

UNDERGRADUATE PROGRAM, COHORT 2024
BACHELOR OF HOSPITALITY MANAGEMENT

(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: **HOSPITALITY MANAGEMENT**

Specializations:

- Specialization 1. International Hotel and Resort Business Management
- Specialization 2. Luxury Service Management

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 Hospitality Management
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).

2.5. Objectives of the study program (Program Objectives)

General objectives:

The Bachelor's program in Hospitality Management, with a career-oriented approach. Graduates are expected to possess strong political and professional ethics, good health, and comprehensive as well as in-depth knowledge of hospitality business and management, including lodging and supplementary services. They will also gain both fundamental and advanced understanding of tourism and services, organizational structures, operational procedures, and management of different departments within hospitality establishments. In addition, students will develop proficient professional skills through creative learning activities that integrate theory with practice, enabling them to think independently and innovatively. The program also equips learners with the ability for self-study and research, global integration, and adaptability to the dynamic business environment of hospitality, food and beverage, entertainment, and other tourism-related sectors both domestically and

internationally.

Specific objectives:

PO1 (Knowledge): Provide learners with fundamental knowledge in social sciences, political science, and law; along with comprehensive and in-depth foundational knowledge in hospitality management and business operations, as well as the necessary supporting knowledge to meet job requirements.

PO2 (Skills): Equip and train learners with professional skills in planning, organizing, operating, coordinating, and managing activities related to various departments within hospitality organizations and enterprises; apply professional and interdisciplinary knowledge to solve practical problems; and develop communication, lifelong learning, teamwork, and collaboration skills in a competitive and globally integrated business environment.

PO3 (Level of Autonomy and Responsibility): Foster and develop learners' professional ethics and sense of community responsibility; enhance their capacity for independent and creative thinking, collaboration in learning, research, and work, and adaptability to multicultural and globally integrated work environments.

2.6. Program Learning Outcomes

Knowledge

- (1) Apply knowledge of social sciences, political science, law, information technology, and national defense and security education to meet the requirements of work and daily life.
- (2) Integrate knowledge of economics, management, and marketing into the organization and management of hospitality services in both domestic and international contexts.
- (3) Analyze general knowledge of the lodging industry to design and implement operational procedures suitable for different customer segments.
- (4) Evaluate business operations and develop strategies that respond to domestic and international market trends.

Skills

- (5) Demonstrate effective systems thinking, critical thinking, and problem-solving skills to address challenges in dynamic work environments.
- (6) Demonstrate proficiency in communication, independent and teamwork skills, organizational and work evaluation skills, and the ability to use tools and software applied in hospitality establishments.
- (7) Integrate professional and managerial skills (planning, strategizing, organizing,

operating, and supervising) to effectively solve problems in service enterprises.

- (8) Use a foreign language at Level 3/6 of the Vietnamese Language Proficiency Framework for professional and multicultural communication.

Level of Autonomy and Responsibility

- (9) Demonstrate political awareness, professional ethics, civic and community responsibility, professional demeanor, and disciplined work practices.
- (10) Exhibit the ability to work independently and collaboratively in changing environments, taking personal and team responsibility with professionalism and scientific working methods.
- (11) Demonstrate self-direction, lifelong learning orientation, and a progressive mindset, with the ability to express personal viewpoints and adapt quickly to changes in the service business environment.
- (12) Demonstrate organizational, coordination, and supervisory abilities to contribute to collective and community development toward sustainability and global citizenship.

2.7. Program structure

No	Knowledge block	Volume of knowledge			Percentage %
		Number of credits	Compulsory	Elective	
1	Basic knowledge	47	47		35,1%
1.1	<i>Social sciences</i>	6	6	-	
1.2	<i>Political science</i>	11	11	-	
1.3	<i>Law</i>	3	3	-	
1.4	<i>Information technology</i>	3	3	-	
1.5	<i>Foreign language (English)</i>	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	<i>Physical education (3 credits)</i>			<input checked="" type="checkbox"/>	

No	Knowledge block	Volume of knowledge			
		Number of credits	Compulsory	Elective	Percentage %
6.2	National defense education (165 periods)		<input checked="" type="checkbox"/>		
	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. Social sciences						6
1.1.1	TOU1134	Văn hóa du lịch	Tourism Culture	BB	V	3
1.1.2	BUS1117	Phương pháp nghiên cứu trong kinh doanh	Researching Methods in Business	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

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
1.4. Information technology						
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
2. Foundational disciplinary knowledge						18
2.1	ECO1101	Kinh tế vi mô	Microeconomics	BB	V	3
2.2	MKT1101	Marketing căn bản	Principles of Marketing	BB	V	3
2.3	MGT1101	Quản trị học	Principles of Management	BB	V	3
2.4	TOU1101	Tổng quan du lịch	Introduction to Tourism	BB	V	3
2.5	TOU1135E	Tiếng Anh dịch vụ	English for Service Industry	BB	E	3
2.6	HMM1103E	Quản trị nhân sự trong du lịch	Human Resource Management in Tourism	BB	E	3
3. Advanced disciplinary knowledge						45
3.1	HMM1136E	Quản trị khách sạn và khu nghỉ dưỡng	Hotel and Resort Management	BB	E	3
3.2	HMM1208E	Quản trị tiền sảnh	Front Office Management	BB	E	3
3.3	HMM1224	Thực hành nghiệp vụ nhà hàng và bar	Serving Practice in Restaurant and Bar	BB	V	3
3.4	HMM1234	Thực hành phục vụ buồng	Housekeeping Service Practice	BB	V	2

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
3.5	HMM1133E	Kỹ năng xây dựng hình ảnh cá nhân	Personal Image Building Skills	BB	E	1
3.6	HMM1143E	Quản trị truyền thông và thương hiệu	Brand and Communication Management	BB	E	3
3.7	HMM1135E	Hành vi khách hàng trong lĩnh vực dịch vụ	Consumer Behavior in Hospitality Industry	BB	E	3
3.8	HMM1128	Quản trị rủi ro trong kinh doanh khách sạn và nhà hàng	Risk Management in Hospitality Business	BB		3
3.9	TOU1125E	Quản trị hội nghị và sự kiện	Conference and Event Management	BB	E	3
3.10	HMM1144E	Kinh doanh dịch vụ toàn cầu	Global Hospitality Business	BB	E	3
3.11	HMM2320	Chuyên đề khách sạn 1	Hotel Seminar 1	BB		1
3.12	HMM2319	Chuyên đề khách sạn 2	Hotel Seminar 2	BB		2
			<i>Students choose 01 of the 02 Specialisations below</i>			
Specialisation 1.		<i>Kinh doanh khách sạn và khu nghỉ dưỡng quốc tế</i>	<i>International Hotel and Resort Business Management</i>			
3.13.1	HMM1141E	Quản trị khối buồng phòng	Room Division Management	TC	E	3
3.14.1	HMM1131E	Quản trị doanh thu	Revenue Management	TC	E	3
3.15.1	HMM1145E	Digital marketing trong khách sạn	Digital Marketing in Hospitality	TC	E	3

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
3.16.1	HMM1139E	Khởi nghiệp kinh doanh khách sạn	Hospitality Business Startup	TC	E	3
3.17.1	HMM1138	Hệ thống quản lý khách sạn và thương hiệu	Hotel and Brand Management System	TC	V	3
Specialisation 2.		Quản trị dịch vụ cao cấp	Luxury Service Management			
3.13.2	TOU1106	Quản trị chất lượng dịch vụ du lịch	Service Quality Management in Tourism	TC	V	3
3.14.2	HMM1146E	Quản trị thể thao và tái tạo	Sport and Recreation Management	TC	E	3
3.15.2	HMM1148E	Kỹ năng lãnh đạo trong lĩnh vực khách sạn	Leadership in Hospitality Industry	TC	E	3
3.16.2	HMM1147E	Quản lý trải nghiệm khách hàng	Guest Experience Management	TC	E	3
3.17.2	HMM1140E	Dịch vụ hàng không	Airline Service	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
			<i>Choose 3 elective courses:</i>			
4.3	ECO1113	Công dân toàn cầu	Global Citizenship	TC	V	3
4.4	JPN1163	Đặc 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

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
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	LAW1111	Luật thương mại	Commercial Law	TC	V	3
4.11	LAW1116	Luật quốc tế	International Law	TC	V	3
4.12	GPD1135	Nghệ thuật học cơ bản	The Basic of Arts	TC	V	3
4.13	HRM1111	Nghệ thuật lãnh đạo	Arts of Leadership	TC	V	3
4.14	HMM1137	Nghệ thuật xây dựng hình ảnh cá nhân chuyên nghiệp	Professional Personal Branding	TC	V	3
4.15	IRE1130	Nghiệp vụ ngoại giao	Diplomatic Protocol	TC	V	3
4.16	DAS1125	Nhập môn chuyển đổi số	Introduction to Digital Transformation	TC	V	3
4.17	IRE1108	Những vấn đề toàn cầu	Global Issues	TC	V	3
4.18	DAS1124	Phân tích dữ liệu ứng dụng	Applied Data Analytics	TC	V	3
4.19	LAW1107	Pháp luật về doanh nghiệp	Enterprises Law	TC	V	3
4.20	FIN1152	Quản lý tài chính cá nhân	Personal Financial Management	TC	V	3
4.21	IBU1115	Quản trị chiến lược toàn cầu	Global Strategic Management	TC	V	3
4.22	PSY1103	Tâm lý giao tiếp	Communication Psychology	TC	V	3
4.23	ADS1101	Thuyết trình sáng tạo	Creative Presentation	TC	V	3

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
4.24	DMK1114	Tư duy thẩm mỹ	Aesthetic Thinking	TC	V	3
4.25	TOU1145	Văn hóa bàn tiệc và lễ tân khánh tiết	Diplomatic Reception and Table Art	TC	V	3
4.26	SOS1108	Văn hóa các nước Đông Nam Á	Cultures of Southeast Asia Countries	TC	V	3
4.27	KOR1147	Văn hóa truyền thống Hàn Quốc	Korean Traditional Culture	TC	V	3
4.28	IRE1138	Văn minh nhân loại	Human Civilisation	TC	V	3
5. Internship knowledge						9
5.1	HMM1325	Thực tập tốt nghiệp	Graduation Internship	BB	V	3
			<i>Students choose Thesis or Graduation Project</i>			
5.2	HMM1417	Chuyên đề tốt nghiệp	Graduation Project	TC	V	6
5.3	HMM1418	Khóa luận tốt nghiệp	Thesis	TC	V	6
6. Non – cumulative knowledge						3
6.1. Physical education (<i>students choose 1 of the following 5 groups</i>)						3
		<i>Group 1</i>				
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
		<i>Group 2</i>				

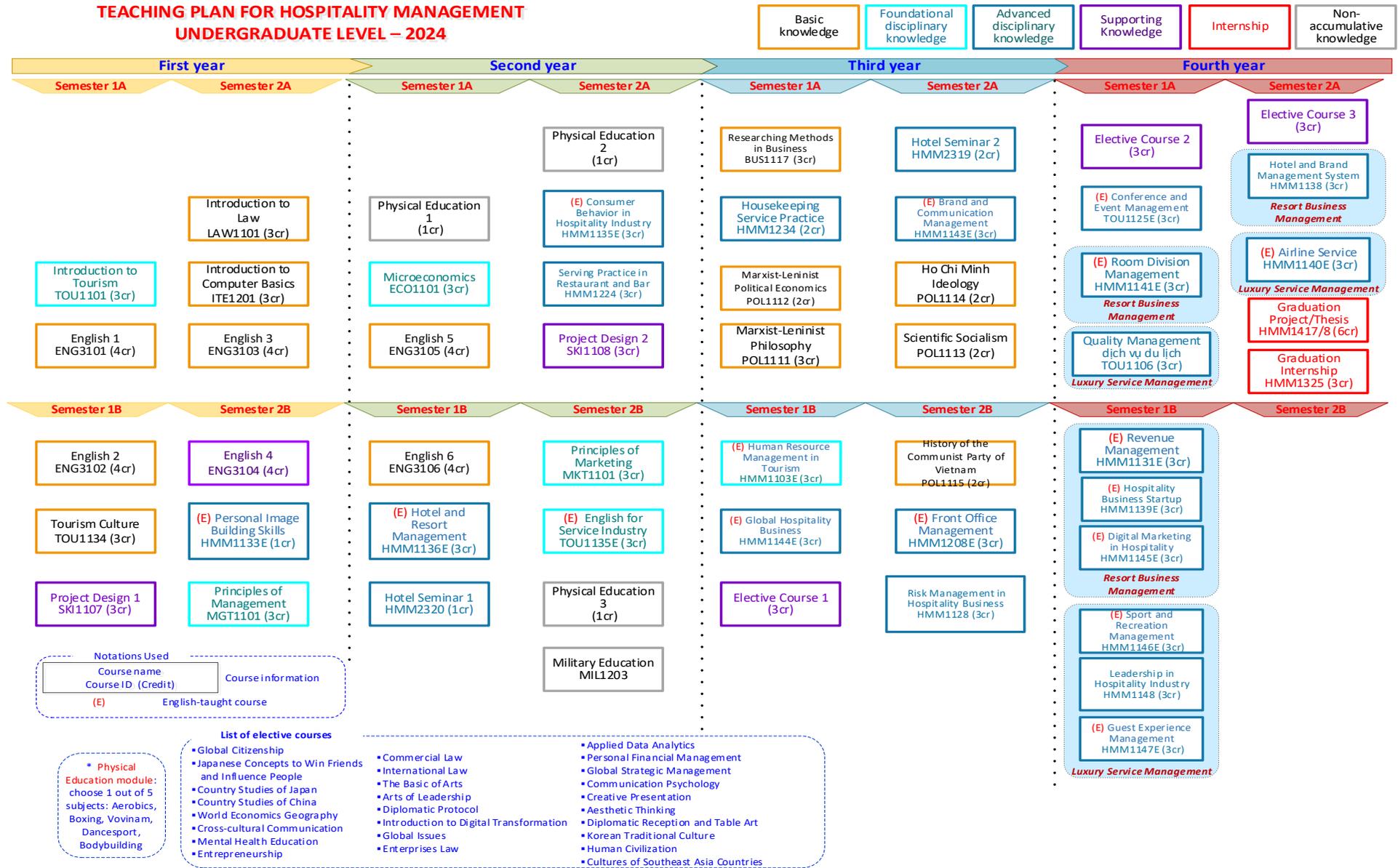
NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
6.1.1.2	GYM1321	Giáo dục thể chất - Vovinam 1	Physical Education 1 - Vovinam	TC	V	1
6.1.2.2	GYM1322	Giáo dục thể chất - Vovinam 2	Physical Education 2 - Vovinam	TC	V	1
6.1.3.2	GYM1323	Giáo dục thể chất - Vovinam 3	Physical Education 3 - Vovinam	TC	V	1
		<i>Group 3</i>				
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
		<i>Group 4</i>				
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
		<i>Group 5</i>				
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

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
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

TOU1134 - Tourism Culture: 03 credits.

This course provides learners with a systematic and extensive understanding of tourism culture in Vietnam, fundamental knowledge of culture, types of culture, different aspects of tourism culture, various fields of cultural tourism, and types of cultural resources that humans exploit and use to create tourism products to meet tourists' needs. The course also equips learners with characteristics of management culture and business culture in tourism, as well as issues related to the protection of cultural diversity in sustainable tourism development, and the development of tourism in the context of international integration...

BUS1117 - Researching Methods in Business: 03 credits.

This course equips learners with the necessary knowledge and skills to prepare for and conduct a specific research study. The main contents include identifying research problems, developing a research proposal, selecting an analytical framework and research design, designing samples and collecting data, analysing data, and writing and presenting research results.

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.

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.

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.

MGT1101 - Principles of Management: 03 credits.

This course provides students with fundamental knowledge of managing an organization or business. Students will gain a comprehensive understanding of general management theory, including the concept and necessity of management, core management functions, essential managerial skills, the impact of the environment on organizational activities, managerial decision-making, leadership, and employee motivation. Additionally, the course introduces key management thoughts and several modern management models, equipping students with the knowledge to apply management principles in contemporary organizational settings.

TOU1101 - Introduction to Tourism: 03 credits.

This course equips tourism students with foundational knowledge of the tourism industry, including concepts of tourism, tourists, types of tourism, tourism products, travel motives and demands, conditions for tourism development, and the relationship between tourism and economic, socio-cultural, environmental, and political sectors. It also covers concepts of tourism business (including travel agency operations, accommodation, food and beverage services, and tourism transport), tourism workforce training, organization and management of the tourism sector, and sustainable tourism development, enabling students to effectively apply this knowledge in tourism activities after graduation.

TOU1135E - English for Service Industry: 03 credits.

This course provides learners with essential communication skills needed to use English effectively and confidently in various work situations within the tourism industry. It particularly equips students with basic tourism-related vocabulary and grammatical structures to develop listening, speaking, reading, and writing skills in practical work settings, including handling hotel phone calls, addressing customer inquiries and complaints, using systems and forms, and writing emails.

HMM1103E - Human Resource Management in Tourism: 03 credits.

This course provides an overview of human resource management within an organization. It covers topics including an introduction to HRM, workforce planning, recruitment, selection, training and development, motivation, performance appraisal, and employee health and safety in the tourism and hospitality industry. The course also introduces the relationship between management and leadership, as well as the requirements and qualities necessary to become a team leader or organizational leader.

HMM1136E - Hotel and Resort Management: 03 credits.

This course provides a general understanding of the accommodation service industry, including hotels and resorts in particular, as well as the operation of various types of lodging services in general, enabling students to grasp the characteristics and development trends of the industry. Students are also equipped with knowledge of standards, organizational structures, and the operations of accommodation establishments, with a particular focus on hotels and resorts.

HMM1208E - Front Office Management: 03 credits.

This course focuses on providing knowledge about the organization, functions, and activities of the Front Office department, one of the most important hotel departments responsible for generating revenue and profit. By the end of the course, students will understand the role of the Front Office, acquire skills related to guest check-in and check-out procedures, handling complaints and guest requests, and learn methods to increase hotel revenue through other services offered within the hotel.

HMM1224 - Serving Practice in Restaurant and Bar: 03 credits.

This course aims to equip students with the confidence, knowledge, and skills to work as service staff in food and beverage establishments, including restaurants, cafés, bars, or any bar setting, as well as in international five-star restaurants and F&B departments. Students will learn how to respond to and handle practical situations, understand customer psychology, and gain knowledge about a specific restaurant department: the Bar its layout, common types of bars, and bar equipment. Additionally, students are provided with fundamental knowledge of alcoholic and non-alcoholic beverages used in drink preparation, including their origins, significance, characteristics, and ingredients.

HMM1234 - Housekeeping Service Practice: 02 credits.

This course aims to provide students with concepts and terminology used in the Housekeeping department, an overview of the functions of outlets within Housekeeping, and the organization and operations of the department. Students will gain detailed knowledge of hotel housekeeping services, the relationship between housekeeping and other hotel services, and the skills required for both staff and management in the Housekeeping department. In addition, learners will acquire practical experience in performing the basic skills and procedures involved in housekeeping operations.

HMM1133E - Personal Image Building Skills: 01 credits.

This course equips students with knowledge and skills related to personal style, attire, and physical presence. In addition, it helps learners develop skills in building a professional image, selecting appropriate clothing, communicating with colleagues and customers, telephone etiquette, expressive language, emotional control, and graceful movement. These competencies enable individuals to create a professional impression in the workplace, enhance work efficiency, and increase satisfaction for colleagues, partners, and clients, thereby meeting the basic requirements for personnel working in the service industry.

HMM1143E - Brand and Communication Management: 03 credits.

This course equips students with specialized skills in brand management and corporate communication, enabling them to understand the importance of brand communication in creating competitive advantages in a dynamic marketing environment. Additionally, the course aims to provide students with the necessary skills to develop and implement marketing campaigns, build strong brands, and strengthen the competitive position of a business.

HMM1135E - Consumer Behavior in Hospitality Industry: 03 credits.

Consumer behavior includes individual decision-making (IDM), which impacts customer satisfaction, loyalty, and other behavioral intentions toward an organization's products and services. The course Consumer Behavior in Hospitality and Tourism focuses on studying

consumers and tourists in various leisure and tourism settings, such as hotels, convention centers, amusement parks, national parks, and transportation services. The purpose of this course is to provide a comprehensive overview of emerging topics and current perspectives in the hospitality and business sector. Topics covered include consumer behavior, sustainable tourism, environmental issues, green tourism, and the impact of online hotel reviews through social media.

HMM1128 - Risk Management in Hospitality Business: 03 credits.

Risk management is an essential activity not only for businesses but also for everyday life. Effective risk management helps enterprises maintain stable operations, act proactively, and avoid potential losses through prior planning. This course presents in detail the steps in the risk management process, from identification and measurement to control and financing in the event of loss. Qualitative and quantitative analysis techniques are also introduced for risk assessment and ranking. By the end of the course, students will have a clear understanding of risk, acquire the knowledge and skills necessary to identify and analyze risks in hospitality and tourism businesses, and be equipped with qualitative and quantitative techniques to evaluate risks systematically. This enables them to develop risk control and financing programs for hospitality and tourism enterprises.

TOU1125E - Conference and Event Management: 03 credits.

This course provides learners with knowledge related to organizing events or conferences in hotels, covering general processes for managing and coordinating events and conferences. It develops the necessary skills to design an event or conference, including selecting a theme, creating content, planning the event, managing logistical preparations, and handling unforeseen situations that may arise during the event or conference.

HMM1144E - Global Hospitality Business: 03 credits.

This course equips students with the skills to manage the complexity of global operations while applying a local approach to deliver exceptional customer experiences. The course aims to provide knowledge of global hotel management, regional awareness, and the competencies needed to excel in a multicultural environment.

HMM2320 - Hotel Seminar 1: 01 credits.

This course is conducted in the form of a seminar organized by the hotel, a strategic partner of the university. Students participate in an extracurricular tour combined with a seminar lasting approximately 3–4 hours at a four- or five-star hotel. Hotel representatives guide students through visits to various hotel departments as well as the facilities and services available at the hotel.

HMM2319 - Hotel Seminar 2: 02 credits.

This course facilitates connections between hospitality businesses and students, providing opportunities for students to experience various models within the tourism industry. In addition, after this internship, students can gain practical experience related to the content learned at the university, including knowledge of hotel and resort operational processes. It also offers initial exposure to businesses, helping students better understand recruitment requirements and shape their career orientation.

HMM1141E - Room Division Management: 03 credits.

This course focuses on the key principles of Front Office and Housekeeping management

in the international hotel industry. It provides learners with in-depth knowledge of the hospitality sector and the importance of the room division, which is considered the main revenue-generating department in accommodation businesses. The course content concentrates on the operation and management of workflows within the departments of the room division.

HMM1131E - Revenue Management: 03 credits.

This course provides learners with fundamental knowledge of revenue management in the hotel industry, including the application of pricing and length-of-stay tools, as well as measuring revenue management performance. It guides learners to shift their mindset from focusing on occupancy rates and average room rates to concentrating on revenue per available room (RevPAR). The course also teaches students how to forecast hotel guest arrivals, evaluate pricing models in line with revenue management principles, and manage overbooking.

HMM1145E - Digital Marketing in Hospitality: 03 credits.

This course provides learners with knowledge and practical skills in Digital Marketing within the Tourism – Hospitality – F&B sectors. Students will gain a comprehensive understanding of Digital Marketing, including concepts of consumer research and behavior analysis to effectively implement business plans. They will learn the principles of brand positioning and communication through digital approaches, as well as how to optimize collaboration with the sales department to connect the brand with customers throughout their digital journey. As a result, students will be able to increase online customer conversion, thoroughly understand customer preferences and behavior for more effective targeting, optimize search engine use, implement social media strategies, and build an online brand—ultimately contributing to increased sales and revenue for the business.

HMM1139E - Hospitality Business Startup: 03 credits.

This course provides comprehensive knowledge on the significance of entrepreneurship, the characteristics and nature of entrepreneurs, the entrepreneurial journey, and how entrepreneurs manage risks in the hospitality and lodging service industry. Additionally, the course highlights how business practices may vary depending on location, purpose, and the socio-demographic characteristics of entrepreneurs. The content is presented in a systematic and comprehensive manner, enhancing both the breadth and depth of knowledge, as well as developing critical thinking, planning, and strategic skills for project implementation. This contributes significantly to the professional development of learners after graduation.

HMM1138 - Hotel and Brand Management System: 03 credits.

This course provides learners with a general understanding of the responsibilities, functions, and skills related to asset management in accommodation service establishments. It also clarifies the differences between off-site and on-site asset managers, and outlines the roles, positions, training, and expertise required for managers in lodging facilities, particularly within international hotel brands. Upon completing the course, students will acquire asset management skills and expertise through computer systems and software, as well as develop practical application skills that can be immediately applied in their workplace.

TOU1106 - Service Quality Management in Tourism: 03 credits.

This course provides students with fundamental knowledge in the field of services, service quality, and service quality management within tourism and travel, transportation, hotel and restaurant, and food and beverage businesses. It equips students with the knowledge to establish, maintain, and improve quality management systems in enterprises.

HMM1146E - Sport and Recreation Management: 03 credits.

This course provides an analysis of effective management strategies and knowledge related to sports and recreation management. It also introduces students to career opportunities in sports management and the application of sports principles to management, including leadership styles, communication, motivation, and entrepreneurial mindset.

HMM1148E - Leadership in Hospitality Industry: 03 credits.

This course is designed to provide foundational knowledge of leadership by focusing on the significance of becoming an effective leader. The emphasis of the course is on leadership practice. Topics include understanding leadership, identifying leadership traits, leveraging individual strengths, understanding leadership philosophies and styles, engaging in tasks and relationships, developing leadership skills, creating a vision, establishing a constructive environment, listening to members outside the team, managing conflict, addressing ethical issues in leadership, and overcoming obstacles.

HMM1147E - Guest Experience Management: 03 credits.

This course provides strategies and tactics for managing customer expectations and service experiences. Students will learn how to develop detailed plans for a customer experience vision, build a customer-centric culture, conduct customer experience research, customize journey mapping frameworks, measure customer experiences, and create impactful business cases for organizational customer experience initiatives.

HMM1140E - Airline Service: 03 credits.

This course provides students with a comprehensive understanding of the aviation service industry. The knowledge covered includes the history of aviation and the various components and interdependencies between airlines, airports, civil aviation authorities, and air navigation services, which must operate harmoniously to ensure safety and efficiency. This foundational course serves as a motivating introduction for learners pursuing careers in the service sector who wish to gain deeper insights into the operations of the international aviation industry. The course content includes topics such as aviation law, equipment, security, environmental issues, services, and safety.

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.

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.

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.

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.

HMM1325 – Graduation Internship: 03 credits.

During the internship at the organization, students are required to gain an understanding of the overall operations of the unit and the tasks performed, which will serve as a basis for preparing their graduation report.

HMM1417 – Graduation Project: 06 credits.

This course is designed for students who have completed all the required specialized subjects of their program, meet the GPA requirements set by the Faculty, and wish to register for the Graduation Seminar (Specialized Topic). Students are required to carry out a project or a major assignment related to the specialized knowledge of their program. During the course, students may propose a topic or be assigned one and will receive guidance from a supervising faculty member. Upon completion within the stipulated timeframe, students must submit their seminar report along with any products, solutions, or software developed for evaluation. The implementation of the Graduation Seminar must strictly follow the Faculty's regulations, including deadlines, report templates, and other rules regarding the seminar defense.

HMM1418 – Thesis: 06 credits.

This course is designed for students who have completed all the required specialized subjects of their program, meet the GPA criteria set by the Faculty, and wish to register for the Graduation Thesis. The course enables students to apply their theoretical knowledge and critical thinking skills to research a specific issue related to their field of study and professional activities. By the end of the course, each student is required to present their research findings in the form of a Graduation Thesis. Students must carry out a project or a major assignment relevant to their specialized knowledge. During the process, students may propose a topic or be assigned one, and will receive guidance from a supervising faculty member. Upon completion within the stipulated timeframe, students must submit their thesis along with any products, solutions, or software developed and present them before a Faculty Board for evaluation. The implementation of the Graduation Thesis must strictly follow the Faculty's regulations, including deadlines, report templates, and other rules regarding the thesis defense.

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

- Ability to self-study and research to improve qualifications in professional fields related to the training specialization;
- Ability to transfer to higher education levels at the post-graduate level in course relating to specialisation..

3.2. Employment opportunities

- Specialists/ Staff in business, marketing, and development of accommodation service products;
- Manager or specialist in departments such as front office, reception, housekeeping, food and beverage, kitchen, conference and banquet, human resources, finance, accounting, and administration at resorts, tourist areas, entertainment complexes, building services, healthcare services, and airlines;
- Intern/Management or executive, marketing, human resources, and finance officer at domestic and international tourism research and business organizations;
- Lecturer or researcher in hospitality and restaurant management at universities and colleges.

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 \approx 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.

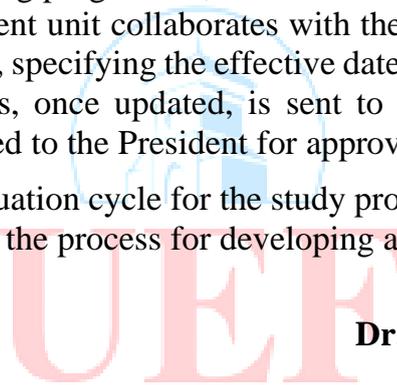
8. Requirements for the teaching staff involved in the program are implemented in accordance with the regulations for developing, appraising, and issuing training program, as stipulated in Decision No. 714/QĐ-UEF dated 01 September 2023 by the Rector of the University of Economics and Finance, Ho Chi 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

UNIVERSITY OF ECONOMICS & FINANCE