Project title: Community culture development at the University of Economics and Business - Vietnam National University, Hanoi.

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Code: QK.09.11
Host organization: University of Economics and Business - Vietnam National University, Hanoi
Duration: 2009 - 2011
Research goal and objectives:

- **Goal:**
  The research project studied a scientific basis of and proposed resolutions for community culture development at the University of Economics and Business in twenty years.

- **Objectives:**
  - Studying a theoretical basis and practices of community culture development at the University of Economics and Business.
  - Analyzing characteristics, requirements and steps to develop community culture at the University of Economics and Business.
  - Proposing recommendations to develop community culture to the University of Economics and Business.
  - Providing the University of Economics and Business with applied products of community culture development.

2. Contents:

- **Chapter 1:** A theoretical basis and practices of community culture development at the University of Economics and Business - VNU.
- **Chapter 2:** Building community culture at the University of Economics and Business - VNU.
- **Chapter 3:** Resolutions and applied products.

Research outcomes:

- **Research results:**
  The research work clarified the theoretical basis and practices of and suggested solutions for community culture development at the University of Economics and Business - VNU.
• **Research announcements (Articles):**

• **Applied products:**
  - Product 1: Proposal of community culture development for the University of Economics and Business - VNU.
  - Product 2: Guidelines for community culture development at the University of Economics and Business - VNU.
  - Product 3: A draft list of rituals of a year.
  - Product 4: A staff’s handbook.
  - Product 5: Articles.

• **Application:**
  - The research results will be used to build community culture at the University of Economics and Business - VNU and later they will serve as a basis to further develop community culture at VNU’s university members and other universities nationwide.
  - The implementation of the project of community culture development will build up the commercial brand of the University of Economics and Business - VNU.