

UFM STUDENTS “LEVEL UP” THEIR KNOWLEDGE AND SKILLS WITH A PRACTICAL STUDY PROGRAM AT SAVISTA COMPANY

The integration of theoretical training with practical experience in collaboration with businesses not only helps UFM students enhance their skills but also provides valuable insights into their career development paths after graduation. The series of practical study programs in partnership between the University of Finance - Marketing (UFM) and SAVISTA Joint Stock Company has offered useful learning opportunities for students from the first to fourth year in the fields of Public Management - Real Estate, Marketing, Data Science, and more.

The program is divided into three sessions, focusing on the topic of “Real Estate Management & Application of Information Technology in Real Estate Management.” The first session began on August 13, 2024, with the subsequent sessions held on September 23&24, 2024, attracting more than 150 students (from freshman to final year students).

Overall, students gained an overview of the management and operation of a building, from theory to practical application. In addition, the classes also helped students develop essential soft skills such as customer communication, critical thinking, effective teamwork, and responsibility.



The leadership of the Recruitment and Business Relations Center at the University of Finance - Marketing expresses their gratitude to SAVISTA Company for collaborating to organize the program. Ms. Kim Phung hopes to continue receiving support and partnership in the future, including internship opportunities for students, assistance in recruitment, and creating chances for students to visit the company. Through these activities, students can gain closer access to businesses, understand their operations and corporate culture, and better prepare for their careers after graduation.



Ms. Nguyễn Thị Kim Phung – Deputy Director of the Recruitment and Business Relations Center at the University of Finance - Marketing (far left) and representatives from SAVISTA Company (from right to left): Mr. Huỳnh Công Bảo Anh – Head of Human Resources Department, Ms. Huỳnh Ngọc Hiệp – Head of Training and Operations Management Advisory, and Ms. Nguyễn Hoàng Kim Ngân – Operations Manager of the Southern Exploitation Block (Vietnam Airlines).

During the practical classes, Ms. Huỳnh Ngọc Hiệp, Head of Training and Operations Management Advisory at SAVISTA, introduced the activities and organizational structure of SAVISTA Holdings. She emphasized that SAVISTA has many positions suitable for students studying related fields, especially in the operations management service sector. Additionally, Mr. Huỳnh Công Bảo Anh – Head of Human Resources Department shared that positions such as receptionist, customer service, administration, and accounting are all available for students,

particularly as the company places great importance on training interns and providing job opportunities after graduation.



The practical study program at SAVISTA Company has provided students with a comprehensive view of the career opportunities they can pursue.

Mr. Lê Tấn Huy – Executive Director of SALINK Vietnam (a subsidiary of SAVISTA Holdings) shared valuable information about the application of information technology in real estate management, offering students a new perspective on the role of technology in this industry. Mr. Huy emphasized that, in the context of rapid technological advancement, applying technological solutions in real estate management not only enhances operational efficiency but also optimizes customer experience and improves service quality. For instance, technology helps automate many previously manual processes, such as managing customer records, tracking maintenance status, and sending automatic notifications to residents, which saves time and minimizes errors. Understanding and applying new technologies is a current trend; therefore, Mr. Huy encourages UFM students to continuously update their technological knowledge, develop data analysis skills, and leverage digital tools to work effectively.



Mr. Lê Tấn Huy – Executive Director of SALINK Vietnam

In addition to the application of technology, marketing activities also play an essential role in the development of businesses in the real estate service sector. Ms. Phạm Ngọc Điền, Deputy Director of SAVIHOUSE branch (a member brand of SAVISTA Holdings), passionately shared the importance of the 4P model in marketing with students. These values significantly contribute to shaping and developing SAVIHOUSE's business strategy, helping the company achieve its current business goals. Ms. Điền expressed her willingness to guide and share knowledge with interns and new employees as they join the real estate management environment of the enterprise.



Ms. Phạm Ngọc Diễm_ Deputy Director of SAVIHOUSE branch

Additionally, the practical class provided real-life stories about building operations management. Ms. Nguyễn Hoàng Kim Ngân – Operations Manager at the Vietnam Airlines building shared interesting insights about her career journey, starting from her graduation and going through various positions such as receptionist and customer service, until she became a building manager. She provided exemplary cases of how to handle situations in the workplace, helping students gain a clearer understanding of management processes, career advancement, and the importance of acquiring new skills.



*Ms. Nguyễn Hoàng Kim Ngân – Operations Manager of SAVISTA
at the Vietnam Airlines building.*

The practical study session at SAVISTA was not only an opportunity for students to acquire knowledge but also a chance for them to discuss and interact directly with managers. After the presentations, UFM students actively asked questions, seeking to learn more about internship positions within the company and the necessary skills for building operations management.





The program attracted significant interest and support from students.

The practical study program in collaboration between UFM and SAVISTA is highly meaningful in helping students gain valuable real-world experiences and meet the labor market's demands. The program promises to be further developed in the future.

Source: Savista