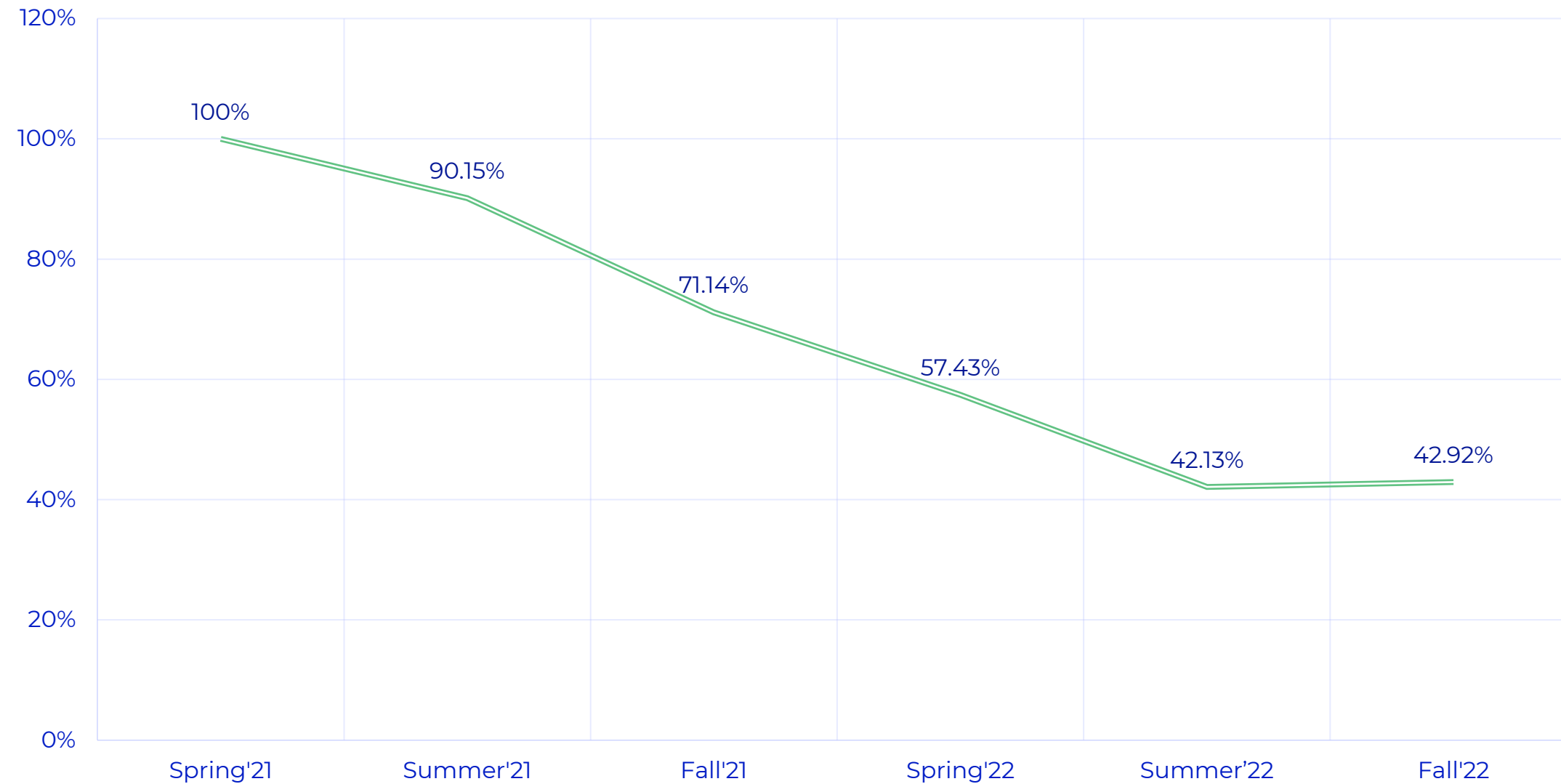
# % Response and Average of Feedback by Sub-Question and Rating Scale

Rating Scale ● 1. Strongly Disagree ● 2. Disagree ● 3. Neutral ● 4. Agree ● 5. Strongly Agree ● Average of Feedback



# Key Highlights

## RESPONSE RATE

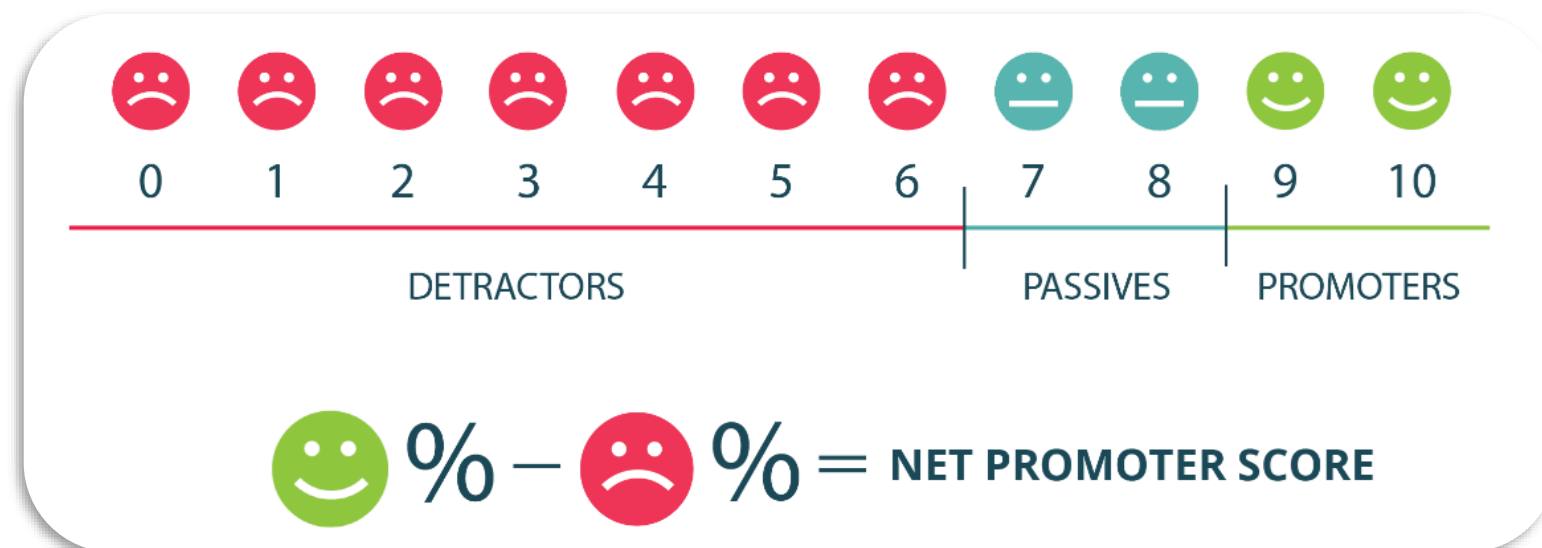


- Report Distribution
  - Individual Instructor Report
  - Program-level Report
  - College-level Report
  - University-wide Report
- Instructor Self-reflection
- College Close-the-Loop summary report (with actionable insights)
- Lunch & Learn Sharing Sessions
- Response rate improvement

Cohort	Cohort 2020	Cohort 2021	Cohort 2022
Total students	208	241	227

## 2. Student overall experience survey

- **Scale:** Using a 0-10 rating scale, with 10 being the most satisfied/strongly agree
- **N** = 442/476 (93%). After cleaning the data, there are 306 qualified responses (meaning student respondents who answered at least the first 9 quantitative questions). 306 valid responses have been used for further analysis.
- **Quantitative Analysis:**
  - (i) **Mean** satisfaction score for individual questions:
    - By University overall
    - By College
    - By Degree Programs (i.e. MD, BSCS, BBA)
  - (ii) **NPS (Net Promoter Score)** for references:



**Detractors (0-6):** are unhappy customers (students) who can damage our brand and impede growth through negative word-of-mouth.

**Passives (7-8):** are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

**Promoters (9-10):** are loyal enthusiasts who will keep studying and fuel growth by referring others.



## 2. Student overall experience survey

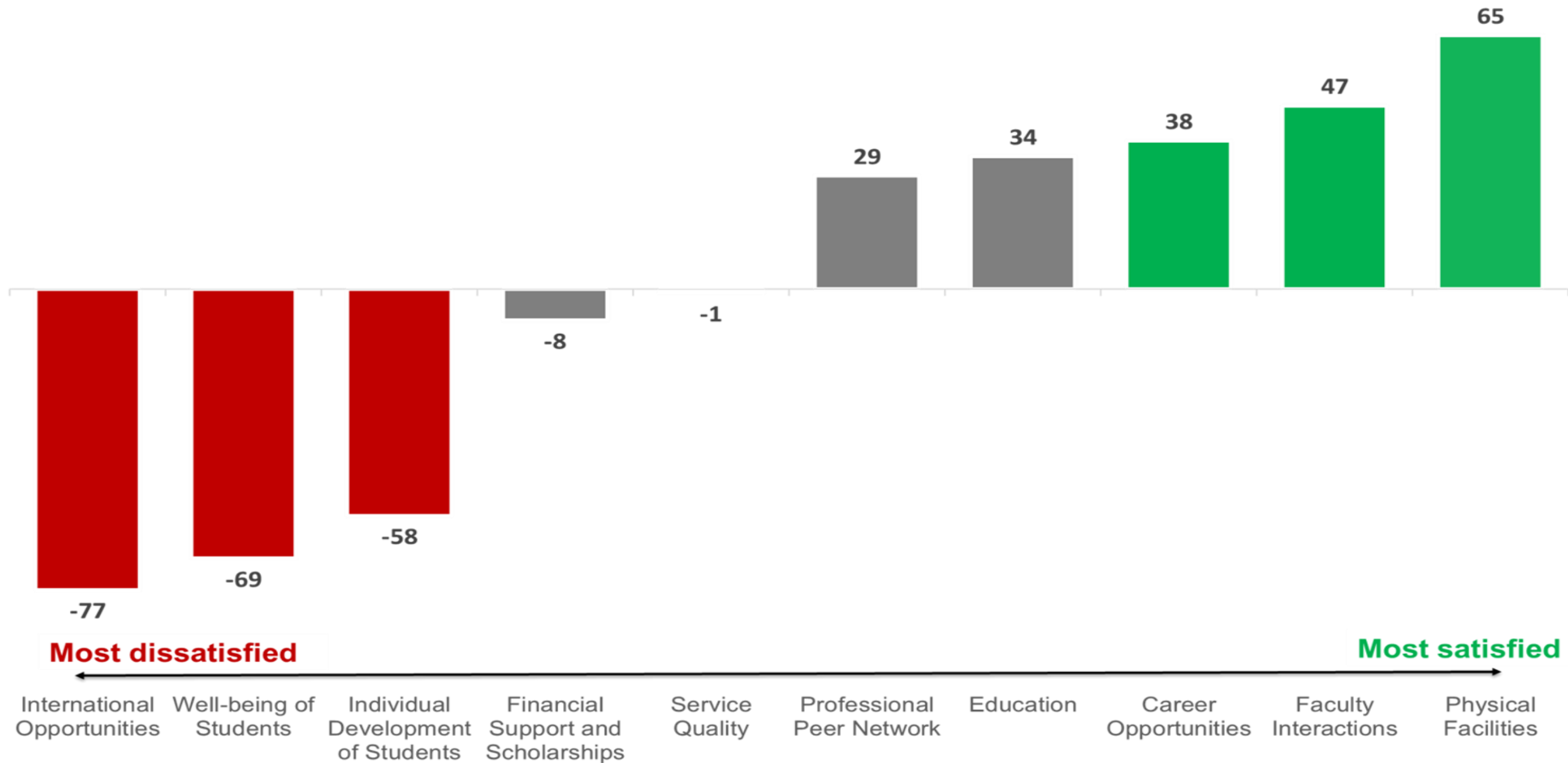
Design questions related to student perceptions (compared to their expectations) about VinUni “brand” as a “university of excellence developing talents for the future”.

The questions are organized within 10 categories:

1. Educational (research and learning) experience
2. Faculty and teaching support staff
3. Professional peer network
4. Financial support and scholarships
5. Career development and employment opportunities
6. International professional development opportunities
7. Student well-being
8. Physical facilities and infrastructure
9. Service quality (including reliability, responsiveness, and empathy)
10. Overall brand perceptions

# Most satisfied/dissatisfied aspects

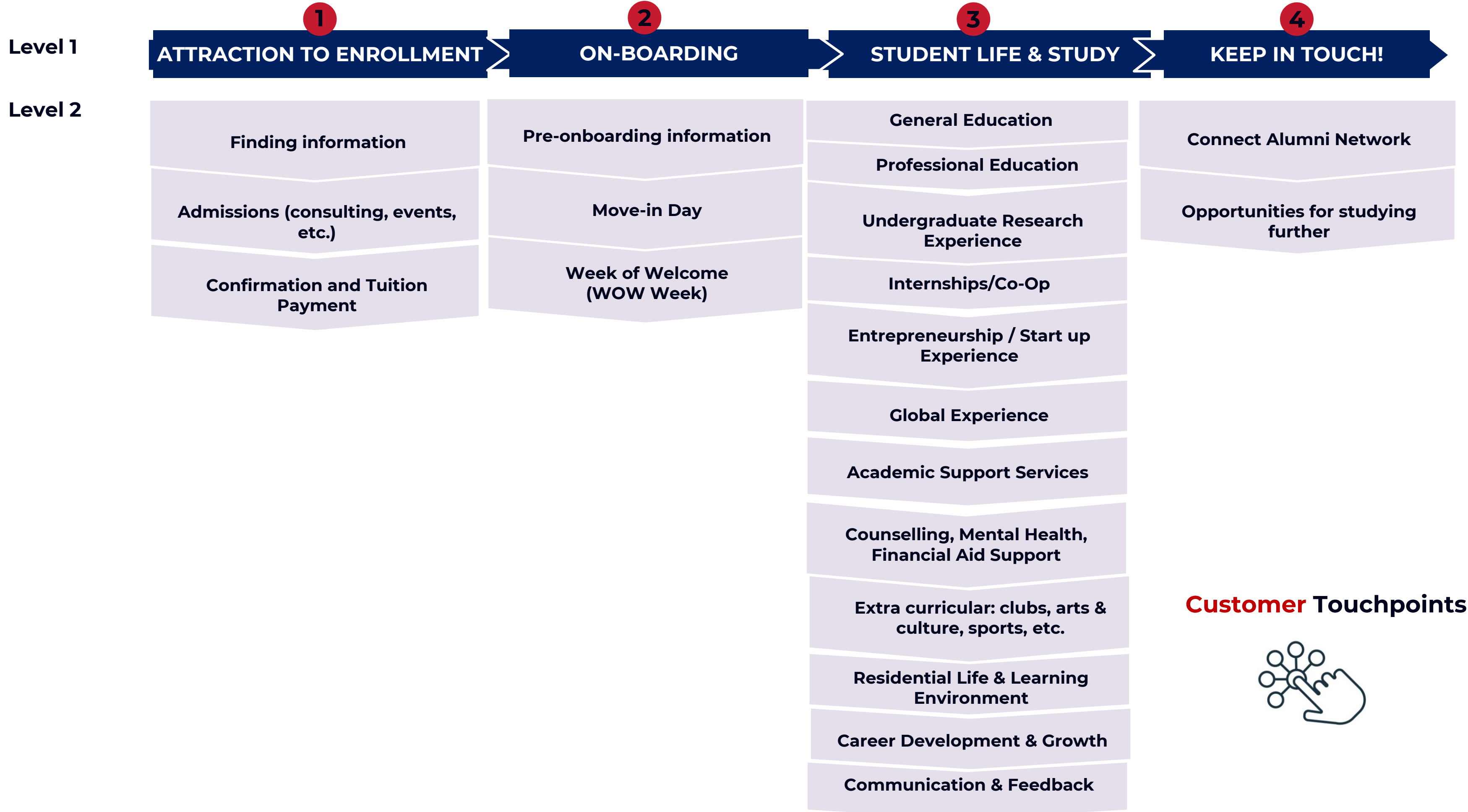
Three categories with which you are most satisfied/dissatisfied (university-wide)





# III. STUDENT EXPERIENCE JOURNEY

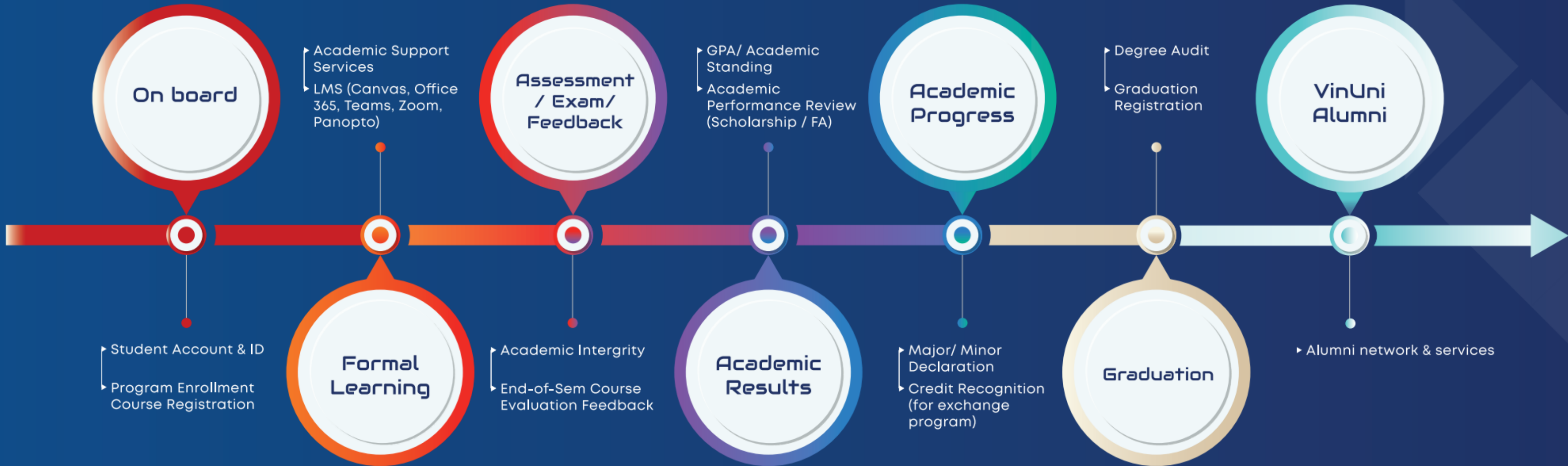
# Our Student Experience Journey @VinUni



# Our Student Experience Journey @VinUni (Academic Support)



## STUDENT JOURNEY



# Our Student Experience Journey @VinUni (Academic Support)

## Digital Experience

**02.**  
**Learning Management System (Canvas)**

Course Syllabus, Assignments, Online Courses, Quizzes, Grade, Learning Resources, etc.



**03.**  
**Feedback Survey**

End-of-Semester Course Feedback  
Student Self-Evaluation



**04.**  
**Registrar Services**  
*connect-registrar@vinuni.edu.vn*

Student Enquiries: Academic Transcript, Verification Letter, Add / Drop Courses, Transfer Credits, etc.



**DIGITAL EXPERIENCE**



**01.**  
**Student Information System (SIS)**

Program / Course Registration  
Grade / GPA / Academic Standing  
Student Billing



**05.**  
**Communication Channel**

Registrar's Share-Point



# 9 PROJECTS TO **ENHANCE STUDENT EXPERIENCE**

## Academic Year 2022-2023

**Project.01**  
DIRECT CONNECTION  
WITH HIGH-PROFILE  
PROFESSORS

**Project.02**  
ENTREPRENEURSHIP  
ECOSYSTEM @VINUNI

**Project.03**  
LEADERSHIP MINDSET

**Project.04**  
GLOBAL EXPERIENCE

**Project.05**  
UNDERGRADUATE  
RESEARCH EXPERIENCE

**Project.06**  
HIGH-QUALITY  
INTERNSHIP/CO-OP  
OPPORTUNITIES

**Project.07**  
SERVICE LEARNING  
THROUGH EXPERIENTIAL  
PROJECTS

**Project.08**  
STUDENT LIFE AND CO-  
CURRICULAR ACTIVITIES

**Project.09**  
SUPPORT SERVICES



**Students “pain-point” and how we closed the loop?**



# 9 PROJECTS TO **ENHANCE STUDENT EXPERIENCE**

## Academic Year 2022-2023

**Project.01**  
DIRECT CONNECTION  
WITH HIGH-PROFILE  
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SERVICE LEARNING  
THROUGH EXPERIENTIAL  
PROJECTS

**Project.08**  
STUDENT LIFE AND CO-  
CURRICULAR ACTIVITIES

**Project.09**  
SUPPORT SERVICES

# International Academic Partners and Collaborators

Signed MOUs regarding academic exchange, co-operation, articulation programs:

## United States



## Canada



## Switzerland



## Netherlands



## France



## Italy



## Australia



## Hong Kong



## South Korea



## Israel



## Singapore



## Japan



## South Africa



# OUTBOUND STUDENT EXCHANGE PROGRAMS

## EXCHANGE DESTINATIONS

## OVERVIEW

18 Academic Partners

56 Outbound Exchange Students for Academic Year 2022 - 2023



Cornell University



Swiss Federal Institute  
of Technology Lausanne (EPFL)



SKKU, Yonsei University, POSTECH,  
Seoul National University



Hong Kong University of Science  
and Technology



Universitat Politècnica de València



University of Technology Sydney



Nanyang Technological University



Technion



CAPRISA



University of Illinois Urbana-Champaign



Open Medical Institute (OMI)

# INTEGRATED DEGREE PROGRAMS

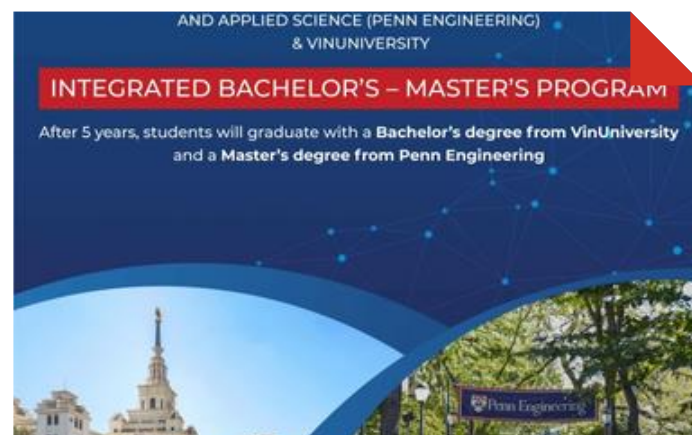
## OVERVIEW

Students who are accepted into this program will have the opportunity to earn two bachelor's degrees or a bachelor's and a master's degree – one from VinUni and the second degree from a partner university abroad.

28 Admitted Students to Integrated Bachelor's & Master's Programs of Academic Year 2022 – 2023(\*).

(\*Data as 12 May 2023)

## PROGRAMS OFFERED



3+2, 4+1 Programs with University of Pennsylvania



3+2, 3.5 +2 Programs with Cornell University



3+2, 4+1 Programs with University of Illinois Urbana-Champaign



3+2 Program with University of California San Diego



3+2 Joint Ph.D. Programs with University of Technology Sydney



3+2, 3.5 + 2, 2.5 + 1.5 Programs with University of Queensland



# Open Feedback/Comments

One aspect of VinUni that makes you say “WOW”



# What makes you say WOW?



**THANK YOU FOR LISTENING!**

