Ministry of Education and Training
Ho Chi Minh City University of Economics and Finance (UEF)
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UNDERGRADUATE PROGRAM, COHORT 2024
BACHELOR OF E-COMMERCE

(Attached to Decision No. 237 /QD-UEF dated 10/04/2024 of the President of Ho Chi Minh City University of Economics and Finance)

1. GENERAL INFORMATION ABOUT THE PROGRAM

Name of study programme: **E-COMMERCE**

Specializations:

- Specialization 1. Business and Digital Transformation
- Specialization 2. Online Marketing

Programme level:	Undergraduate.
Duration:	4 years / 134 credits
Language(s) of Instruction:	Vietnamese and English
Training Orientation:	Vocational orientation
Awarding Institution:	Ho Chi Minh City University of Economics and Finance
Qualification:	Bachelor of E-commerce
Qualification level:	Level 6 Vietnamese Qualifications Framework.
Cohort:	2024.

2. STUDY PROGRAM

2.1. Mode of Study: Full-time

2.2. Admission requirements

- Students must have graduated from high school education in Vietnam, or equivalent qualification.
- Students are considered for admission to UEF based on results obtained through one of the following methods:
  (1) National High School Exam results
  (2) High school academic transcript
  (3) Competency Assessment Exam results by Vietnam National University, HCMC.

2.3. Grading scale

- For credits calculated into GPA:

Classification	10-point scale				4-point scale	
					Score in letter	Score in number
Pass	From	8.5	to	10	A	4.0
	From	7.0	to	8.4	B	3.0
	From	5.5	to	6.9	C	2.0
	From	4.0	to	5.4	D	1.0
Fail	From	0	to	3.9	F	0

- For courses that only require passing, not counted in the GPA:

Classification	10-point scale	Score in letter
Pass (ungraded)	5.0 and above	P

2.4. Graduation conditions

According to the Bachelor's Degree Level Training Regulations, professional conditions include:

(1) Accumulate all required courses of the study program;

(2) The average cumulative grade for the entire course must be 2.00 or higher; particularly, the grade for elective courses related to practical internship knowledge (project/graduation thesis) must be C or higher;

(3) Hold a certificate of Military Education and complete the Physical Education course;

(4) Hold an Advanced Information Technology Certificate (not applicable to study program in Information Technology, Software Engineering, or Data Science) and an IELTS 5.5 English Certificate (not applicable to language program).

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2.5. Objectives of the study program (Program Objectives)

General objectives:

Training bachelor's degree students in E-commerce with a vocational orientation, who possess political awareness, professional ethics, and good health; have both foundational and advanced knowledge in E-commerce; demonstrate proficient professional practice skills; exhibit independent and creative thinking abilities; and are capable of lifelong learning, global integration, and adapting to changes in the natural and social environment.

Specific objectives:

PO1 (Knowledge): Provide learners with fundamental knowledge of natural sciences, political science, and law; foundational and advanced professional knowledge in the field of E-commerce; and the necessary supplementary knowledge to meet job requirements.

PO2 (Skills): Equip and train learners with professional practice skills in business and

digital transformation, online marketing, and the ability to apply specialized and interdisciplinary knowledge to solve real-world problems; develop communication, teamwork, and global integration skills.

PO3 (Level of Autonomy and Responsibility): Develop in learners a sense of professional ethics and social responsibility; the ability to think independently and creatively, collaborate effectively in learning, research, and work; and adapt to multicultural and globally integrated work environments.

2.6. Program Learning Outcomes

Knowledge

(1) Apply knowledge of natural/ social sciences, political science, law, and national defense and security education to meet job requirements and real-life situations.

(2) Analyze foundational knowledge of information technology and commerce to outline various job functions such as theoretical analysis, model development, and identifying e-commerce solutions.

(3) Analyze and apply both foundational and advanced knowledge of information technology and commerce to design and demonstrate e-business system models for organizations and enterprises.

(4) Apply specialized e-commerce knowledge to perform tasks in professional areas such as digital business, digital transformation, and online marketing.

Skills

(5) Demonstrate effective systems thinking, critical thinking, and problem-solving skills by applying alternative solutions in dynamic work environments.

(6) Demonstrate proficiency in communication, independent and team work, organizational and evaluation skills, and the use of tools and software in the field of e-commerce.

(7) Integrate management skills (planning, organizing, leading, controlling) and e-commerce competencies effectively and consistently to address business challenges.

(8) Use English at Level 3/6 according to the Vietnamese Foreign Language Proficiency Framework for professional and intercultural communication.

Level of Autonomy and Responsibility

(9) Demonstrate professional ethics, community responsibility, professionalism, and the ability to supervise others in performing assigned tasks.

(10) Exhibit independence and teamwork in changing work environments, taking personal and group responsibility.

(11) Demonstrate self-direction and the ability to draw conclusions in the field of e-commerce, defending personal viewpoints with sound reasoning.

(12) Demonstrate professional commitment and responsibility in specialized e-commerce careers.

2.7. Program structure

No	Knowledge block	Volume of knowledge			
		Number of credits	**Compulsory**	**Elective**	**Percentage %**
1	**Basic knowledge**	**47**	**47**		35,1%
1.1	*Natural sciences*	*6*	*6*	-	
1.2	*Political science*	*11*	*11*	-	
1.3	*Law*	*3*	*3*	-	
1.4	*Information technology*	*3*	*3*	-	
1.5	*Foreign language (English)*	*24*	*24*	-	
2	**Foundational disciplinary knowledge**	**18**	18	-	13,4%
3	**Advanced disciplinary knowledge**	**45**	30	15	33,6%
4	**Supporting knowledge**	**15**	6	9	11,2%
5	**Internship knowledge**	**9**	3	6	6,7%
6	**Non-accumulative knowledge**				
6.1	*Physical education (3 credits)*			☑	
6.2	National defense education *(165 periods)*		☑		
	Total	**134**	**104** (77,6%)	**30** (22,4%)	

Total amount of knowledge of the study program: 134 credits.

Note: Does not include the amount of non-cumulative knowledge including: Physical Education (3 credits - elective) and National defense education (165 hours - Compulsory).

2.8. Program Content

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
1. Basic knowledge						**47**
1.1. Natural sciences						**6**
1.1.1	MAT1103	Toán cao cấp	Advanced Mathematics	BB	V	3
1.1.2	STA1101	Xác suất thống kê	Probability and Statistics	BB	V	3
1.2. Political science						**11**
1.2.1	POL1111	Triết học Mác-Lênin	Marxist-Leninist Philosophy	BB	V	3
1.2.2	POL1112	Kinh tế chính trị Mác- Lênin	Marxist-Leninist Political Economics	BB	V	2
1.2.3	POL1113	Chủ nghĩa xã hội khoa học	Scientific Socialism	BB	V	2
1.2.4	POL1114	Tư tưởng Hồ Chí Minh	Ho Chi Minh Ideology	BB	V	2
1.2.5	POL1115	Lịch sử Đảng Cộng sản Việt Nam	History of the Communist Party of Vietnam	BB	V	2
1.3. Law						**3**
1.3.1	LAW1101	Pháp luật đại cương	Introduction to Law	BB	V	3
1.4. Information technology						**3**
1.4.1	ITE1201	Tin học đại cương	Introduction to Computer Basics	BB	V	3
1.5. Foreign Language						**24**
1.5.1	ENG3101	Tiếng Anh 1	English 1	BB	E	4
1.5.2	ENG3102	Tiếng Anh 2	English 2	BB	E	4
1.5.3	ENG3103	Tiếng Anh 3	English 3	BB	E	4
1.5.4	ENG3104	Tiếng Anh 4	English 4	BB	E	4
1.5.5	ENG3105	Tiếng Anh 5	English 5	BB	E	4
1.5.6	ENG3106	Tiếng Anh 6	English 6	BB	E	4

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NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
2. Foundational disciplinary knowledge						**18**
2.1	ECO1101	Kinh tế vi mô	Microeconomics	BB	V	3
2.2	ECO1102	Kinh tế vĩ mô	Macroeconomics	BB	V	3
2.3	MKT1101E	Marketing căn bản	Principles of Marketing	BB	E	3
2.4	ITE1269	Cơ sở lập trình	Programming Foundations	BB	V	3
2.5	ITE1270	Quản trị cơ sở dữ liệu	Database Management	BB	V	3
2.6	EBU1107	An toàn và bảo mật thương mại điện tử	E-commerce Security and Protection	BB	V	3
3. Advanced disciplinary knowledge						**45**
3.1	BUS1104E	Thương mại điện tử	E-commerce	BB	E	3
3.2	ACC1101	Nguyên lý kế toán	Principles of Accounting	BB	V	3
3.3	FIN1155E	Nguyên lý tài chính và ngân hàng	Principle of Finance and Banking	BB	E	3
3.4	ITE1214	Phân tích và thiết kế hệ thống thông tin	Analytics and Design of Information Systems	BB	V	3
3.5	EBU1137	Phát triển ứng dụng web thương mại	Application Development of E-commerce Web	BB	V	2
3.6	EBU1135E	Quản trị chuỗi cung ứng trong thương mại điện tử	Supply Chain Management in E-commerce	BB	E	3
3.7	ITE1129E	Hệ thống thông tin quản lý	Management Information Systems	BB	E	3
3.8	EBU1119E	Thương mại di động	Mobile Commerce	BB	E	3

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
3.9	ITE1262	Tin học thống kê	Applied Informatics in Statistics	BB	V	3
3.10	EBU1122E	Quản trị dự án thương mại điện tử	E-commerce Project Management	BB	E	3
3.11	EBU1338	Kiến tập nghề nghiệp thương mại điện tử	E-commerce Intership	BB	V	1
			Students choose 01 of the 02 Specialisations below			
Specialisation 1.		***Kinh doanh và chuyển đổi số***	***Business and Digital Transformation***			
3.12.1	EBU1103E	Kinh doanh trực tuyến	Online Business	TC	E	3
3.13.1	EBU1128E	Thương mại trên mạng xã hội	Social E-commerce	TC	E	3
3.14.1	EBU1133E	Hệ thống hoạch định nguồn lực doanh nghiệp	Enterprise Resources Planning	TC	E	3
3.15.1	EBU1134E	Business Intelligence	Business Intelligence	TC	E	3
3.15.1	EBU1136E	Chiến lược chuyển đổi số trong kinh doanh	Digital Transformation Strategies in Business	TC	E	3
Specialisation 2.		***Marketing trực tuyến***	***Online Marketing***			
3.12.2	EBU1139E	Marketing trên Internet	Marketing on the Internet	TC	E	3
3.13.2	EBU1140E	Phát triển nội dung điện tử	E-content Development	TC	E	3
3.14.2	EBU1129E	Phân tích dữ liệu web	Web Data Analytics	TC	E	3

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NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
3.15.2	EBU1130E	Nghiên cứu thị trường trong thương mại điện tử	Market Research in E-commerce	TC	E	3
3.16.2	EBU1127E	Hành vi người tiêu dùng trực tuyến	Online Consumer Behavior	TC	E	3
4. Supporting knowledge						**15**
4.1	SKI1107	Project design 1	Project Design 1	BB	V	3
4.2	SKI1108	Project design 2	Project Design 2	BB	V	3
			Choose 3 elective courses:			
4.3	ECO1113	Công dân toàn cầu	Global Citizenship	TC	V	3
4.4	JPN1163	Đắc nhân tâm phong cách Nhật Bản	Japanese Concepts to Win Friends and Influence People	TC	V	3
4.5	JPN1108	Đất nước học Nhật Bản	Country Studies of Japan	TC	V	3
4.6	CHI1122	Đất nước học Trung Quốc	Country Studies of China	TC	V	3
4.7	ECO1108	Địa lý kinh tế thế giới	World Economics Geography	TC	V	3
4.8	PSY1137	Giáo dục sức khỏe tinh thần	Mental Health Education	TC	V	3
4.9	ENC1121	Giao tiếp liên văn hóa	Cross-cultural Communication	TC	V	3
4.10	BUS1115	Khởi nghiệp	Entrepreneurship	TC	V	3
4.11	LAW1111	Luật thương mại	Commercial Law	TC	V	3
4.12	LAW1116	Luật quốc tế	International Law	TC	V	3
4.13	GPD1135	Nghệ thuật học cơ bản	The Basic of Arts	TC	V	3
4.14	HRM1111	Nghệ thuật lãnh đạo	Arts of Leadership	TC	V	3

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NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
4.15	HMM1137	Nghệ thuật xây dựng hình ảnh cá nhân chuyên nghiệp	Professional Personal Branding	TC	V	3
4.16	IRE1130	Nghiệp vụ ngoại giao	Diplomatic Protocol	TC	V	3
4.17	DAS1125	Nhập môn chuyển đổi số	Introduction to Digital Transformation	TC	V	3
4.18	IRE1108	Những vấn đề toàn cầu	Global Issues	TC	V	3
4.19	DAS1124	Phân tích dữ liệu ứng dụng	Applied Data Analytics	TC	V	3
4.20	LAW1107	Pháp luật về doanh nghiệp	Enterprises Law	TC	V	3
4.21	FIN1152	Quản lý tài chính cá nhân	Personal Financial Management	TC	V	3
4.22	IBU1115	Quản trị chiến lược toàn cầu	Global Strategic Management	TC	V	3
4.23	PSY1103	Tâm lý giao tiếp	Communication Psychology	TC	V	3
4.24	ADS1101	Thuyết trình sáng tạo	Creative Presentation	TC	V	3
4.25	DMK1114	Tư duy thẩm mỹ	Aesthetic Thinking	TC	V	3
4.26	TOU1145	Văn hóa bàn tiệc và lễ tân khánh tiết	Diplomatic Reception and Table Art	TC	V	3
4.27	SOS1108	Văn hóa các nước Đông Nam Á	Cultures of Southeast Asia Countries	TC	V	3
4.28	KOR1147	Văn hóa truyền thống Hàn Quốc	Korean Traditional Culture	TC	V	3
4.29	IRE1138	Văn minh nhân loại	Human Civilisation	TC	V	3

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
5. Internship knowledge						**9**
5.1	EBU1323	Thực tập tốt nghiệp	Graduation Internship	BB	V	3
			Students choose Thesis or Graduation Project			
5.2	EBU1410	Chuyên đề tốt nghiệp	Graduation Project	TC	V	6
5.3	EBU1411	Khóa luận tốt nghiệp	Thesis	TC	V	6
6. Non – cumulative knowledge						**3**
6.1. Physical education *(students choose 1 of the following 5 groups)*						***3***
		Group 1				
6.1.1.1	GYM1311	Giáo dục thể chất - Aerobic 1	Physical Education 1 - Aerobic	TC	V	1
6.1.2.1	GYM1312	Giáo dục thể chất - Aerobic 2	Physical Education 2 - Aerobic	TC	V	1
6.1.3.1	GYM1313	Giáo dục thể chất - Aerobic 3	Physical Education 3 - Aerobic	TC	V	1
		Group 2				
6.1.1.2	GYM1321	Giáo dục thể chất - Vovinam 1	Physical Education 1 - Vovinam	TC	V	1
6.1.2.2	GYM1322	Giáo dục thể chất - Vovinam 2	Physical Education 2 - Vovinam	TC	V	1
6.1.3.2	GYM1323	Giáo dục thể chất - Vovinam 3	Physical Education 3 - Vovinam	TC	V	1
		Group 3				

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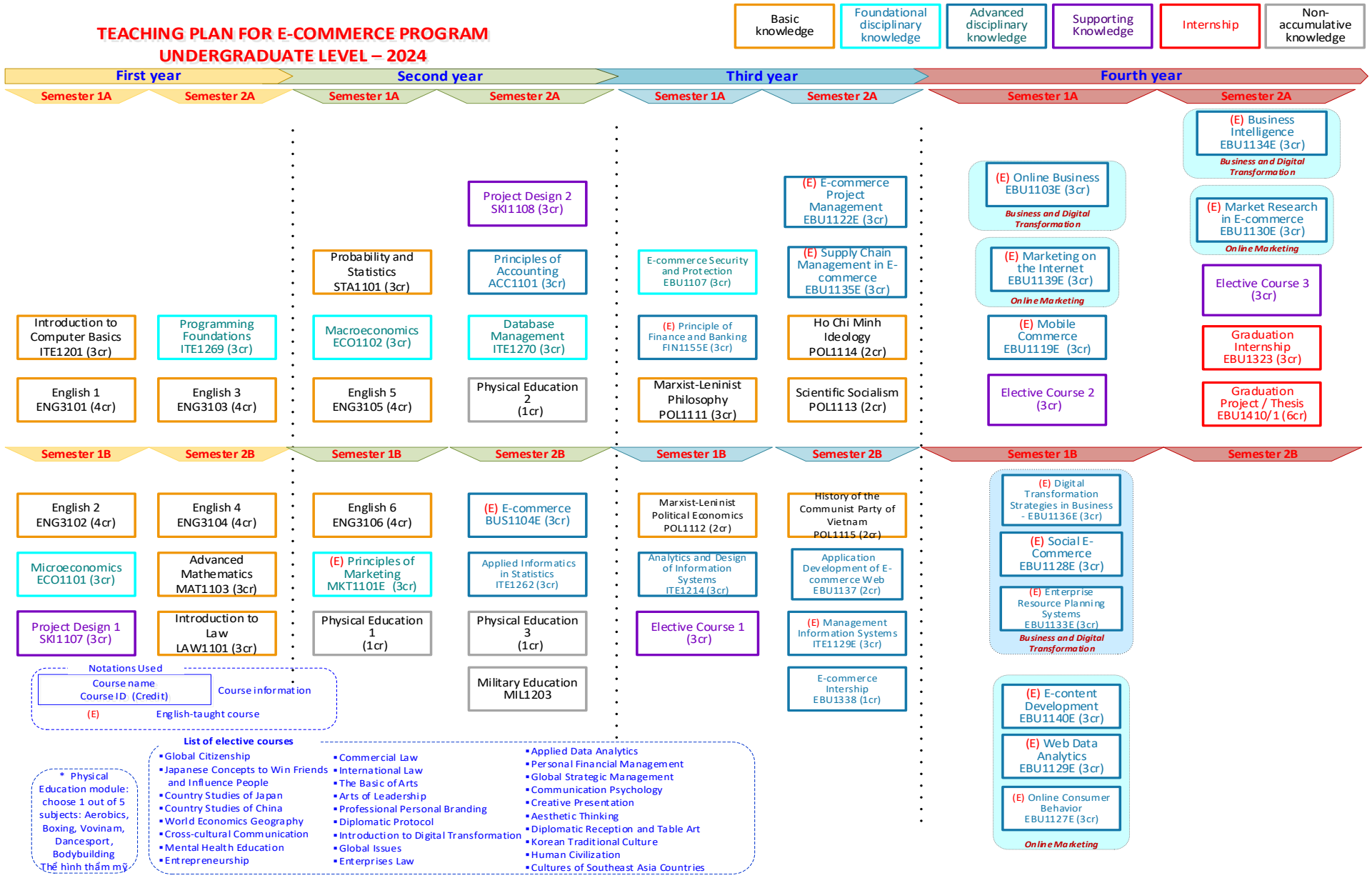
NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
6.1.1.3	GYM1331	Giáo dục thể chất - Boxing 1	Physical Education 1 - Boxing	TC	V	1
6.1.2.3	GYM1332	Giáo dục thể chất - Boxing 2	Physical Education 2 - Boxing	TC	V	1
6.1.3.3	GYM1333	Giáo dục thể chất - Boxing 3	Physical Education 3 - Boxing	TC	V	1
		Group 4				
6.1.1.4	GYM1341	Giáo dục thể chất - Thể hình thẩm mỹ 1	Physical Education 1 - Body-building	TC	V	1
6.1.2.4	GYM1342	Giáo dục thể chất - Thể hình thẩm mỹ 2	Physical Education 2 - Body-building	TC	V	1
6.1.3.4	GYM1343	Giáo dục thể chất - Thể hình thẩm mỹ 3	Physical Education 3 - Body-building	TC	V	1
		Group 5				
6.1.1.5	GYM1351	Giáo dục thể chất - Dancesport 1	Physical Education 1 - Dancesport	TC	V	1
6.1.2.5	GYM1352	Giáo dục thể chất - Dancesport 2	Physical Education 2 – Dancesport	TC	V	1
6.1.3.5	GYM1353	Giáo dục thể chất - Dancesport 3	Physical Education 2 - Dancesport	TC	V	1
6.2. National defense education (165 periods)						
6.2.1	MIL1203	Giáo dục quốc phòng và an ninh	Military Education	BB	V	

Note: BB: Compulsory; TC: Elective; E/V: Course taught in English/ Vietnamese; LT: Theory; TH: Practice; DA: Project/Thesis; TT: Internship.

2.9. Training process diagram



2.10. Brief description of the courses

MAT1103 - Advanced Mathematics: 03 credits.

The course introduces several basic mathematical methods that are widely used in specialized subjects. The course content includes: determinants; matrices and systems of linear equations; multivariable functions, differential calculus of multivariable functions, extrema of multivariable functions, first-order differential equations, and second-order differential equations.

STA1101 - Probability and Statistics: 03 credits.

This course equips students with fundamental knowledge of basic probability and statistical principles. Its content includes random events and their probabilities; random variables and probability distributions; multivariate random variables; samples and sample characteristics; parameter estimation; hypothesis testing; correlation theory; and simple linear regression models.

POL1111 - Marxist-Leninist Philosophy: 03 credits.

This foundational course provides scientific knowledge on Marxist–Leninist philosophy, enhancing students' abilities in scientific and critical thinking about the objective world. Chapter 1: Introduction to philosophy and the role of Marxist–Leninist philosophy in society. Chapter 2: Core principles of dialectical materialism, including matter and consciousness, dialectical laws, and the theory of knowledge. Chapter 3: Fundamental aspects of historical materialism, such as socio- economic formations, class and nation, the state and social revolution, social consciousness, and philosophical views on human beings.

POL1112 - Marxist-Leninist Political Economics: 02 credits.

This course provides foundational knowledge in Marxist–Leninist political economy, aiming to enhance students' scientific understanding of the objective world and economic theories. It helps students analyse and evaluate theoretical and practical economic issues within their fields of study.

The curriculum includes six chapters, starting with the subject, research methods, and functions of Marxist– Leninist political economy. Subsequent chapters focus on key issues such as commodities, markets, the role of economic actors, surplus value, competition and monopoly, the socialist-oriented market economy in Vietnam, and the country's industrial revolution and international economic integration.

POL1113 - Scientific Socialism: 02 credits.

This course includes seven chapters, with Chapter 1 introducing the basics and historical development of scientific socialism. Chapters 2 to 7 cover the core contents of scientific socialism, offering a theoretical framework for understanding socialist ideologies and practices.

POL1114 - Ho Chi Minh Ideology: 02 credits.

This course introduces learners to the comprehensive and profound ideological framework of Ho Chi Minh concerning the Vietnamese revolutionary cause. It covers key ideas on national liberation, class emancipation, human liberation, national independence in association with socialism, the unity of national and global strength, the power of the people, national solidarity, and international solidarity. It also addresses the construction

of a state “of the people, by the people, for the people”, as well as revolutionary ethics, culture, and the development of a new human personality. Students are encouraged to apply these principles in their studies and personal development in the modern era.

POL1115 - History of the Communist Party of Vietnam: 02 credits.

This course provides knowledge on the leadership role of the Communist Party of Vietnam. Following an introductory section, the course consists of five main lessons: 1: Object, function, tasks, content, and methods of studying the Party's history. 2: The founding of the Communist Party of Vietnam and its leadership in the struggle for power (1930–1945). 3: The Party’s leadership in two resistance wars and the national reunification (1945–1975). 4: The Party’s leadership during the transition to socialism and the renewal process (1975–2018). 5: Conclusion.

LAW1101 - Introduction to Law: 03 credits.

This course studies the State and the Law from the Marxist–Leninist perspective, addressing the most fundamental issues such as the origin, nature, types, and functions of the State and the Law. It also explores the principles of state organisation, as well as forms and structures for exercising state power.

ITE1201 - Introduction to Computer Basics: 03 credits.

This course equips students with foundational knowledge in information technology, including: basic IT concepts; operations on files, folders, and drives; internet tools such as web browsing, email, and information storage; use of common utility software such as Unikey and WinRAR; document processing with Microsoft Word; spreadsheet use with Excel; and presentation design using PowerPoint.

ENG3101 - English 1: 04 credits.

This course helps students develop vocabulary, grammar, pronunciation, and cultural understanding of English-speaking countries. It enables them to apply listening, speaking, reading, and writing skills in daily communication on topics such as personal information, school subjects, food and drink, travel, emotions, opinions, personal goals, and life tips. The course fosters learners’ awareness of self-directed learning, teamwork, defending personal viewpoints, and lifelong learning. It serves as an essential foundation for improving students' confidence in communication and their ability to use English for studying and exploring relevant subjects and disciplines, thus highlighting the role of English in professional and academic development.

ENG3102 - English 2: 04 credits.

This course continues to enhance students' vocabulary, grammar, pronunciation, and cultural knowledge of English-speaking countries. It provides opportunities for students to practise integrated language skills through topics such as travel, education, interesting places, important events, and inventions. The course also promotes independent and collaborative learning, the defence of opinions, and lifelong learning. It lays the groundwork for students to become more confident in using English for academic purposes and professional exploration, fostering a clear understanding of the importance of English in career and personal growth.

ENG3103 - English 3: 04 credits.

This course supports the development of students’ vocabulary, grammar, pronunciation,

and cultural competence related to English-speaking societies. Students engage in communicative tasks involving themes such as personality, success, motivation, competition, social etiquette, and the arts. It also encourages independent learning, collaboration, critical thinking, and lifelong learning. The course provides a strong foundation for increased confidence in using English for academic and professional purposes, reinforcing its significance in students' future career paths.

ENG3104 - English 4: 04 credits.

In this course, students advance their language skills including vocabulary, grammar, and pronunciation alongside deeper cultural awareness of English speaking countries. Communication tasks focus on more complex topics such as financial information, time management, and real-life challenges. The course promotes autonomy in learning, teamwork, critical thinking, and the development of lifelong learning habits. It prepares students to use English effectively for academic studies in related subjects and professional contexts, underlining the importance of English for ongoing personal and career development.

ENG3105 - English 5: 04 credits.

This course enhances students' language proficiency and cultural understanding through communication on moderately complex topics such as education, crime, making predictions, table manners, and competitions. It supports the development of vocabulary, grammar, and pronunciation, and improves the integration of listening, speaking, reading, and writing skills. The course fosters independent thinking, collaboration, and long-term learning strategies, preparing students for confident use of English in academic and professional contexts.

ENG3106 - English 6: 04 credits.

This advanced course focuses on building students' language skills through complex and nuanced topics such as history, accidents, shopping, employment, and sincerity. It deepens students' knowledge of grammar, vocabulary, pronunciation, and socio-cultural aspects of English-speaking countries. By promoting independent study, group work, and critical reasoning, the course enables students to communicate with greater fluency and confidence. It serves as a critical foundation for utilising English in academic research and future career development.

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ECO1101 - Microeconomics: 03 credits.

This course introduces the basic principles of microeconomics, focusing on the behaviour of key economic agents consumers and firms across various types of markets. It also provides an overview of government policies within the economy. Class discussions and topic analyses are primarily based on current issues in the Vietnamese economy.

ECO1102 - Macroec onomics: 03 credits.

This course offers a general overview of a national economy, exploring the content and significance of macroeconomic variables and addressing key issues such as inflation, unemployment, and economic growth. It further examines basic macroeconomic models to analyse the effects of macroeconomic policies, including fiscal, monetary, and external economic policies. Through these models, learners gain deeper insights into how the economy operates.

MKT1101E - Principles of Marketing: 03 credits.

This course provides students with fundamental knowledge of marketing, the impact of marketing on businesses, trends in marketing in the context of globalization, and the marketing environment and information. With this knowledge, students will be able to segment markets, identify target markets, and position products in the market, as well as analyse customer characteristics and behaviour. The course also enables learners to understand the four elements of planning, organising, and implementing a marketing strategy (Marketing Mix): product development strategy (Product), pricing strategy (Price), distribution strategy (Place), and promotion strategy (Promotion). Throughout the course, students will engage in discussions and exchanges, as well as problem-solving through case-based situations.

ITE1269 - Programming Foundations: 03 credits.

The course introduces fundamental knowledge of computer programming, including programming logic for problem-solving on computers and the basic concepts of a programming language. It also provides an introduction to graphical user interface programming using the C# language.

ITE1270 - Database Management: 03 credits.

The course also introduces database fundamentals, helping students understand what a relational schema is and the role of databases in information systems—from surveying existing systems and analyzing requirements to developing logical designs. It also covers the Structured Query Language (SQL), providing syntax, operators, functions, and query types for data retrieval and manipulation.

EBU1107 - E-commerce Security and Protection: 03 credits.

The course provides basic knowledge of e-commerce security and protection, including concepts and models of e-commerce security, the benefits of implementing secure e-commerce systems, and strategies for building security frameworks for different types of organizations and enterprises. It also covers IT applications in e-commerce security, such as web design and payment system development, as well as regulations, laws, and security issues in electronic and e-commerce transactions.

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BUS1104E - E-commerce: 03 credits.

This course provides students with fundamental knowledge of e-commerce and develops their skills in conducting business over the Internet. The course covers key topics including the design and implementation of e-commerce models, online business methods, payment systems, security, digital marketing, and various forms of online transactions. Additionally, students will examine the development of e-commerce in Vietnam and globally, as well as gain an introduction to basic legal principles and regulations governing e-commerce..

ACC1101 - Principles of Accounting: 03 credits.

The course equips learners with foundational knowledge of accounting, including the study of accounting subjects, roles, and functions, as well as accounting methods such as documentation, inventory, accounts, bookkeeping, valuation, synthesis, and balance. Furthermore, it helps learners understand the organization of accounting work, different forms of accounting systems, and the structure of financial reports.

FIN1155E - Principle of Finance and Banking: 03 credits.

The course provides learners with fundamental knowledge of finance, monetary theory, the financial system, the banking system, and related issues such as money supply and demand, interest rates, monetary policy, inflation, exchange rates, central banking, commercial banking, and financial markets. It also explores their roles in a nation's economy, forming a foundation for advanced courses in Finance and Banking.

ITE1214 - Analytics and Design of Information Systems: 03 credits.

The course introduces knowledge about information systems in general and management information systems in particular, presenting the stages and methods applied at each stage of the analysis and design process, the advantages and disadvantages of each method; the current situation of application and implementation of management information systems in our country, the advantages, difficulties, as well as development trends. It specifically presents each stage such as current situation survey, requirement analysis, component design, and proposing solutions for building information systems.

EBU1137 - Application Development of E-commerce Web: 02 credits.

The course equips students with basic knowledge about models and methods of doing business in the Internet environment, such as business models (B2C, B2B, C2C, ...), marketing methods (email marketing, SMS marketing, ...). It provides knowledge for students to build basic e-commerce applications on platforms such as OpenCart, WooCommerce, and X-Cart.

EBU1135E - Supply Chain Management in E-commerce: 03 credits.

The course provides basic knowledge of supply chain management, including all logistics management activities such as planning and managing all activities related to sourcing and procurement, encompassing all logistics operations.

ITE1129E - Management Information Systems: 03 credits.

The course introduces the basic concepts of information systems in enterprises. It covers the organization, management, and strategy of information systems, as well as infrastructure and the Internet. It also presents the concept of e-commerce and its role in businesses, and business intelligence.

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EBU1119E - Mobile Commerce: 03 credits.

The course provides an overview of mobile technology, introducing mobile commerce, the characteristics of the mobile commerce model, and mobile business development, including business models, payment, and advertising.

ITE1262 - Applied Informatics in Statistics: 03 credits.

The course equips students with knowledge and skills in using SPSS (Statistical Package for the Social Sciences), a professional, flexible, multifunctional, and powerful software for database management and statistical data processing and analysis, compared to other statistical software such as Lotus, Quattro, Excel, Stata, and EpiInfo. SPSS is widely used in research, data processing, and statistical analysis, especially for analyzing data collected from questionnaire-based surveys.

EBU1122E - E-commerce Project Management: 03 credits.

The course provides students with knowledge and skills related to managing an e-

commerce project. Learners can apply the knowledge gained from the course to manage various types of projects typical in e-commerce. Through this course, students will acquire and improve time management and task management skills two essential factors in any professional field.

EBU1338 - E-commerce Intership: 01 credits.

The course reinforces the theoretical knowledge learned at the university and enables students to apply that knowledge in practice. It helps students develop practical skills through observing and performing real tasks assigned by the host organization during the internship. This internship activity gives students the opportunity to understand business operations in the field of e-commerce and to foster a spirit of learning, creativity in problem-solving, and effective communication with others.

EBU1103E - Online Business: 03 credits.

The course provides students with comprehensive foundational knowledge of online business (e-business), particularly electronic business models, infrastructure, and the software and technologies used in e-business, as well as insights into the current state of e-business in Vietnam and around the world. Students are equipped with strategies and techniques to build and develop a complete e-commerce system.

EBU1128E - Social E-commerce: 03 credits.

The course introduces concepts, foundations, and tools for social commerce, including customer engagement, marketing strategy development, and sales techniques. It also provides hands-on practice in doing business on Facebook, Zalo, and Instagram.

EBU1133E - Enterprise Resources Planning: 03 credits.

The course provides knowledge about Enterprise Resource Planning systems, also known as ERP systems, which are information technology applications that enable businesses to manage operations quickly and accurately. ERP integrates all departments and functions of a company and stores data within a single computer system, allowing the management of all activities such as human resources, finance, accounting, customer relations, purchasing, and sales. This helps improve business efficiency and reduce costs.

EBU1134E - Business Intelligence: 03 credits.

The course provides knowledge about Business Intelligence (BI), which helps companies organize and analyze data to make better business decisions. BI solutions assist companies in collecting data from internal sources (customer service, marketing, sales, etc.) as well as external sources (customers, suppliers, social media, macroeconomic data, etc.), then analyzing and evaluating the data to produce reports useful for business strategy development.

EBU1136E - Digital Transformation Strategies in Business: 03 credits.

The course provides students with basic and in-depth knowledge of theoretical frameworks to identify, structure, and categorize changes brought about by digital transformation in multi-industry companies; a set of qualitative and quantitative methods to identify, visualize, and evaluate these changes; and a systematic approach to managing organizational change.

EBU1139E - Marketing on the Internet: 03 credits.

The course provides knowledge about Internet-based techniques, including design,

development, advertising, and sales. It covers various communication methods, from search engine marketing (SEM), search engine optimization (SEO), banner advertising, email marketing, and mobile marketing to strategies on Web 2.0.

EBU1140E - E-content Development: 03 credits.

The course provides knowledge on creating media content for social networks and websites to help brands increase awareness and expand their reach to potential customer communities.

EBU1129E - Web Data Analytics: 03 credits.

The course provides knowledge on collecting, analyzing, and reporting data generated from website transactions. Web data analysis is applied to support the evaluation of operational processes and the development of short-term and long-term business and management strategies for companies.

EBU1130E - Market Research in E-commerce: 03 credits.

The course provides fundamental theoretical and practical issues of market research, including foundations, design, research, sampling, qualitative research, data collection, data processing, and reporting of results.

EBU1127E - Online Consumer Behavior: 03 credits.

The course provides knowledge about online consumer behavior, including factors influencing purchasing behavior and how the online shopping process of consumers takes place.

SKI1107 - Project Design 1: 03 credits.

This course equips students with basic knowledge of logical and scientific project design thinking. Students proactively identify and analyse real-world societal issues using data, mastering techniques to propose innovative solutions. They develop ideas, test feasibility through group activities, and enhance skills in research, critical thinking, communication, and leadership. Projects focus on practical, innovative applications aligned with the United Nations' Sustainable Development Goals (SDGs).

SKI1108 - Project Design 2: 03 credits.

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This course provides a logical and scientific process for commercialising business ideas, fostering innovation and entrepreneurship. It focuses on developing business ideas using the NABC model (Needs, Approach, Benefits/Costs, Competition) to articulate value propositions. Group projects are refined through continuous value creation forums (VCF) and presented via posters to stakeholders, simulating organisational or entrepreneurial activities. Projects involve market, technology, and customer analysis, idea validation, and alignment with SDGs.

ECO1113 - Global Citizenship: 03 credits.

This course introduces fundamental concepts of global citizenship, enabling students to develop a roadmap to become global citizens and implement community projects. Key topics include globalisation, society, politics, environment, the digital era, and building a global citizenship pathway.

JPN1163 - Japanese Concepts to Win Friends and Influence People: 03 credits.

This course provides knowledge of Japanese interpersonal communication and behaviour

for achieving success. Students learn to understand themselves, be honest, empathise with others, and unlock hidden potential to elevate personal development.

JPN1108 - Country Studies of Japan: 03 credits.

This course offers detailed insights into various aspects of Japan, including geography, history, economy, politics, society, and diplomacy, as well as macro issues like transportation, trade, and defence. It equips students with knowledge of Japan's unique culture and traditions, enhancing international understanding through vivid and engaging depictions.

CHI1122 - Country Studies of China: 03 credits.

This course provides foundational knowledge of China and its people, covering distinctive features in geography, history, population, politics, economy, education, ideology, religion, and arts, fostering a comprehensive understanding of Chinese culture…

ECO1108 - World Economics Geography: 03 credits.

This course introduces the global socio-economic territorial system, interactions between developed and developing countries, and notable economic developments in various regions. It addresses political and social changes impacting regional economies in the context of globalisation, using economic, political, and social maps to illustrate recent global economic shifts.

PSY1137 - Mental Health Education: 03 credits.

This course equips students with knowledge, skills, and attitudes related to mental health, covering topics like mental health overview, common disorders, stigma, social contexts, community and student mental health, sexual diversity, and mental health care. Students learn to recognise, prevent, and care for their own and others' mental health.

ENC1121 - Cross-cultural Communication: 03 credits.

This course provides a multidimensional perspective on cultural phenomena at local, regional, and global levels, fostering respect for cultural differences and ethical values. It enhances intercultural communication skills by exploring globalisation, international trade, and causes of communication breakdowns across regions and nations from a cultural perspective. Students learn about cultural differences, opposing values, and non- verbal communication globally.

BUS1115 - Entrepreneurship: 03 credits.

This course introduces core principles and knowledge of entrepreneurship, enabling students to design, build, and manage small companies or projects. It supports the realisation of business ideas, creating small-scale business processes from creative concepts.

LAW1111 - Commercial Law: 03 credits.

This course provides foundational knowledge of commercial activities and services, covering legal issues related to merchants, commercial activities under Vietnamese law, merchant rights and obligations, and commercial sanctions.

LAW1116 - International Law: 03 credits.

This course covers the origins, concepts, characteristics, structure, norms, and nature of international law, distinguishing it from national law and exploring their dialectical

relationship. It addresses fundamental principles, sources, population, territory, borders, international maritime law, and diplomatic-consular law.

GPD1135 - The Basic of Arts: 03 credits.

This course inspires students to appreciate and engage with seven art forms: architecture, painting, sculpture, music, literature, theatre, and cinema. It enhances emotional intelligence, fostering a balanced life and soft skills for professional success, enriching students' spiritual lives.

HRM1111 – Arts of Leadership: 03 credits.

This course explores the relationship between management and leadership, qualities required for group and organisational leadership, and leadership styles (democratic, authoritarian, laissez-faire). It emphasises the artistry of leadership, including creativity, flexibility, synthesis, practicality, and scientific approaches, covering skills like coordination, communication, motivation, power use, talent management, and adaptability. It also addresses group leadership responsibilities, power versus authority, delegation, and talent selection.

HMM1137 – Professional Personal Branding: 03 credits.

This course equips students with knowledge and skills in style, attire, and physical presentation, as well as professional image-building, clothing selection, colleague and client communication, phone etiquette, expressive language, emotional control, and graceful movement. It fosters a professional image, enhancing workplace effectiveness and stakeholder satisfaction, particularly in service industries.

IRE1130 – Diplomatic Protocol: 03 credits.

This course covers diplomatic practices like protocol, consular work, information and external propaganda, negotiations, and research. It provides theoretical and practical knowledge of diplomatic protocol in Vietnam and globally, focusing on protocol overview, precedence and seating arrangements, diplomatic ceremonies, and diplomatic banquets.

DAS1125 – Introduction to Digital Transformation: 03 credits.

This course provides foundational knowledge of global and Vietnamese digital transformation trends, definitions, and concepts for enterprises, digital transformation roadmaps for small and medium enterprises, readiness assessment tools, and technological solutions for transformation.

IRE1108 – Global Issues: 03 credits.

This course offers a comprehensive overview of current global issues, focusing on topics like weapons of mass destruction, environment, population, international crime, energy, and poverty. It covers definitions, classifications, historical development, current status, international cooperation, and challenges in addressing these issues, providing theoretical foundations and methods for analysing international relations phenomena.

DAS1124 – Applied Data Analytics: 03 credits.

This course introduces basic data analysis techniques and thinking through practical applications, focusing on Excel-based methods for fields like economics, business, finance, marketing, and real estate, unlocking valuable data insights for organisations.

LAW1107 - Enterprises Law: 03 credits.

This course is a specialized legal subject that provides foundational knowledge of enterprises and relevant legal regulations. Students will acquire comprehensive knowledge of enterprise models, establishment procedures, management structures, reorganisation, dissolution, and bankruptcy. Key topics include:

- Conditions for establishment, organisation, management, and finance of business entities;
- Signs of enterprise insolvency and legal procedures for bankruptcy resolution.
- Reorganisation and dissolution of enterprises in accordance with current legislation.

FIN1152 – Personal Financial Management: 03 credits.

This course addresses the importance of personal financial management amidst rapid life changes, preparing individuals for unforeseen events like economic downturns, bankruptcy, unemployment, or sudden death. It covers concepts, principles, tools, and methods for financial planning in career choices, budgeting, investment portfolios, retirement, and legacy planning, ensuring a stable financial future.

IBU1115 – Global Strategic Management: 03 credits.

This course helps students understand globalisation drivers and strategic management aspects in global companies, equipping them with practical knowledge and skills to address enterprise globalisation and global management challenges.

PSY1103 – Communication Psychology: 03 credits.

This course provides foundational knowledge of psychology, identifying human psychological phenomena, understanding their diversity, and mastering the laws governing their formation. It covers objective and subjective factors shaping psychology, communication theories, behaviour structures, forms, tools, communication essence, and skills for effective communication and interaction.

ADS1101 – Creative Presentation: 03 credits.

This course equips students with skills to present ideas, solutions, and advertising strategies persuasively, covering goal setting, idea creation, content preparation, media use, presentation techniques, and supporting technologies. It emphasises creativity and effectiveness in advertising and commercial presentations.

DMK1114 – Aesthetic Thinking: 03 credits.

This course fosters aesthetic thinking across various life domains, from arts to entertainment, festivals, culture, sports, production, education, healthcare, and military activities. It equips students with aesthetic knowledge for diverse professions and encourages personal aesthetic development.

TOU1145 – Diplomatic Reception and Table Art: 03 credits.

This course enhances students' skills and knowledge in table etiquette and ceremonial protocol, covering dining behaviour, professional use of utensils, and communication and diplomatic skills in social and business settings. It supports career development in event management, hospitality, and customer service, complementing hotel and tourism management program.

SOS1108 – Cultures of Southeast Asia Countries: 03 credits.

This course systematically introduces Southeast Asian countries' geography, population, history, communities, cultures, socio-economic development, customs, landmarks, and tourism potential. It compares similarities and differences with Vietnamese culture, assessing ASEAN tourism cooperation and the ASEAN Socio-Cultural Community's realisation.

KOR1147 – Korean Traditional Culture: 03 credits.

This course provides knowledge of Korean traditional culture, including interactions with natural and social environments, cultural history, and lifestyles. It enables students to analyse and compare Korean culture with other Eastern cultures, identifying similarities and differences with Vietnamese culture for appropriate intercultural interactions.

IRE1138 – Human Civilisation: 03 credits.

This course aims to: 1) familiarise students with basic geography, history, and cultural knowledge for global citizenship; 2) provide a foundation for subsequent courses; 3) illustrate human diversity across civilisations; and 4) stimulate curiosity for further learning. It emphasises cultural themes and patterns over chronological events, integrating literature, architecture, arts, and music as core components.

EBU1323 – Graduation Internship: 03 credits.

The course enables students to participate in practical activities related to their field and major in order to practice professional skills, apply theoretical knowledge and analytical thinking skills to observe and describe the operations of the internship organization. At the end of the course, students are required to present their work results in the form of a graduation internship report.

EBU1410 – Graduation Project: 06 credits.

The course enables students to apply theoretical knowledge and analytical thinking skills to research a specific issue related to their field and major. At the end of the course, students are required to present their research results in the form of a graduation project report or thesis.

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EBU1411 – Thesis: 06 credits.

he course enables students to apply theoretical knowledge and analytical thinking skills to research a specific issue related to their field and major. At the end of the course, students are required to present their research results in the form of a graduation project report or thesis.

GYMxxxx – Physical Education 1, 2, 3: 03 credits.

The course equips learners with basic knowledge of physical education, techniques, and exercise methods to train and improve health and aesthetics. Learners can choose their favourite courses to practice in accordance with their physical fitness such as: Gymnastics, Aerobics, Boxing, Vovinam, Dancesport.

MILxxxx – Military Education: 165 lessons.

The course equips learners with basic understanding of the Party and State's defence and security policies and guidelines on building all-people national defence, people's security, and love for socialism. Grasp basic knowledge about national defence and security in the

new situation. Implement basic skills in platoon-level military techniques and tactics, know how to use handguns and some commonly used infantry weapons. The subject is divided into 04 parts: part 1 - National defence and security guidelines of the Communist Party of Vietnam, part 2 - National defence and security work, part 3 - General military, tactics, pistol shooting techniques and using grenades, part 4- General understanding of troops and branches.

3. FUNCTION OF THE QUALIFICATION

3.1. Opportunities for further study

- Able to self-study and research to improve qualifications in professional fields related to the training specialization;

- Able to transfer to higher education levels at the post-graduate level in course relating to specialization.

3.2. Employment opportunities

- Specialist in consulting, strategic planning, policy development, construction, and maintenance of information technology projects related to e-commerce or e-business management.

- Specialist in administration and development of enterprise resource planning systems, building commercial transaction systems, and managing online business activities in organizations and enterprises (such as public administration, banking, telecommunications, aviation, construction, etc.).

- Manager or specialist in positions related to consulting, analysis, design, construction, and implementation of e-commerce systems, advertising and customer relations, and digital marketing in economic and social organizations.

- May work as a lecturer or researcher at institutes, universities, colleges, or vocational schools.

4. ADDITIONAL INFORMATION

4.1. Extracurricular Activities

During their studies at the University, students have opportunity to participate in various activities, including academic events, activities organized by the Youth Union and Student Association, volunteer and community service programs, and club activities. These experiences help students develop essential skills, foster social responsibility, and expand their professional and social networks.

4.2. Quality Assurance

Ho Chi Minh City University of Economics and Finance has been accredited for quality assurance at both the institutional and program levels by reputable national and international accreditation organizations. Information on accreditation results and the list of accredited programs is published at https://www.uef.edu.vn/qacenter/quality-accreditation/accreditation-certification-19482.

4.3. Conversion of UEF Credit System to the European Credit Transfer and Accumulation System (ECTS)

- 1 UEF credit is equivalent to 50 hours of student workload, including lecture attendance, guided learning, self-study, research, practical experience and assessments. For classroom-

based learning, 1 credit requires a minimum of 15 hours of theoretical instruction or 30 hours of practical work, experiments, or discussions, with each contact hour counted as 45 minutes.

- 1 ECTS credit is equivalent to 30 hours of student workload.

- 1 UEF credit ≈ 1.67 ECTS credits.

5. GUIDELINES FOR IMPLEMENTING AND ENSURING THE QUALITY OF STUDY PROGRAMS

1. The study program is organized and implemented according to the annual teaching and learning plans of the University.

2. Some special courses, reflecting UEF's unique characteristics, are organized with the following orientations:

- English language training: Foreign language courses English 1 to English 6 are scheduled in the early semesters (Semesters 1, 2, and 3). From Semester 4 onwards, professional courses are taught in English (12 professional courses are taught in English) to enable students to proficiently use English in their professional activities post-graduation.

- Skills training: Project Design 1 course is taught in the first year, Project Design 2 is taught in the second year. These courses equip students with teamwork skills, critical thinking, and problem-solving skills through a project. This foundation helps students develop skills through professional courses in subsequent semesters, maximising their ability to self-study, conduct research, and solve real-world problems. It also raises social responsibility awareness through topics related to the United Nations Sustainable Development Goals (SDGs), promoting lifelong learning capabilities.

- Career-oriented professional training: From the first year of semester 1, students have access to introductory courses, industry-based courses and exposure to professional practice through field visits, internships, seminars... In the final semester, the students must participate in a mandatory placement program (full-time at the internship unit, minimum 12 weeks) and choose to do a graduation thesis, or specialize graduation project.

3. Courses in the study program are assigned and managed according to faculties/institutes/centres (collectively referred to as course management units) according to the current regulations of the University.

4. The design of teaching and learning activities, assessment, and analysis of student learning outcomes are conducted in accordance with the University's guidelines on selecting teaching methods and assessing student learning outcomes based on the undergraduate study programme's learning outcomes.

5. Courses are taught following a unified detailed course syllabus issued by the President.

6. The organisation of teaching and learning, assessment of modules, and graduation consideration are conducted in accordance with the undergraduate training regulations, examination regulations, and other relevant regulations of the University.

7. The unit managing the training program must plan and implement the measurement and assessment of the program's learning outcomes according to University regulations. The unit managing the module must plan and implement the measurement and assessment of the module's learning outcomes as per University regulations.

8. Requirements for the teaching staff involved in the program are implemented in

accordance with the regulations for developing, appraising, and issuing training program, as stipulated in Decision No. 714/QĐ-UEF dated 01 September 2023 by the Rector of the University of Economics and Finance, Ho Chi Minh City.

9. The study programme is periodically reviewed, evaluated, and updated every two years. The review and evaluation results are applied by the program management unit to improve and enhance the quality of training.

10. If there is an urgent need to adjust the study program during its implementation, the programme management unit must submit a proposal clearly stating the basis/reason for the adjustment, the scope of application, the effective date, the content of the proposed adjustment, and the anticipated impact of the adjustment. The proposal must include the minutes of the Faculty Council meeting and other necessary evidence. Urgent adjustments to the study program must not affect the current semester's study plan. The Department of Academic Affairs receives the proposal from the programme management unit, reviews it, provides feedback, and submits it to the President for approval.

11. When there are changes to textbooks, teaching materials, reference materials, or due to urgent adjustments to the training programme, the detailed syllabus must be reviewed and updated. The course management unit collaborates with the program management unit to organize the review and update, specifying the effective date of the newly updated detailed syllabus. The detailed syllabus, once updated, is sent to the Department of Academic Affairs for review and submitted to the President for approval.

12. The maximum overall evaluation cycle for the study program is five years; the overall evaluation process is similar to the process for developing a new study program./.

PRESIDENT
Dr. Nguyen Thanh Giang

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