



Analyze recruitment strategies of English centers on the Vietnamese market - detailed analysis

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Abstract

In recent years, English has become an indispensable language in the world and in order for Vietnam to develop and integrate, English is increasingly used in our country's communication. international trade, is a bridge between countries, not only business cooperation relations but also exchange of knowledge and culture in each place. In Vietnam, there are many foreigners living and working. With the high level of English proficiency, the need to learn English is increasing. Where to learn English in order to be active is something that many young people are interested in. Then the English centers are the first choice, then the English language instructors have been selected by the center as well as how qualified they are to be able to teach and guide them to learn English. , to get good human resources. Then the same question is asked of the recruitment strategy of English centers in the Vietnamese market. To clarify this issue more clearly, this essay of has done to solve the problem posed to analyze the recruitment strategy of English language centers in Vietnam market.

Keywords: Language, strategy, recruitment, market, Vietnam, development

1. Introduction

1.1 General introduction about English centers in the Vietnamese market:

English is the most popular language in the world, English communication is becoming an almost "compulsory" requirement for people in the integration period. This trend creates a vibrant English training market with many great opportunities. However, the advantage still seems to belong to the English systems with the methodical investment and bold application of high technology, helping learners not only confidently communicate in English but also develop comprehensively their skills. thinking capacity and skills necessary to become a global citizen.

Our economy is integrating with a high "openness", creating a favorable environment for multinational corporations to invest heavily in Vietnam. This further promotes the need to equip Vietnamese workers with foreign language skills, especially English, to be ready to participate in a professional working environment with attractive income at foreign enterprises.

On the other hand, with a scale of nearly 100 million people and a golden population structure, Vietnam has an attractive education market. With the economic growth rate of about 7%/year and the increasing openness of the economy, the demand for learning foreign languages, especially English, is growing.

That is also the reason why the demand for learning English in recent years has tended to be increasingly "expanded" in terms of subjects, not only limited to young students or students wishing to learn English. Get an international certificate to graduate or study abroad.

In the Vietnamese market, some big names have appeared and participated in this market such as VUS English Association, ILA English Center, Apollo Vietnam English Center, Apex English Center - Apex Leaders, English Ms Hoa,...

It can be said that human resources are one of the core elements of a foreign language center. A strong and experienced teaching team will increasingly attract students. Therefore, in order to stay strong in the market, English centers must build their own strategy and carefully select this important team.

As you also know, planning to recruit staff for a foreign language center is extremely important. The number of staff will depend on the size of the center. Usually, we will recruit some special positions first, requiring high expertise such as accounting, legal and lecturer. After that, you may consider hiring other departments such as sales & customer care, teaching assistants, marketing staff.

The recruited staff must meet the standards and quality requirements - especially the position of lecturer. The profile of the personnel needs to be full of qualifications, certificates of competence related to the profession and have worked experience, especially in the field of education. Helps ensure stable operations at the center during the initial period of establishment.

Recruiting qualified and highly qualified lecturers with extensive experience teaching foreign languages. Classroom teachers need to have sufficient documents to prove their qualifications such as Toiec, Ielts, Topik certificates... In addition, the center needs to recruit special personnel positions to ensure the internal operation of the center. center is optimized.

1.2 Objectives, tasks and scale of English centers:

When setting up any business, you also need to care and understand all the goals you have to do and what the goals of your business are to understand and orient your business in the right direction. So you are a foreign language center business owner and you understand that the foreign language center's goals are:

For preschool children: Help them be confident in communication, and can talk with native speakers confidently and with correct pronunciation.

For elementary, middle and high school students, students: Help you improve your knowledge of foreign languages, better understand syntax, vocabulary, deepen and expand pronunciation, create conditions for you to have a lot of contact with foreigners to confidently communicate and practice

For working people, international students, labor export; Help you learn and firmly grasp the knowledge with the professions you are aiming for, create competitions with the certification of the certification authorities to create a springboard to meet the needs. each person's needs.

Building a language center into a good business with a team of good teachers brings good results to people with different needs.

What is the mission of the language center ?

Organize training, fostering as well as improving the level of foreign languages for students studying at the center.

Organize and compile appropriate textbooks for each target audience as well as different languages for each student according to different professions and purposes.

At the end of the course, there should be contests to evaluate and issue certificates of the education system when meeting the conditions prescribed by the Ministry of Education and Training for students to attend.

Organize training to improve professional qualifications and teaching skills for teachers at their centers.

Constantly improving learning and developing the center more and more quality and scale to meet the higher needs of the students.

Organize enrollment, as well as give tuition fees transparently, the necessary and sufficient things after

finishing the course at the center so that customers can understand the content.

Must comply with the requirements and regulations of the Ministry of Education and Training set forth for the authority of their centers.

1.3 Organizational structure:

Manager

Deputy Director (if any).

Professional divisions.

Advisory councils (if any).

Party organizations (if any) and mass organizations.

A. Manager

The director of the center is the person who directly manages and directs the organization and apparatus and is responsible before the law and to the superior management agency for all activities of the center.

The center director is a person who meets the following standards: Has a good character; have management capacity; Graduated from a foreign language university or graduated from a university and have a minimum foreign language certificate level 3 according to the 6-level foreign language competency framework for Vietnam or equivalent (for foreign language center directors). Good University degree in information technology or university graduation and a certificate of basic information technology application according to the information technology use skills standard or equivalent according to current regulations of the Ministry of Education and Training and the Ministry of Information and Communications (for information center directors).

Ensure one of the two conditions specified above (for directors of foreign language and information technology centers).

Have experience working in the field of education and training.

The center director is appointed by the authority competent to establish the center. The competent authorities permit the establishment of centers to decide on the recognition of directors (for private centers and foreign-invested centers). The term of office of the director of the foreign language center is 5 years.

B. Deputy Director of foreign language center

The center's deputy director is the person who helps the director in managing and operating the center's activities; have a good character; have management capacity; graduated from a university in foreign languages or computer science or graduated from a university with a certificate in foreign languages or informatics.

The deputy director of the center shall be appointed by the director of the center who proposes to the competent authority to establish the center, and the competent authority for permission for the establishment of the center shall decide to recognize the deputy director (for private centers and medical centers). Foreign investment).

The term of office of the center's deputy director follows the term of the center's director.

C. Professional and operational departments

Based on the scale and training program, the center director decides to establish specialized and professional departments within the center.

D. Advisory councils (if any)

Advisory Councils are established by decision of the center director.

E. Organization of the Communist Party of Vietnam (if any) and mass organizations:

The Communist Party of Vietnam organization in the center was established and operates according to the Charter of the Communist Party of Vietnam, within the framework of the Constitution and law.

The mass organizations in the center are established and operate in accordance with the Charter and provisions of law, have the responsibility to contribute to the good performance of the center's tasks.

Chapter 2: Recruitment strategies of English centers in the Vietnamese market.**2.1 Recruitment structure:****Recruitment for part-time teacher teacher****A. Job description**

Make phone calls to notify students of their study results - Tutor for students - Teaching assistant for foreign teachers - Teach children's English classes, English supplementary classes, and other Exam preparation classes - Some administrative work when required - 7-9 shifts per week (morning/afternoon shift 4 hours, evening shift 4.5 hours) - Working hours are mainly in the evening from 5PM - 9.30pm PM on weekdays and all day Saturday and Sunday.

B. Benefits

Shift salary: up to 5,000,000 VND/month, depending on the number of shifts. - Many other incentives and rewards for good work results such as movie tickets, hot bonuses, weekly bonuses, monthly, holiday bonuses, year-end bonuses... - Work in a youthful, dynamic and professional environment. - Be trained, practice and hone skills in handling real work. - Get contact and use English regularly. - Participate in in-depth English training sessions held regularly, directly taught by RES's most experienced teachers. - Retained as Full-time employee after graduating from university with income of 10 million/month or more.-

Recruitment marketing staff**a. Job Description**

- Organize and MC events/seminars.
- Perform online marketing tasks (Main job).

b. Right

- Stable income.
- Income from: 10 million - 15 million / 1 month (depending on the candidate's capacity).- Awarded domestic and foreign travel with excellent marketing staff.

Recruitment of human resource employees**a. Job Description**

- Receive recruitment needs from branches.
- Manage human resource data - Make a plan to recruit and attract talents.
- Do other administrative tasks at the request of the director.

b. Right

- Stable income.

- Income from: 10 million - 15 million / 1 month (depending on the candidate's capacity).- Awarded domestic and foreign travel with excellent marketing staff.

2.2 Recruitment strategy**2.2.1. Preparing for recruitment**

This is the stage of determining the needs, positions and recruitment numbers according to the job needs in the departments in the unit. Depending on the labor situation in the departments at each time, if the current number of employees cannot meet the demand, the heads of the departments will propose to the Director to recruit more people through the recruitment request form. The Human Resources Department cooperates with the units to balance the number of additional employees, summarize and submit to the Director for approval.

2.2.2. Detailed description of job requirements

The likelihood of successful recruitment when the business does not have a position description is very low. A job description will help attract the right candidate right from the start. From there, the business will receive back the appropriate documents.

The job description must include all of the following:

- Job name, position, department
- Requirements for knowledge and skills
- Describe the work that needs to be done
- Location, working hours
- Benefits and salary that candidates enjoy

2.2.3. Looking for candidates

Employers can search for talented human resources through many different recruitment channels:

Internal recruitment source: includes consideration of using personnel within the business to a new position; promotion for employees; Contact candidates who have applied.

External recruitment sources: Currently this form is popular and can be through advertising, posting on recruitment websites or social networking platforms.

2.2.4. Receiving and screening candidates

The Human Resources Department will receive and analyze candidates' applications. Human resources staff will compare the candidate's knowledge, skills and experience with the job description to select suitable resumes.

2.2.5. Organize interviews and entrance exams

At this step, there needs to be a combination of the human resources department and the professional department. If recruiting workers with simple jobs, only a preliminary interview and direct professional test are needed. If the job is specific and complex, businesses can also organize assessment tests, preliminary interviews, in-depth interviews and situational challenges.

To find suitable candidates, businesses need to prepare exam questions as well as a set of interview questions meticulously. During the interview process, candidates will reveal their abilities and attitudes through questions.

2.2.6. Evaluation and recruitment

After screening through the above steps, the employer will select the most suitable candidates to start probation. The probationary period will depend on each business but should

not exceed 2 months. After the probationary period, the candidate will be re-evaluated by the department head, director, human resources and decided to continue working or not.

Candidates need to know all basic information about the business during the probationary period. When officially entering, employees need to be supported with specialized knowledge and participate more deeply in many important tasks. After the probationary period, new employees will be able to participate in more training programs and have a clear promotion route outlined.

2.3. Economic environment

According to primary data taken from the General Statistics Office, 2012, Ho Chi Minh City

Minh with a total population of 7,750,900 people, average income per capita

Obtain 3,700 USD/year, 1.77 times higher than the national average. The city has 474 schools.

Primary school (about 523,403 students). This is the target market that has been implementing the Marketing plan. With a large market scale and high growth potential, it creates fertile ground for expanding operations. However, with these favorable environmental conditions, there is also fierce competition with heavy competitors in the industry who are exploiting this market.

When people's living standards are improved, it is important to pay attention to their children's education

I will also get more attention. This is an opportunity for ILA to implement the plan

Marketing and Children's English Program. However, people's lives are proportional to the need to use the service wedge customer requirements for quality

Services are also constantly increasing. Faced with that situation, ILA must improve quality and diversify its services to keep up with competitors and at the same time

Satisfy customer needs

2.4. Social and cultural environment

The "herd effect" in consumption decisions is a characteristic of consumers use Vietnam. If you make good use of this feature, your marketing program will will be very effective.

2.5. Technological environment

Technology is a double-edged sword for business operations. Businesses that are able to keep up with the pace of technology development will be far ahead of their competitors and will be eliminated when the current technology development is at a breakneck speed.

3.1. Macro environment

3.3.1. Industry analysis

In Ho Chi Minh City, according to statistics from the Department of Statistics, the City currently has 709 Centers for Foreign Languages - Information Technology and after-school cultural training, large and small, are being implemented.

Foreign language training program for people. The city has a population of 7,750,900 people including 523,403 elementary school students. Thus, with the number of Foreign Centers

Existing languages still do not meet the needs of the people.

3.3.2. Analyze competitors

3.3.2.1 Direct competitors

Among many foreign language centers in Ho Chi Minh City, the Centers have operational criteria

Target customers and training quality are close together: VUS, AMA

(CLEVERCLEARN), APOLO, BRITISH COUNCIL, SPACE, VATC. For example, British Council and AMA are the main competitors of ILA. BECAUSE

British Council and AMA have training programs similar to ILA: focusing on skills communication, STARTERS, MOVERS, FLYERS class levels. Students studying at the end of the level then take the Cambridge exam... In particular, ILA's target customers are also guests

Target group of British Council and AMA: primary school students and low-income families average 18 million VND/month. In addition, British Council was established in Vietnam in 1993. Over 75 years, the British Council has built a reputation as a teaching place

Teaching English is reputable around the world. Through the design and organization of courses study, the British Council has drawn a lot of experience and established a system above 2,000 teachers and a network of nearly 100 Teaching Centers in more than 50 countries participation, British Council has affirmed its certain position in the market with the best quality

The AMA English language system was only established in Vietnam in 2003 always considered a prestigious, high-quality English training unit with the facility

Modern facilities, spacious, airy classrooms, fully equipped with supporting equipment

Professional teaching and learning assistant, meeting international standards (LCD screen connection

Internet, DVD player, headphones, Labroom installed with the latest English learning software,

Movie Learn, Learning center, Playing Room...) to serve maximum learning needs of students and ensure the most effective teaching and learning environment for students. In particular,

AMA also has classes designed specifically for Kids, like an old world real accumulation.

3.3.2.2. Potential Competitors

Currently, in Ho Chi Minh City, there is a large population but primary schools do not have enough capacity some increasingly high requirements of parents should model elementary school

International was born and growing. Parents usually expect: Admission to

The schools have easy and convenient quality, good facilities, and modern equipment

Serving learning needs, children study well in the high school curriculum and study abroad well because in the future they can access education from other advanced countries

It is these needs that most primary schools in the City have not met

Therefore, parents choose the International School model for their children to study. According to

According to statistics from the Ho Chi Minh City Department of Education, there are 14 units at the International Primary School with many branch here. This means that part of the parents choose the school internationally to meet the basic needs of children's education at the primary school level, in addition

Parents no longer have to worry about finding a place to learn English for their children because of the School International Primary School has already taught them.

4.2.4 Customer analysis

The customers of the Children's English program have quite special characteristics because

People who directly use the product are not the ones who decide to spend use. The choice of an English center depends largely on the decision of the parent brother.

According to a survey conducted by a group of graduate students in economics, that customers care most about training quality, followed by price and team team of teachers. However, customers do not expect to study with 100% foreign teachers

Even though customers can afford to pay high prices, it shows that the educational factor

High foreign staff does not attract customers' interest as much as investment on teaching quality. However, to meet the requirement of good reflexes when communicating or practical listening skills, foreign language centers must maintain the highest teacher ratio Determined, the ratio of 50% foreign teachers and 50% Vietnamese teachers is a reasonable ratio most desired by customers.

Parents of elementary school students always want a good learning environment Foreign language is comfortable, no pressure but brings high efficiency and real students love for this subject.

Normally, Children's English classes are held on two weekends Saturday and Sunday. Therefore, psychological factors are extremely important in the classroom Not boring, attracts children's movement and brings efficiency in learning That is the request of parents and also the goal of foreign centers language.

Conclusion

Today, international integration has been a major trend of the modern world, with a profound impact on international relations and the development of each country. And the process of international integration is taking place faster and stronger under the influence of many factors, including human resources. Human resources today are also known as Human Resources Capital - this term is very true in today's context when any English center has good resources. The best will get the best opportunities - Human capital is a special type of capital that is as necessary as financial capital, so it needs to be exploited and used best, avoid loss and waste, and must always be invested and extended. increase in value. Attracting and using talent is always a top concern for all businesses and entrepreneurs , because more than ever, the competitive strength of the English language center is having good human resources, especially in the context of an integrated and globally competitive economy, especially during the recent world economic crisis, there are many English language centers that have revealed many weaknesses and fallen into difficult situations. The main reason is the lack or weakness of planning resources in the center, the most important of which are human resources and recruitment strategies. So let's start from HR strategy , start from people, start from internally in each center with specific solutions and actions such as:

Plan and implement a good human resources recruitment strategy, boldly recruit young workers, even if they do not have a job to train them.

Understand and deeply appreciate the role of people (workforce) in the English center; consider it the key factor that needs the most attention and investment;

Understand and clearly identify the advantages and difficulties that the human resources staff in your center are facing, grasp their thoughts and aspirations to promptly motivate, encourage and support them.

There should be policies and regulations on decentralization, decentralization, clearly defining the functions, tasks and powers of management levels, departments/units.

Identify and plan human resource activities such as organizational structure, staffing, recruitment, and use of staff

Especially build the center's cultural environment, considering it as the center's identity, the core of attracting talent, creating strong momentum for the center's development; The center's culture must be deeply instilled in everyone, and leaders and managers at all levels must be pioneers, avoiding the existence of a "push" combined with a "pull" from the labor market. Outsiders take away employees.

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