



An comparative analysis of internal business environment of Ho Chi Minh City University of food industry and Ho Chi Minh City University of industry using IFE matrix

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Abstract

Higher education is considered as a foundation of high level education, one of the necessary and important tasks. Training the next generation of young people to become useful people for society. Industrial University of Ho Chi Minh City and University of Food Industry in Ho Chi Minh City are two multi-disciplinary and multi-disciplinary universities that can train human resources for Vietnam. Each university needs to set out for itself many different development strategies, from internal factors to external factors. To survive, the first thing to do is the internal environment of the organization must be sustainable. The use of the IFE matrix can help assess the internal problems of the University of Industry and the University of Food Industry.

Keywords: corporate strategy, matrix, strategic analysis, business environment

1. Introduction

1.1. Overview of the research problem

As society becomes more and more advanced, science and technology are developing more and more, the needs for each person's life will be higher and higher. Especially for today's young generation, after 12 years of hard work with books, useful knowledge learned through books, modern learning materials along with the dedicated teaching of teachers then after the end of those 12 years, everyone's future orientation will be different, some people can go to vocational training to be able to work right away, others continue to study further with a college or university degree. In short, what the younger generation needs is a learning environment that can meet their needs. For those who want to study up to learn more knowledge, understand more things before stepping out into real life, what they are most interested in is which school will be best, and suitable for them themselves.

Higher education is considered as a foundation of high level education, one of the necessary and important tasks. Training the next generation of young people to become useful people for society. The Industrial University of Ho Chi Minh City and the University of Food Industry in Ho Chi Minh City are two multi-disciplinary universities, training human resources for Vietnam. Each university needs to set out for itself many different development strategies, from internal factors to external factors. To survive, the first thing to do is the internal environment of the organization must be sustainable. The use of the IFE matrix can help assess the internal problems of the University of Industry and the University of Food Industry.

1.2. Urgency of the research problem

The first thing that the organization needs to pay attention to is the internal factors in its organization. The more accurate and specific the assessment, the more the organization will identify its own strengths and weaknesses, thereby building an analytical matrix, shaping its competitive advantage. Because universities will hold different entrance exams every year, in order to survive and develop in today's fiercely competitive environment, universities must set out for themselves different strategies to have can

attract students to the school, and ensure a certain quality and satisfaction for a graduate.

To have a strong and developed organization, it is necessary to strengthen and organize, ensure the stability of the organization inside and outside. Therefore, the application of IFE matrix to be able to compare two schools: University of Industry and University of Food Industry is very necessary.

1.3. The significance of the study for management practice

Analysis of the university's internal environment is an important and indispensable part of strategic management. Without analyzing the internal environment, not correctly identifying the strengths and weaknesses of the organization, it will not establish a perfect strategy. Analysis of the internal environment also helps participants in the implementation including the school leadership, functional departments, executive officers,... have many opportunities to understand the work that their department performs. is appropriate for the operation of the whole organization or not. As a result, members of the leadership and school staff will work better once they understand the importance of their work and its impact on the organization's operations.

1.4. Objectives of the study

Comparing the internal environment of Ho Chi Minh City University of Industry and Ho Chi Minh City University of Food Industry, we can help the team better understand these two universities, can know more about the university's problems about the lecturers in the school, the training disciplines of the school, how the operation process takes place, the physical and technical facilities of the school. From there, analyze and evaluate the internal strengths and weaknesses of these two universities. At the same time, find ways to improve on those weaknesses. Find your strengths to strengthen and develop them. And propose solutions to strengthen the internal environment in order to improve the competitiveness of universities.

2. Theoretical basis

2.1. Internal environment

Internal environment or internal environment is the internal environment of the organization, including the activities that the organization can control. The internal environment includes factors and forces located within the enterprise. This factor reflects internal resources and shows the unique identity of each enterprise. Characteristics of the internal environment is presented by controllable organizational factors:

Human Resources. This is an important factor that needs to be evaluated objectively and accurately. When managing human resources, managers need to:

- Firstly, accurately determine the labor needs of your unit
- Secondly, select and recruit the right subjects, in accordance with human resource needs
- Thirdly, a reasonable scientific division of labor to use and make the most of the unit's labor resources.
- Fourthly, it is necessary to have reasonable remuneration policies and measures to motivate and encourage employees to work actively.

Financial capability. Financial capacity is the basis for managers to decide on the business scale and is a condition to ensure the normal operation of the business. The financial

viability of the enterprise is related to the following factors:

- Firstly, the source of capital and the ability to raise capital
- Secondly, the situation of distribution and use of capital sources
- Thirdly, the control of costs
- Fourthly, financial relationships with related parties
- Fifthly, balance of payments

It is necessary to analyze financial indicators in a scientific way to properly assess the strength of the organization in order to come up with reasonable measures to ensure financial viability for all activities of the business.

Research and development capabilities. The research and development capability of an organization is reflected in: the ability to improve techniques, the ability to apply science and new technology to improve product quality and develop new products. Research and development is a factor that ensures the competitiveness of enterprises and their products.

Production and business ability. When studying the possibility of production and business, it is necessary to focus on the following issues:

- Firstly, the production scale of the organization
- Secondly, the arrangement of production and business lines
- Thirdly, the production and business operating system
- Fourthly, technique, technology
- Fifthly, production and business costs
- Sixthly, quality, price of products and services

2.2. The internal environment of universities

A. Function department

Organization and Administration; Training department; Financial Accounting; Department of Political Affairs and Student Affairs; Department of Science Management and International Cooperation; Graduate Management Department; Laboratory for testing and quality assurance; Managing room; Service Department, Planning - Materials Department; Journal of Industrial University of Ho Chi Minh City. Ho Chi Minh; Management Center - Dormitory.

B. Education units

Faculty of specialized training: Faculty of Information Technology, Faculty of Mechanical Technology, Faculty of Construction, Faculty of Electrical Technology, Faculty of Electronic Technology, Faculty of Fashion Technology, Faculty of Chemical Technology, Faculty of Technology Motivation, Faculty of Heat and Cold Technology, Faculty of Foreign Languages, Faculty of Business Administration, Faculty of Finance and Banking, Faculty of Accounting and Auditing, Faculty of Commerce and Tourism, Institute of Food & Biotechnology, Institute of Public Science Technology and Environmental Management, Law.

Non-specialized training units: Faculty of Political Theory, Faculty of Basic Science, Faculty of Defense Education and Physical Education.

C. Units serving training and scientific research

Units supporting training, scientific research and service: Industrial University Press; Clinics; Canteen; Information Center - Library.

Specific training units affiliated to the school: Training and

fostering centers.

D. Councils

Science and Training Council: the functions, duties and composition of the Council shall comply with the University's Charter and the establishment decision of the Rector. The Council has the duty to advise the Rector on a number of tasks such as: objectives, training programs; long-term plan and annual plan for development of education - training, science and technology of the school; training and retraining of lecturers, officers and employees.

Other councils: Depending on the specific task situation of the school, the Rector may decide to set up a number of advisory councils such as: Admission Council, Rank Promotion Council, Salary Council, Recruitment Council, Emulation - Reward Council, Disciplinary Council, Asset Liquidation Council and other councils when necessary to help the Principal decide on basic issues and work contents. important in terms of training, organization - personnel, scientific research activities, facilities, implementation of the Party's guidelines and guidelines and the State's laws. The composition of the Councils shall be established by the decision of the Rector in accordance with the provisions of current law.

2.3. Matrix IFE

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. The IFE Matrix is used to summarize and evaluate the important strengths and weaknesses of functional business segments, and it also provides a basis for defining and evaluating the relationships between these segments.

3. Research Methods

3.1. Data sources and methods of collection

Collected by secondary data source:

Based on available data sources: Types of reports, articles, books, databases, initial survey results, reports of ministries and branches. Especially for young people who are studying at universities, with the explosion of social networking sites to find a secondary source of referral databases that can collect interview snippets of students. Young people are posted, to make statistics from student satisfaction, this is also a way to collect from available data sources, from which it is also possible to find out many other internal information of the two students. this university. For the research and comparison of the internal environment of two universities, the Industrial University of Ho Chi Minh City and the University of Food Industry in Ho Chi Minh City when using the IFE matrix.

Collected by primary data source:

Conduct observations, group discussions to learn in-depth about the research problem, conduct internal surveys within the school to give the most accurate information by online or face-to-face questionnaires.

3.2. Research Methods

The focus method that the group implements is the theoretical research method, based on the data and information available on documents and documents by logical thinking manipulations to derive the necessary issues. for research problem.

- Methods of analysis and theoretical synthesis: The IFE matrix is a matrix for evaluating internal factors and information of two universities of Industry and University of Food Industry, which cannot be directly accessed by the group. With the internal issues of the two universities, the group used to synthesize and analyze the existing sources to draw conclusions that were closely related to the two universities.
- Method of classification and systematization of theory: Because the problem that the research team is dealing with is the internal affairs of the university, there is a lot of different information, coming from many sources: interviews with students, online articles, announcements from the Ministry, etc. Using this method helps the group to grasp the focus of the issue more easily.

3.3. Research process

Determining the research problem is to understand the internal environment, and compare the two universities of Industry and the University of Food Industry in Ho Chi Minh City.

Identify the importance of the internal factors of these two universities, analyze the strengths and weaknesses of the organization. Pick 1 biggest weakness and the smallest weakness, the smallest strength, the biggest strength. This helps determine the role of each element in the matrix. Thereby promoting the strengths and overcoming the weaknesses of the organization. Concluded from the following issues:

- To accurately determine and reasonably assign their human resources, the number of lecturers and employees in the school, each department in charge of a different function. There are reasonable remuneration policies and measures to motivate and encourage employees to work actively.
- Bringing modern scientific and technological applications into the teaching process, as well as logistics to serve the teaching in the school.
- Marketing activities to attract and strengthen the university's brand, attract students to enter.
- Facilities and technology in the university is also one of the factors that help evaluate the internal factors of these two universities.

Thanks to the above factors, combined with the assessment of the IFE matrix, we can evaluate, we can compare the internal environment of the University of Industry and the University of Food Industry and other universities. other in Ho Chi Minh City. From there, it is possible to propose some solutions that the group feels are suitable for the internal development of the school, improving the competitiveness of schools in Ho Chi Minh City for the Board of Directors and the School Board of Directors.

4. Research results and discussion

University of Industry is focusing on improving the professional quality of the staff - teachers, investment in the best equipment for teaching, learning and scientific research, the School also interested in providing high-quality training

services for tens of thousands of students from all over the country. Students of the University are equipped with foreign language and computer skills as well as additional knowledge: communication skills, behavior, self-management skills, time management skills, teamwork skills, Self-study method, scientific research method... Thanks to the close relationship between the University and enterprises, students always have the opportunity to practice at production, business, service establishments, especially at foreign-invested companies and enterprises to witness first-hand how new technologies are applied in production in order to practice practical skills and ability to work in a modern environment. The school advocates expanding cooperation with foreign partners in training, technology transfer and scientific research. International cooperation programs and projects have been implemented:

- Technical cooperation program funded by the Japanese government to develop vocational training in 3 areas: Mechanical processing, Sheet metal processing, Electrical and electronic control.
- Cooperating with Australian universities to train majors: Information Technology, Accounting, Business Administration
- Cooperation in training international programmers with Aptech (India)
- Cooperation in high-tech welding training with Korean universities and enterprises.
- Cooperate with TOYOTA Vietnam Company to implement a training program on repairing and painting car tires according to Japanese technology.
- Cooperate with Hong Hai Science and Technology Group, Taiwan to train 1200 students each year.
- Cooperating with universities and organizations in many countries around the world such as Singapore, Korea, Taiwan, Cong Hoa.

The mission and quality goals of the Industrial University of Ho Chi Minh City are clearly defined, in line with the university's functions, resources and development orientation; suitable and linked to the socio-economic development strategy of the locality and the whole country. In the process of building and developing the school, the school always periodically reviews, adjusts and supplements the goals and implements to achieve the set goals.

University of Food Industry City. Ho Chi Minh City is a multi-disciplinary, multi-level higher education institution with strengths in the field of food science and technology.

- Training human resources with ethics, knowledge and skills to meet the requirements of society;
- To step up scientific research, technology transfer and service development;
- Carrying out social responsibility, serving the community and integrating into the world.

By 2035, the University of Food Industry in Ho Chi Minh City should become the nation's leading application-oriented higher education institution, has a regional and international position, and is always a pioneer in the field of food science and technology.

The analysis of the internal environment of the two universities is an important content in order to identify core competencies and outstanding capabilities, thereby forming competitive advantages for enterprises. In today's

increasingly fierce competition, these are the decisive factors for the survival of businesses. There are many different approaches to analyzing the internal environment of an enterprise such as analysis by management function (such as planning, organizing, commanding, controlling), analysis by management field such as marketing or research. research and development). However, one of the popular tools used today is Porter's value chain model (including basic and supporting activities). Which analytical method or tool to use depends on the conditions of each business, but it is important to clearly identify the strengths and weaknesses of your business to form appropriate strategic options.

5. Conclusions and recommendations

5.1 Conclusion

At present, higher education is one of the foundations of high-level education and necessary and important tasks. Training the next generation of young people to become useful people for society. Each university sets out for themselves a lot of different development strategies, from internal factors to external factors. To stay strong, the stability from internal environmental factors is indispensable in the long-term strategies proposed to help universities develop and be more balanced in many fields. Different.

The IFE Matrix is one of the universities' top choices for summarizing and evaluating the key strengths and weaknesses of functional business units and it also provides the basis for identifying and evaluate the relationship between the parts. Because 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 factor considers the ability to react and recognize strengths and weaknesses. Based on the overview and comparison analysis above, the group can see the advantages and disadvantages, similarities and differences of the Industrial University of Ho Chi Minh City and the University of Food Industry when using this IFE matrix.

5.2 Recommendations and suggestions

For Industrial University of Ho Chi Minh City

Should listen to students' opinions more to know more about the school's shortcomings and optimize administrative procedures, instead of coming in person, it can be changed to online to help avoid queuing and crowding. present time.

For University of Food Industry:

The school's image should be improved on the school's website, more widely communicated about the school in many ways through the media, newspapers, magazines and social networking sites.

5.3 Solutions to strengthen the internal environment to improve the competitiveness of universities in HCMC

Improving the efficiency and quality of higher education

Renovating training programs and methods; focus on improving the capacity of lecturers and administrators; strengthen quality inspection; strengthen facilities and apply information technology in management and support teaching, learning and scientific research activities.

Expanding autonomy in enrollment, financial autonomy, autonomy in training programs, contents and examinations for educational and training institutions; creating favorable conditions for the provision of education and training services under the market mechanism in association with

strict control of quality and output.

To develop potentials and improve the efficiency of management of scientific and technological research activities in the field of education and training.

To step up the review and control of administrative procedures in order to abolish according to their competence or propose competent agencies to abolish unreasonable and unnecessary procedures and conditions. Strictly control administrative procedures from the stage of drafting legal documents, in which focusing on performing well the impact assessment, commenting, and appraising regulations on administrative procedures in the project. Drafting legal documents to improve institutional quality, avoiding the issue of re-issued documents that need to be revised.

Actively integrate and improve the effectiveness of international cooperation in education and training. Completing bilateral and multilateral cooperation mechanisms in education and training, associated with strengthening state management. Promote the formation and development of the credit transfer system between Vietnam and other countries; Expand international student mobility and exchange programs; Strengthen the signing of bilateral/multilateral educational cooperation agreements, and recognize qualifications with countries in the region and the world.

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