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Comparative analysis of internal business environment of Van Lang University and Van Hien University using IFE matrix

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Abstract

Van Lang University becomes a multidisciplinary, multi-level university, ensuring high training quality, a reliable place for learners, a reliable partner of universities, research institutes, domestic and foreign enterprises in training cooperation, scientific research and technology transfer. Van Hien University offers 27 undergraduate majors. The school's lecturers are not only highly qualified and have mature pedagogical skills, but are also people who are currently holding positions of managers and leaders in domestic and foreign enterprises. The IFE matrix evaluates internal factors, which play a very important role in internal assessment of a certain business project or business strategy, so it is used to assess and compare the strengths as well as the weaknesses of the strategy of these universities.

Keywords: Corporate Strategy, Matrix, Strategic Analysis, Business Environment

1. Introduction

Internal factors are considered very important in each business strategy and the goals that the enterprise has set, after considering the internal factors, the strategic manager needs to make a matrix of these factors. This is to consider the ability to react and recognize strengths and weaknesses. Thereby helping businesses make the most of their strengths to exploit and prepare internal resources to confront weaknesses and find ways to improve these weaknesses. From there, the IFE matrix is used to summarize and evaluate the important strengths and weaknesses of the functional business units and it also provides the basis for defining and evaluating the relationships between the functional business units. However, building development strategies of non-public universities is very necessary in order to increase their competitiveness to attract students with these universities. This essay will explore the strategic formulation of Van Hien and Van Lang universities on the basis of research, comparison, analysis and assessment of the actual situation of internal factors through the use of IFE matrix aims to build a separate path that is competitive enough to attract students and create emphasis on experimental training. These strategic solutions can help Van Hien and Van Lang universities in particular and non-public universities generally increase their likelihood of achieving their educational goals.

Introduction to Van Hien University and Van Lang University

1.1 Van Hien University

Van Hien University was established under the Prime Minister's Decision No. 517/TTg dated 11/7/1997 operating under the model of a private school. With the desire to reach out to culture and knowledge, preserve the tradition of studiousness and train talents for society, Van Hien University chose the symbol of Khue Van Cac belonging to the complex of Van Mieu - Quoc Tu Giam relics as its logo.

With the goal of training students to become global citizens, ready to integrate and adapt to working environments in many different countries. Therefore, the University always applies a practical training program, focusing on developing foreign language skills and soft skills for students. From there, as a foundation to help students develop their abilities and assert themselves in businesses and organizations. 85% of Van Hien students have jobs in the right major after graduation, which is a concrete proof of the University's efforts.

Over the course of 21 years of establishment and development, Van Hien University has created trust for learners and is considered as a prestigious university training institution in

the system of Vietnamese universities. As a multidisciplinary, multi-level university, currently, the University offers 2 majors at the master's level and 27 majors at the university level in the fields of Economics, Tourism, Society, Engineering and Technology. ...Teachers of the University, in addition to people with high professional qualifications, also have lecturers who are leaders and managers of organizations and businesses, so the lectures for students are bold in application and practicality.

As a member of HungHau Education System under HungHau Holdings, Van Hien students always receive great support from the corporation from career opportunities to support policies for students during their studies.

Van Hien University is changing drastically day by day, hour by hour. The personnel apparatus has been consolidated; the facilities are increasingly spacious for students to study comfortably. With consensus, unanimity, wholeheartedly, believing in the message of the University's humanity: "Van Hien - Connecting beliefs" and "Van Hien - Thanh Nhan before Thanh Danh" staff - lecturers - staff of the University will overcome all difficulties, challenges and obstacles to achieve new achievements, create new brilliant milestones in the process of building and developing Van Hien University growing stronger, so that every student, lecturer - officer - employee has the right to be proud and proud to be a member under the common roof of Van Hien University.

1.2 Van Lang University

Van Lang University was established under the Prime Minister's Decision No. 71/TTg in 1995. In 2015, the university was allowed to convert from a public university to a private university. This is a multidisciplinary, application-oriented university.

Until July 2018, the University has trained and awarded diplomas to 39,273 bachelors, engineers, architects and 77 masters. Training human resources from Van Lang University are accepted by the labor market; the rate of students having jobs after 1 year of graduation reached 93.1% (survey results were conducted in August 2017).

With the rate of more than 80% of students getting jobs after graduation, Van Lang University has been affirming the quality of advanced training, close to the needs of society.

Towards the goal of training a high-quality young workforce that integrates well into the global working environment. Van Lang University promotes investment in technology, engineering, facilities and focuses on applied disciplines. The school makes every effort to create a dynamic, creative learning environment and equip students with the necessary skills to start working immediately after graduation. It can be said that Van Lang of today is the result and enthusiasm of many generations of lecturers, officials, investors and students over more than 20 years of establishment and development.

2. Rationale for IFE

2.1 IFE

IFE matrix is an abbreviation of Internal Factor Evaluation Matrix, meaning it is an evaluation matrix of internal factors. This is a matrix that plays a very important role in your business. Internal factors are considered extremely important in a project or business strategy. Operations managers need to carefully consider these factors to be able to assess the reactivity as well as the strengths and weaknesses in a strategy.

Using the IFE matrix allows you to make the most of your strengths and try to prepare options to overcome your weaknesses. This matrix is mainly applied to the business

department in the company to help evaluate the functions and relationships of this department.

▪ Details of the matrix of internal factors IFE

To build a matrix of internal factors, according to expert Fred R. David we need to follow these steps:

- Step 1: List out the strategic success factors that were identified in the internal analysis. Use 10-20 elements both strong and weak, should not use too much.
- Step 2: Rank the importance of the factors from 0 to 1. The sum of all must be 1, not more than
- Step 3: Choose 1 biggest weakness (1) and smallest weakness (2), smallest strength (3), greatest strength (4). This helps determine the role of each element in the matrix.
- Step 4: multiply each factor by its importance to determine the significance score for each variable
- Step 5: Add up the total score for each variable to determine the overall critical score for the organization.

3. Comparative analysis of VHU and VLU based on IFE matrix

3.1 Research methods

This is an analytical and comparative topic, therefore, to carry out this study, we have used a combination of the following basic research methods:

- **Method of collecting and synthesizing theory:** This is the main method used in the study. On the basis of collecting information and documents from many fields and different sources related to the research topic, the writer will process and select to draw the necessary conclusions, obtain an overview of the environment. the internal fields of the VHU and VLU.
- **Survey method:** A survey is a method of surveying a large group of subjects, so that they give specific views on how VHU and VLU work. This method has important implications for the study. Through face-to-face interviews or handing out questionnaires, we will capture students' views, the differences and similarities of these two schools.
- **Analytical method summarizing experience:** research method and review of past practical achievements to draw useful conclusions for practice and science.
- **Expert method:** Besides learning about students' opinions and perspectives, we are also interested in consulting experts who have experience working in the school.
- **Theoretical research methods:** are used in both natural sciences, social sciences and other sciences. This is the research method at the desk where the material for the research only includes the concepts, rules, documents, data of both VHU and VLU... that were available before. Theoretical research is purely based on concepts, judgments and inferences to make specific points within each school.
- **Historical method:** It is a research method by finding the origin, the internal development process of the two schools from which to derive the nature and laws.

3.2 Research results and discussion

3.2.1 Findings

Van Hien University not only meets the training goals associated with social needs, but also clearly affirms its mission and vision. Having a very own Van Hien university, in order to build and form well Van Hien values, especially Van Hien professions, it is necessary to have a very long

cultural depth. Van Hien University has more or less done that in the past journey. Society is increasingly developing, the Industrial Revolution 4.0 is advancing like a storm, so every profession is needed in the future, Technology, Economics, Engineering ... However, Society & Humanities always play a certain role and stature in the flow of history. Because it is very important to train people and young generations to understand traditions and integrate into

the region. Van Hien University has come, shaping the strength of their training. Van Hien University has become a prestigious brand in higher education and quality training in the fields of Economics; Travel; Skill; Social Sciences & Humanities in the South and in the whole country. With the educational philosophy of "Success before becoming famous", the school is trying its best to carry out the mission of training high-quality human resources for society.

Table 1: VHU's internal environment according to IFE matrix

S. No	Internal environmental factors	Critical level	Classify	Score
1	S1: The training program closely follows the actual needs of society	0.25	4	1
2	S2: Ensure internship environment and job opportunities for students after graduation	0.2	3.2	0.64
3	S3: Always propose effective learning methods and curricula	0.1	1.6	0.16
4	S4: The teaching staff have master's, doctoral, and associate professor qualifications with high professional ethics	0.15	2.4	0.36
5	W1: Equipment and facilities are not modern enough	0.1	1.6	0.16
6	W2: The quality of human resource training is not highly applicable in the current 4.0 era	0.2	3.2	0.64
Total score		1		2.96

As for Van Lang University, it is a good private school in Ho Chi Minh City because of the environment that encourages dynamism and creativity, without virtual learning status and virtual scores. In particular, the teachers here are considered to be dedicated to teaching, providing a lot of interesting and useful knowledge for students. Good learning environment, dynamic, creative. Although the tuition fee is high, the facilities are too good, the new branch is beautiful and modern, clean. Van Lang is a desirable environment, suitable

for a young person who likes enthusiasm and energy. Van Lang students' study in good facilities, modern equipment, effectively serving their learning. Every year, there are international training cooperation programs, opening up opportunities for students to study at prestigious schools in the world. These are two schools with good learning environment, dedicated and enthusiastic training staff. Not only that, both schools are schools to study well and after graduation, there are jobs suitable for their profession.

Table 2: Internal environment of VLU according to matrix IFE

S. No	Internal environmental factors	Critical level	Classify	Score
1	S1: Infrastructure and equipment reach the top	0.1	1.6	0.16
2	S2: Ensure to provide the market with a labor source with professional competence, humanistic qualities and will	0.25	4	first
3	S3: The fields of study are assessed as having high job demand with the same level of application in good practice	0.2	3.2	0.64
4	S4: The teaching staff regularly foster skills, professionalism, and professional qualifications	0.15	2.4	0.36
5	W1: Tuition policy does not have many incentives	0.1	1.6	0.16
6	W2: The quality of human resource training is not highly applicable in the current 4.0 era	0.2	3.2	0.64
Total score		1		2.96

3.2.2 Discussion

From the assessment of the current situation of research on the internal environment of VHU and VLU, the group drew a general discussion for the two schools:

- School committees and Board of Directors need to pay more attention to the scientific research activities of teachers, considering this as an important solution to improve the training quality of the University. Every year, it is necessary to develop a specific plan of scientific research activities and conduct the evaluation of scientific research activities in a timely manner, ensuring objectivity, fairness and truth.
- Universities need to research and cooperate with business owners to participate in the compilation of training programs and evaluate the training process so that the programs offered are closer to reality and the needs of enterprises. Through conferences, seminars, the school listens and receives the evaluation and suggestions from there. This is a very effective way for the school to capture the requirements for professional knowledge as well as the qualities that employers need to be able to offer assessment frameworks that match the requirements.
- Regular adjustment of training evaluation criteria will help students update the new, more modern, more

- adaptive to the level of technological innovation, improve the competitiveness and creativity of students. Focusing on investing in strengthening teaching and learning equipment, building an information network, library and e-library strong enough to meet the learning needs of students and research of lecturers.
- Build a contingent of teaching staff with sufficient numbers, solid expertise, synchronous management structure, and good expertise. Promote the training and retraining of highly qualified teaching and administrative staff.
- It is necessary to raise awareness for teachers about the position and role of Scientific Research in the process of training innovation. In addition, it is necessary to renew the method of defining scientific research tasks according to specific research contents. The research content focuses on theoretical or practical issues of the subjects in the training program of the intermediate system of law; Priority is given to encouraging research into issues in the field of justice, issues in educational science, especially research topics in order to find solutions to improve the effectiveness of training quality. From there, teachers actively search for scientific ideas and topics that they feel interested in.

- Lecturers regularly accumulate and improve their professional knowledge and pedagogical skills, enhance creativity to have good, new and attractive lectures. Integrate practical knowledge into lectures so that students can realize the reality of work, allocate time between theory and practice appropriately, and ensure effective practice. Create the best conditions for students to absorb new knowledge in a favorable way, develop students' self-research and self-inquiry ability. In addition to pedagogical knowledge and skills, lecturers also need to have closeness, friendliness, enthusiasm and dedication to the profession. Find out the wishes and needs of students to act as a bridge with school leaders.
- Thoroughly research to amend and supplement the School's Regulations on Teacher Management in the direction of a more balance between teaching and scientific research activities of the teaching staff. Renovating the management of scientific activities on the basis of building a set of criteria to evaluate the scientific research activities of the school's teachers such as:
 - Attitude towards scientific tasks
 - Knowledge of scientific tasks
 - Skills needed to perform science tasks
 - Product results Scientific research applied to teaching or other activities
 - Strictly follow the order and procedures prescribed for scientific research...
- Continue to increase material and spiritual benefits for individuals who actively carry out scientific research activities. Strengthening responsibility and implementing regimes and policies to encourage teachers to do scientific research. For teachers with many achievements in Scientific Research, the University should have encouragement and encouragement with timely reward regimes for those teachers; priority when considering teaching titles and other emulation titles. Focusing on linking the results of the teacher's performance of scientific research tasks with the planning, arrangement and use of staff.
- Requires scientific research topics to be affordable, cost-effective in terms of funding and travel time during implementation. Consistency is reflected in the identification of research objectives and subjects in accordance with the content of the training program and with the industry. Closely combining theory and practice, the scope and area of research is not too far from the University.
- Continue to study the mechanism to strengthen the facilities and funding for scientific research activities. Focus investment on topics that are really necessary and definitely bring high efficiency.
- Strictly implement, avoid the phenomenon of respectability, ease in the evaluation and acceptance of the topic. The organization of the acceptance committee of the topics needs to invite scientific experts from institutions outside the University to participate, to avoid the situation of "mutual scoring", in some cases, the form of "criticism" can be applied. closed", "secret comment". Associate research results with each unit and individual according to their assigned tasks and must be rewarded or handled appropriately and properly.
- Take advantage of qualified human resources and seniority in scientific research work in the University to organize thematic refresher courses for young, inexperienced teachers of scientific research.
- Strengthen exchanges, exchange and create a forum to link between the University and training institutions, agencies and scientific research units inside and outside the province. The school should actively cooperate with businesses, production and business units, and international organizations to both attract funding sources for teachers' scientific research activities and help relevant topics. higher usage.
- Students must actively self-study, participate in scientific research, extracurricular activities, practice in practice, mass activities, work part-time to improve their own qualifications and skills; Actively give their opinions on teaching and training at the school, thereby contributing to improving the quality of the school's training and raising the awareness of the school's compliance with the school's rules. social integration process after graduation.

4. Conclusion

4.1 Conclusive remarks

Each university has its own strengths.

Van Hien University proves its strength in the fields of Social Sciences and Arts, while Van Lang is not inferior in the high-quality Science and Technology majors.

Currently, Van Hien University is training 30 majors / majors at university and college level including many fields of Economics, Tourism, Engineering, Social Sciences and Arts. Over the past 20 years, the school has proved its strength in the social sciences such as Literature, Culture, Psychology, Sociology... attracting a large number of candidates each year. In particular, Van Hien University is also the first non-public school in Vietnam assigned to train two majors of Arts: Vocal Music and Piano at university level.

Van Lang University left its mark in high-quality training, international cooperation in science, applied technology and design. Van Lang students' study in good facilities, modern equipment, effectively serving their learning. Every year, there are international training cooperation programs, opening up opportunities for students to study at prestigious schools in the world.

▪ Tuition policy

The training program has many different characteristics, so the tuition fees of students of the two schools also have many different points.

Van Hien University tuition fee is collected by credit, students will pay according to the number of registered credits. Currently, the fee per credit is VND 542,000 for a general credit and VND 747,000 for a specialized credit. Particularly for the Arts majors (Piano and Vocal), there are separate regulations on tuition fees. A highlight of Van Hien University is that in the recent sweeping Covid-19 season, it has caused many financial difficulties for students. Realizing this, Van Hien University has taken practical action when reducing tuition fees by 10% for students studying directly at the school, and reducing tuition fees by 20% for students who study online at home. Not only that, the school also responds to the difficulties that students learning online face when they cannot understand and grasp enough knowledge. Facilitating re-testing for students who have failed the test and are more fortunate than not to pass the course, the school will support students to retake the exam without collecting any fees.

Unlike Van Hien University, Van Lang University's tuition fee has only been calculated by credits since 2017. Currently, Van Lang University's tuition fees range from 20,000,000 to

40,000,000 VND/year depending on the major branch. Tuition fees are announced once at the beginning of the course, and do not change throughout the course. In addition to tuition fees, students do not have to pay any other operating fees.

4.2 Recommendations

▪ Infrastructure

Van Hien University has 3 campuses for the convenience of students of different disciplines. The main campus is located at 665 - 667 - 669 Dien Bien Phu, Ward 1, District 3, Ho Chi Minh City for students majoring in English, Oriental Studies, Master's and some short classes. The second campus is located at 2A2, National Highway 1A, Thanh Xuan Ward, District 12, which is the place to study for 3rd and 4th year students. The third campus is located on 613 Au Co, Phu Trung Ward, Tan Phu District with a total area of 4,379.9m² including 6 classrooms, 1 library and 2 practice rooms: Room and Bartender along with blocks. Office, Faculty, Center of the school.

Van Lang University currently has 2 training facilities and a dormitory exclusively for its students. The head office is located at 45 Nguyen Khac Nhu, Co Giang Ward, District 1, HCMC. This is the working place of the Rector's office and a place to study for students of the faculties: Thermal Engineering, Biotechnology, Environmental Engineering Technology, Architecture - Construction, Foreign Languages, Information Technology believe. The school's second campus is located at 233A Phan Van Tri, Ward 11, Binh Thanh District, HCMC. This is the place to study for students of the faculties: Public Relations and Communication, Finance - Banking, Tourism, Business Administration, Commerce, Accounting - Auditing, Industrial Fine Arts.

According to our own opinion and desire for the school, I know that the school is building a better learning infrastructure with full facilities including a library and dormitory on Nguyen Van Linh Street, District 7. We see that at most other institutions, the learning conditions are also considered to be quite good, but one thing I find really difficult is that if I study from 2 to 3 subjects a day, the distance to Traveling for too long in hot weather really interferes with learning. We realize that the school should be fixed at each campus, then divided into two to three majors, so students don't have to travel long and tiring distances, they will focus better in their studies and practice.

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