

Factors Affect the Current Postgraduate Enrollment: Case Study of Viet Nam University of Trade Union

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SUMMARY: In recent years, the number of students of training institutions participating in postgraduate studies has decreased significantly. Many factors affect the graduate enrollment of training institutions, including factors outside the school such as the Ministry of Education and Training regulations and training capacity. Creation of other schools, international integration and the appearance of training institutions associated with foreign countries, human requirements of society. The factors inside the school may include the school's brand, the staff and lecturers, the facilities of the training institution, the training program are all factors that can influence favourably or not favourable to graduate level enrollment.

Key word: Enrollment; Education; Postgraduate; Factors affect; Master; Doctor.

I. ENROLLMENT

Admission to graduate-level (master's and doctoral levels) means that a training institution organizes to attract and select learners to study one or more different specialties of the training institution. Enrollment at master's and doctoral levels means activities set out by training institutions to recruit masters and doctoral students for that training institution. One of the reasons for the increase and decrease in the number of applicants for master's and doctoral degrees is the gap in admissions or entrance exams between schools. Learners have the mentality of wanting to have a master's degree, but many public schools are determined to "keep" the quality, so enrollment is more complicated, so choosing programs at private schools is more attractive to learners. Many people now choose to continue their master's studies abroad, such as in Taiwan or Korea, China, because high scholarships support them. The reason for choosing to study at a master's and doctoral degree abroad is better able to use foreign languages and the difference in the quality of training at home and abroad. In addition, sizeable human resource recruitment sites have very few positions that

require master's and doctoral degrees but mainly require engineers and bachelors with many years of experience, so many graduates do not find a reason to continue to graduate school.

II. FACTORS AFFECTING GRADUATE LEVEL ENROLLMENT

2.1. Factors outside the training institution

- Regulations of the Ministry of Education and Training: these are the policies and articles specified in the Regulation on enrollment and training at masters and doctoral levels. Regulations can expand or narrow the scope of candidates.

- Training capacity of other training institutions: it is the summation of the number of full-time lecturers and academic titles of the contingent of full-time teachers; facilities and system of documents, reference books and monographs at the library; that is, the scientific research works of the staff and permanent teachers of the training institution; the ability to connect and expand forms of training; the ability to run and organize training as well as organize other professional activities to promote training capacity. It is the most influential and most important factor in the enrollment of a training institution.

- International integration and the emergence of training institutions associated with foreign countries: Many people want to study abroad but may not have economic conditions but still want to participate. Training at foreign schools, they want to register to participate in masters and doctoral training at institutions affiliated with foreign countries. The appearance of training institutions associated with foreign countries will reduce the number of people registering for masters and doctoral training with domestic training institutions. Besides, if the training institution has a small enrollment size, it will not attract graduate students. Thus, the appearance of foreign training institutions significantly affects

the enrollment of masters and doctoral degrees in domestic training institutions.

- Human resource requirements of the society: Depending on the socio-economic organizations' desire to have human resources of the organization, they have the knowledge, professional qualifications and educational levels, then human resources in society find the necessary majors to meet the human resource needs of those agencies and organizations in order to find specialized knowledge and relevant training institutions to participate in advanced learning.

- Trends in research and learning of exciting subjects: With the development of information communication media and different forms of learning and mass media, learners have many ways to learn knowledge such as distance learning, learning through live videos, online training via the internet, so learners do not need to go to school. So the number of people wishing to study graduate school is decreasing day by day. It is an objective trend and an inevitable development when technology develops and participates in many different areas of life. This factor also significantly affects the enrollment of master and doctoral degrees in a training institution.

2.2. Factors inside the training institution

- Brand of the school: each training institution has a name, the name of the training institution can become the school's brand if many people know it, recognized in the public mind in many areas around the country. The image and name of the training institution become a big brand that will have a significant influence and easily attract learners. Therefore, the brand of the training institution has a significant influence on attracting students to enroll in masters and doctoral degrees.

- Staff of teachers: this shows the level of competition and the training capacity among training institutions in terms of the qualifications of the permanent teaching staff. For large schools, many organic teachers with academic titles and high degrees always create training capacity and attraction for those wishing to train masters and doctorates. It is a brand and reputation that learners expect to contact and learn much knowledge from famous and famous teachers that make many people admire, and they will be more interested in applying for admission. Besides, there is also the hope of training at a prestigious school and having a position in the national education and training system.

- Facilities of the training institution: that is the entire system of lecture halls with facilities to support teaching and learning; library with data lookup system and learning and reference materials; offices of faculties, departments, working rooms and meeting rooms are places of direct contact and learning during the study period. Therefore, this is a factor that directly affects the need to participate in the learning and research of those who need to study, which directly affects the enrollment of masters and doctoral programs of training institutions.

- Training program: after completing the training program, learners are awarded a master's degree, a doctorate and are nationally recognized. From the training program, the study time and study cost will be calculated. Training programs with more or fewer modules also create comparisons of interested people. In addition, those wishing to learn can also compare the level of difficulty, easy or specialized courses built in the training program to account for the appropriate level of the person's current job. Study with the modules designed in the training program. Therefore, the training program may affect favourably or negatively in enrollment for masters and doctoral training.

- Additional knowledge modules: University graduates in other disciplines or majors, when applying for admission, must take additional knowledge of specific modules. Training institutions design the curriculum. Supplementing with knowledge is too long, taking up much time, which will negatively affect enrollment. On the contrary, if the learning program adds too little knowledge, does not show the connection and necessary knowledge for the student's master's and doctoral training program, the learners will lack the necessary knowledge. The number of additional knowledge courses is related to the time and cost of learning that learners have to spend, so this is a decisive factor and directly affects the choice of training institution of learners.

- The campus of the training institution: is a place to create space and atmosphere for learners to travel and relax during rest hours. If the campus of the training institution is narrow, creating a sense of oppression, it will be less attractive to learners, even creating uncomfortable psychology, leading to people who have learning needs compared to the campus of the training institution create airily. Therefore, this is a non-deterministic factor and affects the decision to choose a training institution of learners.

III. ANALYSIS OF FACTORS AFFECTING THE ENROLLMENT OF MASTERS AND DOCTORAL DEGREES AT TRADE UNION UNIVERSITY IN THE PERIOD 2015-2019 (ACCORDING TO THE REPORT OF GRASSROOTS-LEVEL SCIENTIFIC RESEARCH IN 2020 BY THE AUTHOR)

3.1. Elements inside Union University

- About the teaching staff: from 2015 to 2019, the College of Shareholders will enroll and train at the master's level with five majors: Human Resource Management, Business Administration, Accounting, Sociology and Management major. Occupational Health & Safety Management. For admission and training at the doctoral level, there is 01 major in Human Resource Management.

Chart 1. Qualification, gender and age of organic teachers

Academic Title	Number of people	Sex		Age				
		Male	Female	< 30	30-40	41-50	51-60	>60
Total number of teachers	187	44	143	3	93	75	13	3
Associate Professor	07	3	4	0	0	3	2	2
- Doctor	60	15	45	0	39	14	6	1
- Master	120	26	94	3	54	48	5	0

Source: Báo cáo kết quả NCKH cấp cơ sở tại trường ĐHCĐ, năm 2020

The number of full-time teachers participating in teaching and guiding master's and doctoral degrees is still deficient compared to the number of existing permanent teachers. Therefore, the University of Trade Union must invite a large number of visiting teachers. If the admissions participants pay attention to these points, this is detrimental to the admissions process.

-In terms of facilities: including the entire lecture area and lecture equipment, air conditioning, gymnasium, indirect working areas of the school's departments, garages, sign Dormitory, power supply system are all considered facilities of the University of Trade Union to what extent does this facility affect enrollment for masters and doctoral training?

Chart 2. The level of influence of facilities on enrollment

Unit: %

Substance	Without influence Influential →				
	1	2	3	4	5
Facilities to meet training needs	5,81	15,48	38,06	23,23	17,42

Source: Báo cáo kết quả NCKH cấp cơ sở tại trường ĐHCĐ, năm 2020

One of the survey questions that former students, students, and teachers answered about the level of influence calculated from level 1 (no influence) to level 5 (very influential) and the results on the level of influence from the physical facilities from level 3 to level 5 account for nearly 80%. It can be seen that it is indispensable to pay attention to facilities in enrollment and training at master and doctoral levels. The North has

sweltering summers and frigid winters, so the desire for air conditioning is very legitimate for students and teachers. It clearly shows that facilities have a significant influence on graduate admissions at Union University.

-About the training program: Investigate the influence of the training program on the choice of enrolling in masters and doctoral students.

Chart3. The level of influence of training programs, tuition fees on enrollment

Unit: %

Substance	Without influence Influential \longrightarrow				
	1	2	3	4	5
Master's Degree Program	5,16	7,74	36,13	29,03	21,94
Postgraduate training fees	0	1,29	22,58	33,55	42,58

Source: Báo cáo kết quả NCKH cấp cơ sở tại trường ĐHCĐ, năm 2020

The survey results show that the degree of influence of the training program on enrollment at master's and doctoral levels ranges from moderate (36.13%) to very influential (21.94%) very high total. Compared to the tuition fee for learners, there is more impact than the training program. Thus, it can be seen that the training program and tuition fees are both factors that significantly affect the enrollment of masters and doctoral degrees at Trade Union University.

- Additional knowledge modules

+ With a master's degree, applied in 2015-2019 majors in Human Resource Management, Occupational Safety & Health Management: University graduates in recent majors supplement their knowledge with up to 5 modules. (18 credits); University graduates in other disciplines: learn additional knowledge of 12 modules (32 credits). For majors in Business Administration, majors in Accounting: the subjects applying for admission are the right majors and the close majors, with a maximum of 6 modules (18 credits). Majoring in Sociology: The subject to apply for admission is the right major and the closest major, with a maximum of 8 modules (18 credits). Additional knowledge modules are learned and completed before the entrance exam

for all majors. Perform organic subtraction for the courses studied if the course name and number of periods are correct to determine the number of additional knowledge courses the applicant must study. Therefore, with the prescribed number of courses and credits, the Union University, for the benefit of the registrants, conducts organic deduction of the courses that the entrant has studied and can show in the exam transcripts of university-level training, only requiring registrants to study unlearned modules of the knowledge supplement to both save their time and study costs.

+ For the doctoral level, the number of additional knowledge courses includes seven modules of 14 credits for those who have graduated from university and master's degree in a related discipline, organized study and completed the following additional knowledge certificates when applying for graduate students. The survey question was of great interest to a group of alumni and students and shared much information. They all wanted to reduce the number of additional courses, even though they did not enjoy the results of reducing the arithmetic part, but it is for later courses and to attract more admissions.

Table4. Learning to supplement knowledge affects enrollment

Unit: %

Substance	Disagree Totally Agree \longrightarrow				
	1	2	3	4	5
Appropriate additional knowledge modules	1,29	6,45	9,68	54,19	28,39
Time to learn to supplement appropriate knowledge	1,94	0	25,81	50,97	21,29
The number of appropriate additional knowledge modules	3,23	2,58	43,23	29,03	21,94

Source: Báo cáo kết quả NCKH cấp cơ sở tại trường ĐHCĐ, năm 2020

In May 2020, CDU reviewed the master's program and additional knowledge modules, radically changing the knowledge supplement

modules. For those who graduated from the right major: no study; For those who have graduated from the nearest major: study 2 modules (4

credits); For graduates of other majors: study 7 modules (14 credits). Thus, the number of additional knowledge courses has decreased significantly and positively influenced the candidates.

-About the school campus: showing an overview of the outside that can be observed visually. From images of lecture halls, offices, dormitories, wall paint colours, school layout decoration to trees,

canteens, shops are all landscapes that interested people can see visible to the naked eye. The current perception of the school campus has not yet caused sympathy for many stakeholders.

-Influencing factors from 4th-year university students: this is a fascinating source of information to determine the degree of influence of these factors on graduate enrollment at the University for new graduate students.

Bảng 5. Some factors affecting graduate enrollment from 4th year undergraduate students at Trade Union University

Unit: %

Substance	The level of influence 1->5				
	1	2	3	4	5
Many students do not know about the University's Graduate program	1,67	1,67	37,5	30,0	29,2
Worried/busy about graduation thesis	4,17	5,0	35,0	29,2	26,7
Worried about looking for a job after graduation	5,0	7,5	20,8	29,2	37,5
Students worry about the tuition fee for postgraduate training	0	8,33	18,3	31,7	41,7
Many students depend on the opinions of family members	0,83	9,17	13,3	38,3	38,3
Students think that postgraduate training right after graduating from university is not necessary	2,5	2,5	25,8	29,2	40,0

Source: Báo cáo kết quả NCKH cấp cơ sở tại trường ĐHCĐ, năm 2020

It is a defect that should not have been when students in the school lack information or do not know information about enrollment and training at masters and doctoral levels of the University. The level of influence from level 3 to level 5 accounts for the majority of opinions. Therefore, this needs to be adjusted to have more information to attract students of the University to participate in graduate enrollment after graduation.

3.2. Factors outside the School

-Regulations of the Ministry of Education and Training

+ For enrollment at master's level, the Ministry of Education and Training has issued many circulars guiding the implementation of Decrees on education and training, including Circular No. 10/2011/TT-BGDĐT dated February 28, 2011, issued by the Ministry of Education and Training the Regulation on training master's degree. When promulgating Circular No. 10, the Union University and other training institutions are recruiting students according to the provisions of Circular No. 10 dated February 28, 2011. After that, Circular No. 15/2014/TT-BGDĐT dated May 15, 2014, of the Ministry of Education and

Training promulgating the training master's level regulation took effect from July 1, 2014, replacing for Circular No. 10. The University of Trade Union has announced enrollment in 2014 according to Circular No. 10, but when Circular No. 15 is available, changes must be made, and adjustments must be made following the provisions of Circular No. new admissions rules. It causes some difficulties in explaining as well as informing the applicants.

+ For doctoral students, training institutions shall comply with Circular 08/2017/TT-BGDĐT dated April 14, 2017, of the BGD & Training, promulgating the regulation on doctoral training with adequate examination. Effective from May 20, 2017, replacing Circular No. 10/2009/TT-BGDĐT dated May 7, 2009, and Circular No. 05/2012/TT-BGDĐT dated February 15, 2012, amending and supplementing several articles of the regulation on doctoral training promulgated together with the Circular No. 10/2009/TT-BGDĐT dated May 7, 2009.

Circular 08 has many mandatory conditions that are very difficult for applicants to apply for Ph.D. students. According to this new regulation, applicants for admission to Ph.D.

students must have a master's degree or graduate from a university with excellent honours, while under the old regulations, applicants for doctoral admission only want the best diploma in University. Applicants for Ph.D. admission must have authored at least one paper or panellist related to the subject for which they are applying and submit a review within 36 months. Candidates applying for admission to the doctoral level must have a Toeft iBT English certificate of 45 points or higher, or an IELTS certificate of 5.0 or higher recognized by an international and Vietnamese examination organization within 24 months. to the date of enrollment registration or have a university degree in foreign language disciplines issued by a Vietnamese training institution. In addition, during the study, the Ph.D. student must publish at least 02 international papers on research results before defending the grassroots thesis, of which at least 01 articles must be published in a peer-reviewed journal scientific journals on the list of ISI-Scopus journals or have published at least 02 articles in the

proceedings of international conferences with peer review or 02 articles published in peer-reviewed foreign scientific journals. In general, when the Ministry of Education and Training regulations change or supplement or issue new regulations, there are impacts on the enrollment of masters and doctoral degrees of the Union University.

-Training capacity of other training institutions: Training capacity is one factor that shows competitiveness in attracting enrollments between training institutions which shows the number of permanent teachers, training scale, number of classrooms and classroom equipment, book library and the electronic library. These are all factors integrated into the capacity training of training institutions survey on how competition in training capacity affects enrollment at masters and doctoral levels with students and teachers. The results show that 40% agree that training capacity greatly influences enrollment at masters and doctoral levels.

Chart6. The competition from other schools affects enrollment.

Substance	Without influence Influential				
	1	2	3	4	5
Competition/attraction of other schools	2,5	2,5	25,8	29,2	40,0

Source: Báo cáo kết quả NCKH cấp cơ sở tại trường ĐHCĐ, năm 2020

-The emergence of joint training institutions: in Vietnam, there are 84 training institutions licensed by the Ministry of Education and Training to associate training with foreign training institutions. However, only a few training institutions are left to associate and link up, including the National Economics University, the Academy of Finance, the Banking Academy, and the University of Communications transportation in Ho Chi Minh City. When there is an additional form of choice for research and study, in which joint training with foreign countries is suitable for learners' needs, joint learning satisfies the learners' wishes, and then they will sign up and participate. Therefore, the appearance of affiliated training institutions also influences the enrollment of masters and doctoral degrees of the University of Trade Union.

-Current learning trends of learners: Integration and internationalization, technology era 4, so the

learning and research of learners has changed a lot. Today, the world has many changes, and learners can choose the most appropriate form of study to get the necessary knowledge for their job. Some people choose to go to secondary school or college to get a degree faster instead of going to university; some people who finish university will learn the necessary skills instead of studying for a master's or doctoral degree, people learn remotely instead of coming to study in person. Some people do self-study through documents and books without going to school, some people invite teachers to teach at home instead of going to places where learning is held, some people like to study abroad but do not want to study at home; some people like to study associatively but do not want to study thoroughly in one country. Thus, there are many ways to get the necessary knowledge for their work and life.

Chart7. Percentage of Vietnamese people studying abroad in 2015

Unit: %

University		Master		Doctor		Trainee		Total
Male	Female	Male	Female	Male	Female	Male	Female	
34,1	42,3	47	41,7	16,2	15,3	2,7	0,8	100

Source: Department of Training with Foreigners – Ministry of Education and Training [5]

According to the data of the Department of Training with Foreigners, the Ministry of Education and Training announced in 2015 in Official Dispatch No. 1917/DTVNN dated January 6, 2015, on the percentage of people studying abroad at different levels in many countries in the world. It is the percentage of 1257 students who have reported to the Department of Training with Foreigners. According to the Economic and Forecast magazine of the Ministry of Planning and Investment, Vietnam has more than 36,700 people studying abroad, excluding high school students. The US and Australia have the highest percentage of Vietnamese people participating and studying [6].

Thus, it can be seen that studying abroad is also a trend of choice. The percentage of people who go to school but register to study abroad increases, leading to domestic training institutions in general and universities of trade unions, in particular, have markedly decreased the number of graduate students. This trend dramatically affects the enrollment of masters and doctorates at the University of Trade Union.

IV. PROPOSING SOME SOLUTIONS TO IMPACT GRADUATE ENROLLMENT IN THE COMING YEARS POSITIVELY

- Improve training capacity: First of all, it is necessary to improve the capacity of the teaching staff, not only in terms of quantity but also in the quality of permanent teachers, which is to improve teaching capacity. their teaching and scientific research. The increase in number is to increase the number of teachers with academic titles and degrees so that these teachers are ready to support and supplement in performing the training tasks of each school.
- Brand development: in addition to improving the training capacity of teachers, it is necessary to focus on communication and promotion activities in enrollment and training at masters and doctoral levels. Communication and promotion are to spread information to many audiences. It is essential that every staff member and teacher can also become a communication channel for the school: wherever, whenever when it comes to enrollment and graduate training of the school, teachers must also understand and talk about the school's admissions activities fluently and convincingly, which will attract interested people and apply for graduate admission.

- Improve facilities: it is necessary to regularly review and repair from walls, curtains to fans, electricity in the lecture halls, restrooms, parking areas to create the best learning environment. for learners. If possible, it is necessary to renovate exclusively for training classes at masters and doctoral levels. It is still possible to use other classes to teach, but when there is a master's and doctoral degree, priority should be given to these classes to take the initiative in the planned class schedule.
- Reduce training program load: some schools in the Hanoi area have training programs from 17 to 18 modules. Therefore, to attract enrollment and create a positive influence, schools can apply equivalent training programs to create competition and attract learners compared to other schools.
- Communication and promotion for students in the final year of university: it is necessary to have orientation sessions and share information about postgraduate training for students of all faculties in the university. When the information is shared and received, students of the school can register to study immediately or not immediately, but there is information stored so that when former students have higher training needs, they will never forget to return to school. Go back to school to find out, or contact old teachers and friends to get more information about postgraduate training for selection and enrollment. In addition, each school staff and teacher need to grasp information about annual enrollment courses to answer and advise anyone who wants to learn about the university's graduate training. It is a very effective and low-cost communication channel that can improve enrollment efficiency.

Green learning space renovation

The learning campus, the trees around the lecture hall, and the clean working and studying environment are significant factors influencing learners' choice of study and research locations. When looking at a beautiful, airy study space, there is always a particular attraction and good effect on health, reducing specific stress for people working in that new green space.

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