

# The Awareness of Higher Education Management and the Requirements for Innovation in Higher Education Management at the An Giang University in the Face of Current International Integration

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## Abstract

The awareness of innovation in education and the training management at the university level in the context of the current fourth industrial revolution are to focus on building a clean philosophy, vision, and mission, as well as building and designing educational functions and tasks in the education system - the university training must be suitable to meet the maximum requirements of the current social integration and development process. Because, from the multi-dimensional impacts of the integration process, if higher education institutions do not proactively develop appropriate development strategies, they will inevitably fall behind and develop slowly compared to the rest of the national education system. Likewise, as a member school of Ho Chi Minh City National University, An Giang University is always proactive in building a suitable strategy for educational innovation and development by building a roadmap, flexible and solid steps in the current management of higher education to become one of the member schools achieving high evaluation indicators in the country, region, and world.

**Keywords:** Management, Higher Education, International Integration.

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## INTRODUCTION

It is evident that a major trend in today's society is the implementation of strong innovation in education. It finds that, in every country and nation, the innovation in higher education is essential to the process of constructing and developing the nation. However, in each country, the viewpoints, models and methods of innovation in higher education will be different. For Vietnam, up to now, during the process of international integration, Vietnamese higher education has achieved important results, especially after the Central Committee issued Resolution No. 29-NQ/TW on fundamental and comprehensive innovation in education and training. Thanks to that, the university education system has provided the country with a high-quality workforce that quickly adapts to the requirements of economic innovation. However, the strong impact of the integration process, as well as the certain influence of the fourth industrial revolution has posed urgent requirements for higher education institutions in Vietnam today to have fundamental changes in educational administration with the aim of both creating

new achievements, which can have best responding to the requirements and general changes of social circumstances in the current new period.

## CONTENT

### The Concept of University Administration:

The University administration is a system of activities established and implemented in a university to ensure that it is suitable for social - economic development at different stages and times. In this, university administrators are responsible to the school, community, and students for the level of reliability, adaptability, and cost-effectiveness of management through the division of responsibilities, resources and control of the effectiveness and efficiency of university administration. The functions of university administration will involve activities such as planning, organizing, leading and controlling at different levels of administration. Accordingly, university administration will be based on the principles and practices that the university aims to achieve in order to fulfill its mission. From there, higher education institutions will improve

educational activities to best meet the requirements of stakeholders. University governance principles can be process-based or output-based with specific criteria so that stakeholders can monitor university operations. Furthermore, university governance also needs to comply with mandatory principles issued by state agencies or ownership agencies to ensure transparency and fairness in the management and operation of higher education institutions.

### **The Requirements for Innovation in University Management in Vietnam Today:**

The 13th Party Congress document affirmed: "Focus on synchronously innovating the goals, contents, programs, methods and approaches to education and training in the direction of modernity, international integration, comprehensive human development, meeting the new development requirements of the social - economy, of the scientific and technological revolution and adapting to the Fourth Industrial Revolution." ( Vietnamese Communist Party, 2021, p.136).

Based on the Party's viewpoint and guiding spirit, for the higher education system in Vietnam, facing opportunities and challenges from the integration trend, it is necessary for higher education institutions to determine the direction, vision and development strategy that is truly appropriate based on the social -economic development strategy of the country, locality and the governing ministry to build a new governance model that meets the requirements of training high-quality human resources to serve the development needs of the community but at the same time still ensures and is suitable for the circumstances and conditions of the current international integration process. Therefore, to fulfill the above requirements, higher education institutions need to develop for themselves clear and systematic requirements for innovation in university administration through the following factors:

- Firstly, *training management and quality assurance* must achieve the goal of exercising academic autonomy and professional activities to improve training quality to meet the needs and satisfaction of students and stakeholders, as well as step by step towards achieving international quality standards.
- Secondly, *organizational and administrative management* aim to build a strong, streamlined organization with a reasonable structure and autonomous capacity, build a sufficient number of human resources, ensure quality and improve the quality of the staff.
- Thirdly, *financial and physical facility management* aim to focus on exploiting all resources to provide high-quality services to society; on that basis, develop revenue sources and gradually increase income for workers while gradually reducing financial support from the state budget towards implementing a roadmap of complete autonomy in regular and

investment expenditures with the aim of meeting the requirements of good implementation of programs and teaching and learning methods to contribute to improving training quality.

- Fourthly, *science and technology management and international cooperation* aim to promote all potentials of science and technology activities and international cooperation of the school, aiming to further improve the quality of training activities and enhance the position and reputation of the university.

Thus, in order to improve the quality of education and training to meet the needs of industrialization, modernization and international integration of the country, higher education institutions need to innovate in university governance, thereby contributing to affirming the prestige, image and quality of education and training of their units in response to the requirements of practice and the local social-economic situation.

### **Innovating Higher Education Administration at an Giang University Today:**

An Giang University was established as a higher education institution under Prime Minister's Dec. 30, 1999, Decision No. 241/1999/QĐ-TTg, based on An Giang Pedagogical College. The higher education system in Vietnam includes public education. On March 16, 2018, An Giang University was recognized as meeting quality accreditation standards for higher education institutions for the period 2018-2023. On August 13, 2019, the university became a member university of VNU-HCM according to Decision No. 1007/QĐ-TTg of the Prime Minister. To affirm the image, position and reputation of the university, An Giang University builds elements that go hand in hand and are associated with the development strategy, such as vision, mission, core value system and philosophy. Educational principles and learner identity to spread messages to the social community, specifically as follows:

#### **Mission:**

Become a reputable center for high-quality human resource training, scientific research and technology transfer; effectively contribute to economic development and social progress, contributing to implementing the mission of VNU-HCM in the Mekong Delta Region.

**Core Value System:** integrity, dedication, creativity.

**Educational Philosophy:** construction, liberation.

**Learner Identity:** adaptation, entrepreneurship.

Strategic management of higher education development at An Giang University today.

In 2018, in the process of preparing procedures and documents to transfer An Giang University to a member school of Vietnam National University-HCM (Ho Chi Minh), the university built an overall strategic development plan for the period 2018–2025 and a vision to 2030 with a focus on developing An Giang University closer to member schools of Vietnam National University-HCM.

After becoming a member university of VNU-HCM (Viet Nam National University), the university's activities focused on reviewing and restructuring to rationalize the organizational structure; training and fostering management staff; and developing teaching staff to meet development and integration requirements into the VNU-HCM system. By 2020, under the guidance of VNU-HCM, the university has deployed the development of a strategic plan for the period 2021–2025 with a vision to 2030 according to six processes to submit to VNU-HCM for approval.

The component strategies and suggested activities always closely adhere to the school's vision, purpose, and core values through the use of the previously described strategic planning process and implementation technique used by the school. The functions and tasks of functional units determine the assignment of activities, and an independent steering committee is in charge of monitoring and overseeing the strategic plan's execution. Specifically, VNU-HCM provided the institution with excellent support during the strategic plan's implementation phase, during which it made some positive progress.

The requirements for innovation in higher education administration at An Giang University today. As a member school in the Ho Chi Minh City National University system, like other member schools in the entire system, to be able to adapt quickly and ensure good educational and training activities. For many years, An Giang University has proactively built for itself a strategy to comprehensively innovate and develop higher education in all aspects and different fields of education and training methods. created at school in response to the innovation requirements of the current integration process. Accordingly, 2024 is the fifth year An Giang University becomes a member of Vietnam National University-HCM. Over the past years, based on the reality of the education and training process at the university, An Giang University has constantly innovated, built and improved development strategies, as well as implemented many innovative solutions to improve management capacity for human, financial, physical, information, management and operating resources to most appropriately meet the regulations of VNU-HCM, as well as the actual situation of the university facing the impact and influence of the current integration process, specifically as follows:

Firstly, *for organizational and administrative management*. Every year, the school supplements and completes the school's management, organization and administration document system, promulgates regulations on recruitment of public employees and workers, and temporary regulations on organization and operation. operations of An Giang University and temporary regulations on the organization and operations of the University Council. Deploying and perfecting the school's organizational structure in a streamlined and effective direction.

Specifically: Project to establish the Center for Foreign Languages and Human Resource Development on the basis of merging the Center for Foreign Languages and the Center for Creating Human Resources for Community Development. Project to establish the Inspection-Legal-Intellectual Property Department on the basis of reorganizing the Inspection-Legal Department; Project to establish the International Publication Support Department under the Department of Scientific Management and Postgraduate Training; Project to establish the Center for Teacher Training and Skills Development based on the reorganization of the Center for Teacher Training and Pedagogical Skills Development; Project to reorganize the Pedagogical Practice High School; Project to dissolve the Center for Social Sciences and Humanities Research; Doctoral training project for the period 2024- 2030 with support from Ho Chi Minh City National University (VNU-HCM).

Secondly, *for human resource management*. In 2022, the university has developed a job placement project that has been approved by VNU-HCM. The project is an important basis for determining the human resource needs of each unit throughout the university to meet the needs of training, scientific research and community service. Based on the actual functions and tasks at the units, based on the actual teaching volume at the faculties, the need to open training majors... key leadership members of the units under the university have built and determined job positions as well as the number of people working at the unit. From there, it serves as a basis for the Board to develop a job position project for An Giang University for the period 2022-2024. As of December 2023, the total number of officials of the university is 725 people. It has met the needs of training, scientific research and community service activities.

Thirdly, *for financial management and facilities*. To ensure financial resources for training, scientific research and community service activities, the university has identified the following strategic financial resource goals: "Diversify and develop revenue sources, ensure sustainable financial capacity, form large cooperation and association projects to attract resources from outside" (An Giang University, 2022, p. 67). Planning work throughout the university is regularly

inspected and monitored through annual summary reports of the board of directors, the university council, and the annual staff conference. At the same time, at the Staff Conference, all staff in the university discuss, contribute ideas and agree to adjust the Internal Expenditure Regulations accordingly.

Fourth, for training management and quality assurance. From 2017 to present, the school has conducted self-assessment and external assessment at the educational institution level and has achieved the quality certificate at the higher education institution level according to the Ministry of Education and Training's standards (March 2018) and the quality certificate of 08 training programs according to the AUN-QA standards. After being assessed for quality, based on the opinions of external assessment teams, the school has developed plans to improve the quality of the school and training programs according to the process of improving the quality of training activities at An Giang University. These are comprehensive system reviews, helping the school to recognize existing problems and then take feasible measures to improve and meet the set vision and mission. Based on the quality improvement plan, the school has implemented quality improvement activities based on the following work contents: Regarding training activities: The school has completed the school council, built a new strategic development plan for the school for the period 2021-2025 and vision 2030, developed and improved the quality of staff, reviewed and developed the assessment program; Regarding scientific research: improving the quality of scientific research, intellectual property, funds for scientific research; Regarding community service: quality of learner support activities, facilities and libraries, financial management, etc. The school has reported the results of quality improvement work at the school to management staff such as the Department of Quality Management, Ministry of Education and Training and Quality Assessment and Accreditation Organization.

Fifthly, *for student affairs and business cooperation*. At the beginning of the new school year, the school organizes and implements the Citizen-Student Activity Week for old and new students to raise students' awareness of the party's guidelines and policies and the state's policies and laws, as well as to better understand the specific requirements on the rights, roles, responsibilities and awareness of students through regulations on training and student affairs. In addition, the school always builds close and sustainable cooperative relationships with organizations, businesses and labor-using units inside and outside the province to organize, recruit and introduce jobs to students after graduation.

Sixth, *regarding foreign affairs and international cooperation*. The university's foreign affairs and international cooperation are actively implemented according to the vision, mission and

strategic goals of the university. The university's foreign relations strategy is reflected in Strategy 4 (enhancing cooperation and proactive integration) in the strategic plan for the period 2021–2025. To ensure the management and coordination of foreign affairs activities, in 2013 the university developed and issued regulations on the organization, management, and international cooperation activities of An Giang University; in 2020, the university issued regulations on sending students to study abroad and receiving foreign students and regulations on foreign affairs activities and international project management. In addition, in building and developing relationships with international partners, the university always adheres to the vision, mission and development goals of the university to carry out exchanges and cooperation in the spirit of sharing and exchanging experiences.

The above are activities associated with the requirements for innovation in university education management at An Giang University. Of course, the innovative methods and activities for university management at An Giang University which does not simply focus on the above activities but there are also reflected in many other areas to contribute to creating a comprehensive, fundamental, focused university education development strategy system based on the strengths and development needs of society. It is also the result of knowing how to grasp the trends and requirements set forth in the current situation and is also the result reflecting the efforts to affirm the prestige and image of the university, especially the young member university in the system of high-quality member universities such as VNU-HCM.

## CONCLUSION

From the above presentation and analysis, it can be seen that university education management in the context of international integration has created many advantages as well as challenges for universities. Seizing opportunities and developing appropriate development strategies is considered an urgent task for higher education institutions to develop and quickly adapt to the trends of the times. However, to effectively implement the requirements of the international integration process, it is required that higher education institutions have modern management methods, proactively and flexibly combining factors such as the legal corridor, innovative thinking on university management-bringing business thinking into university management, closely connecting with high schools and working together with employers, promoting scientific research and especially attaching importance to moral education, personality, and lifestyle for students. Only then can we change the appearance, effectiveness and quality of university training in the face of the current integration trend.

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