

## The Story of DTU's “Profits”

Like any community-oriented organization, universities generate significant economic and social returns. The biggest “profit” made by a university is social, graduating students with the strengths and talents to work for the socioeconomic development of the country. This has always been the development strategy of DTU over the years.

DTU was founded on November 11, 1994 and was made private on October 2, 2015. After 23 years, DTU has gradually become one of the most prestigious universities in Vietnam and is now the first private institution in Vietnam to meet national educational quality standards.



*DTU receives a Second-Class Labor Order medal in 2014*

### Building a “Social Enterprise”

According to DTU Vice-Provost Dr. Vo Thanh Hai, developing a university is like building an enterprise. Its economic and social value as an enterprise depends on the quality of its product, and DTU is no exception. A high-quality, efficient educational model will graduate students with the necessary skills to work for the industrialization and modernization of the country. “This is part of the social responsibility DTU has been shouldering over the last two decades,” Dr. Hai explained.

A social enterprise is not only founded to maximize profits, but also to solve certain social issues. Most of its profits will be spent on social or environmental objectives. Social enterprises typically aim to directly

solve social issues by generating substantial business revenue and meanwhile creating social value as the heart of their activities, to leverage their advantage over competitors.

DTU is nothing but a big social enterprise, a community-based institution. In addition to the tangible profits generated, its main output is the graduates fully enabled with the best qualifications to work together on the development of Vietnam. A normal enterprise solely generates profits, then contributes taxes to the government, while DTU not only pays taxes but it also functions as an incubator for talented people, who will then lead the country and provide a solid foundation for future generations.

DTU has spent the last 22 years investing billions of vnd to build an infrastructure for students to study and live in. The fact that the university's annual report always has more expense than income can be easily understood. DTU income is reinvested in activities with social purpose, which is measured by the quality of all those students who now have the expertise to adapt to today's increasingly international environment.

DTU has also spearheaded social projects such as "Providing Rocks to Truong Sa Island" program, the development of education in remote areas and charitable activities to help the poor with the "Each Organization, Each Person in Humanitarian Distress" program, organized by the Vietnamese Red Cross, costing billions of vnd.

### **Creating a value that lasts**

According to Hero of Labor and Distinguished Teacher Le Cong Co, the founder of DTU, the success of a university is like the success of a social enterprise, both are measured by the quality of the "profits" they generate for the country and for society. "Our "profits" can be measured by the quality of our output. Every year, thousands of DTU students graduate to the benefit of our community and country," he said proudly.

Meanwhile, in order to improve the quality of this product and the value of its objectives, DTU has been expanding its collaboration with reputable universities in countries with well-developed educational systems, including the US, Singapore, South Korea, Canada and others, to share their advanced international educational models, teaching methods and science and technology applications. As a direct result, DTU has been transformed into one of the leading universities in Vietnam.

During the past five years, DTU was forced to halt enrollment, due to the increasing number of qualified applicants meeting admission targets, in spite of tuition fees being some of the highest. This demonstrates that DTU's education quality has reached a value that no other university has attained so far.

The last 23 years have rapidly turned DTU from a small institution into the largest private university, with the highest education quality in Vietnam, and the first private university to meet national standards. Meanwhile, DTU has been offering three PhD courses with 35 research students, thirteen Master's courses with 2,045 students, twenty-one Bachelor's and Associate Bachelor's degree courses with 77,961 students, and five vocational college courses with 1,320 students.

*(Media Center)*