

UNDERGRADUATE PROGRAM, COHORT 2024
BACHELOR OF TOURISM AND TRAVEL MANAGEMENT

(Attached to Decision No. 237 /QĐ-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:

TOURISM AND TRAVEL MANAGEMENT

Specializations:

- Specialization 1. International Tourism Management
- Specialization 2. Destination 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 Tourism and Travel 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 Tourism and Travel Management is designed with a career-oriented approach. It equips graduates with solid professional knowledge, a broad understanding of culture and society, standardized operational procedures, strong soft skills, fluency in foreign languages and technology, as well as practical experience and managerial vision. The program enables students to meet the growing demands of domestic and international travel enterprises and to advance their careers in a competitive and globally integrated environment.

Specific objectives:

PO1 (Knowledge): Provide learners with broad and in-depth foundational knowledge in tourism and travel services management, as well as the ability to apply such knowledge to handle tasks, provide information, and make decisions within the field.

PO2 (Skills): Equip learners with professional practice skills in core professional areas such as tour design, tour operations, tour guiding, sales and marketing, tourism human resources management, and the operation and management of activities related to departments within tourism, travel, transportation, and immigration service organizations. Learners will be able to apply interdisciplinary knowledge to solve real-world problems and develop communication, interpersonal, teamwork, and professional skills needed to succeed in a competitive business environment and a globally integrated context.

PO3 (Level of Autonomy and Responsibility): Foster professional ethics and community 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 social sciences, political science, law, information technology, and national defense and security education to meet the requirements of work and daily life.
- (2) Relate social, cultural, and interdisciplinary knowledge to practical applications in tourism and travel services business.
- (3) Analyze fundamental and advanced knowledge of economics and management relevant to the tourism service industry, including product development planning, sales, marketing, and human resource management for tourism enterprises.
- (4) Evaluate tourism and travel products and services, specialized types of tourism, and business activities in the tourism sector of Vietnam and other countries around the world.

Skills

- (5) Demonstrate effective systems thinking and critical thinking skills, as well as the ability to employ alternative solutions in a changing work environment.
- (6) Demonstrate strong communication, teamwork, organizational, and work evaluation skills, along with the ability to use tools and software in the tourism business sector.
- (7) Integrate and perform travel operations such as tour design, tour operation, sales and marketing of tourism products, tour guiding, and event organization in tourism activities.
- (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, community responsibility, and professional demeanor, as well as the ability to guide and supervise others in performing assigned tasks.
- (10) Exhibit the ability to work independently and collaboratively in dynamic environments, taking both individual and group responsibility.
- (11) Develop self-discipline, professional health and fitness, and adherence to organizational regulations to ensure the effective performance of assigned tasks in the tourism and travel business.
- (12) Develop the ability to plan, coordinate, and leverage collective intelligence to provide professional direction and make informed conclusions in the field of tourism and travel services.

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"/>	
6.2	<i>National defense education (165 periods)</i>		<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
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

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
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	MKT1101E	Marketing căn bản	Principles of Marketing	BB	E	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	TOU1205	Tâm lý và kỹ năng giao tiếp trong du lịch	Psychology and Communication Skills in Tourism	BB	V	3
3.2	TOU1120	Tuyến điểm du lịch	Tourism Route and Destinations	BB	V	3
3.3	TOU1126	Thiết kế và tính giá tour	Tour Design and Pricing	BB	V	3
3.4	TOU1127E	Điều hành tour	Tour Operations	BB	E	3
3.5	TOU1129	Nghiệp vụ hướng dẫn 1	Tour Guide Practice 1	BB	V	2
3.6	TOU1130E	Nghiệp vụ hướng dẫn 2	Tour Guide Practice 2	BB	E	3
3.7	MGT1121E	Quản trị lữ hành	Travel Management	BB	E	3
3.8	TOU1131E	Nghiệp vụ kinh doanh dịch vụ lữ hành	Travel Service Business	BB	E	3
3.9	TOU1125E	Quản trị hội nghị và sự kiện	Conference and Event Management	BB	E	3

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
3.10	TOU2321	Chuyên đề lễ hành 1	Travel Seminar 1	BB	V	1
3.11	TOU2315E	Chuyên đề lễ hành 2	Travel Seminar 2	BB	E	1
3.12	TOU2316E	Chuyên đề lễ hành 3	Travel Seminar 3	BB	E	2
			<i>Students choose 01 of the 02 Specialisations below</i>			
Specialisation 1.		Quản trị du lịch quốc tế	International Tourism Management			
3.13.1	TOU1136E	Địa lý du lịch thế giới	World Tourism Geography	TC	E	3
3.14.1	TOU1111E	Du lịch Mice	MICE Tourism	TC	E	3
3.15.1	TOU1137E	Xu hướng du lịch	Tourism Trends	TC	E	3
3.16.1	TOU1103	Quản trị chiến lược trong tổ chức du lịch	Strategic Management in Tourism Organization	TC	V	3
3.17.1	TOU1138	Quản trị dịch vụ du lịch cao cấp	Luxury Tourism Management	TC	V	3
Specialisation 2.		Quản trị điểm đến	Destination Management			
3.13.2	TOU1139E	Quản trị du lịch bền vững	Sustainable Tourism Management	TC	E	3
3.14.2	TOU1140	Nghiên cứu và phát triển sản phẩm du lịch	Tourism Product Research and Development	TC	V	3
3.15.2	TOU1141E	Du lịch thông minh	Smart Tourism	TC	E	3

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
3.16.2	TOU1142E	Marketing điểm đến du lịch	Tourism Destination Marketing	TC	E	3
3.17.2	TOU1143	Khởi nghiệp kinh doanh lễ hành	Travel Business Starup	TC	V	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
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

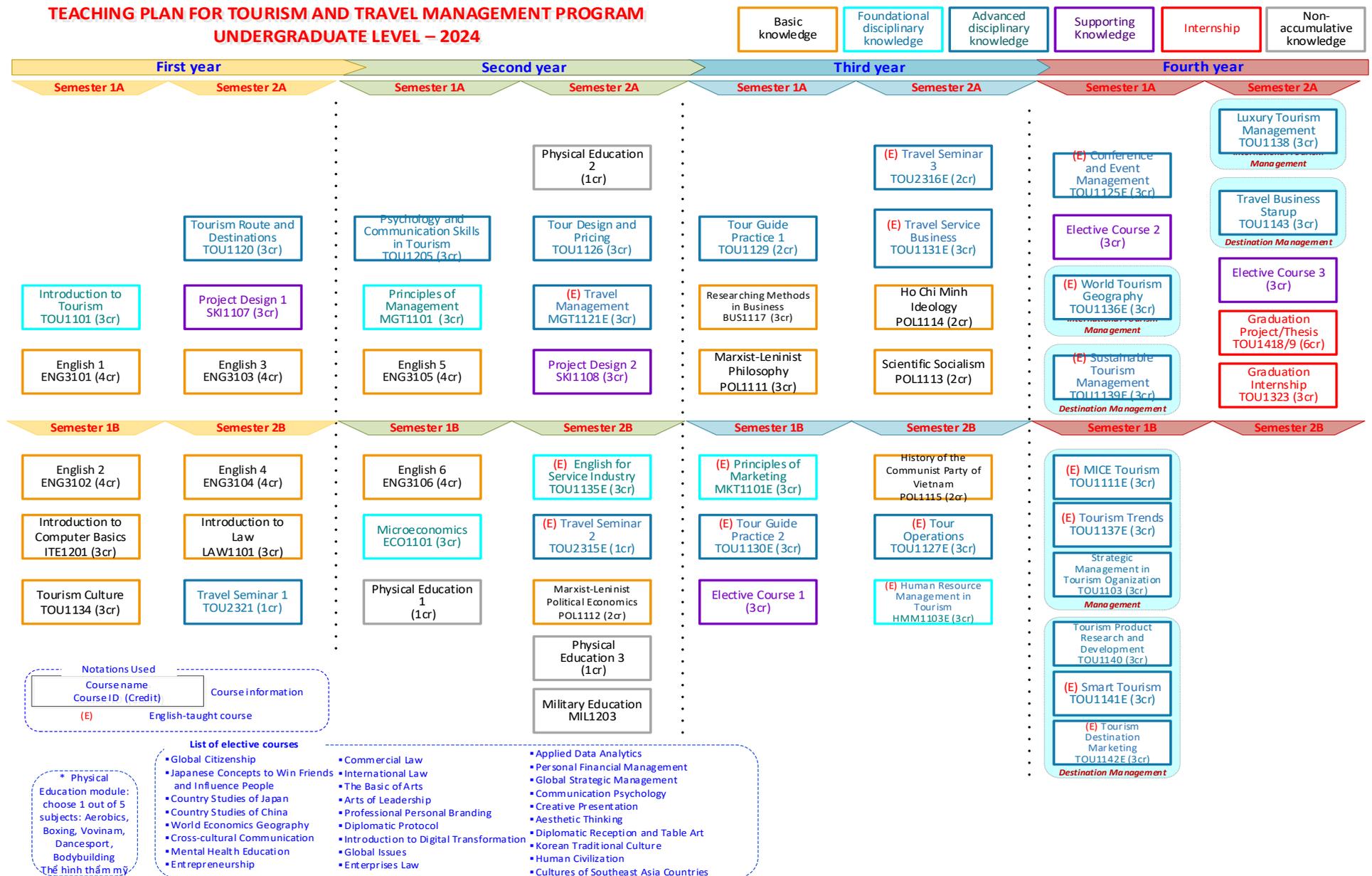
NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
4.15	HMM1137	Nghệ thuật xây dựng hình ảnh cá nhân chuyên nghiệp	Professional Personal Branding	TC	V	3
4.16	IRE1130	Nghiệp vụ ngoại giao	Diplomatic Protocol	TC	V	3
4.17	DAS1125	Nhập môn chuyển đổi số	Introduction to Digital Transformation	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	TOU1323	Thực tập tốt nghiệp	Graduation Internship	BB	V	3
			<i>Students choose Thesis or Graduation Project</i>			
5.2	TOU1418	Chuyên đề tốt nghiệp	Graduation Project	TC	V	6
5.3	TOU1419	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>				
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>				

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
		<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
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



Description of the Tourism and Travel Management program, Cohort 2024

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.

TOU1205 - Psychology and Communication Skills in Tourism: 03 credits.

This course presents basic concepts of psychology, social psychology, etc., helping learners to perceive the role of studying psychology applied to communication in tourism. The course provides scientific evidence to identify, evaluate and adjust the behaviour of individuals involved in communication in order to improve the effectiveness of tourism business activities. The course also equips students with basic knowledge of communication, behaviour, etc., to practise communication skills – one of the important

soft skills that determine the quality of human resources and work efficiency. The quality of tourism services largely depends on the psychological attributes and social-psychological state of tourists and tourism service providers when they communicate with each other. Therefore, Psychology and Communication Skills in Tourism is a necessary subject for tourism majors, helping learners to have appropriate knowledge, skills and attitudes to improve the quality of communication, which means improving the quality of tourism services.

TOU1120 - Tourism Route and Destinations: 03 credits.

This course provides students with basic knowledge of tourist sites, areas, routes, and tourism resources in Vietnam, including natural tourism resources and cultural tourism resources. It guides students on how to apply the knowledge acquired in the course to perform professional tasks such as tour guiding, tour programme design, and future work practices. The course also helps students develop presentation skills, tourism interpretation skills, and public speaking skills, serving as a foundation for specialised, practical, and field courses.

TOU1126 - Tour Design and Pricing: 03 credits.

This course presents fundamental issues related to tourism programmes, including types of package and partial tours, as well as the services that constitute a tourism programme. It provides students with knowledge of routes and distances between destinations within a tour. The course guides students in designing a package tour programme based on tourists' needs and preferences, market trends, and the company's business strategy and philosophy. Accordingly, students learn how to plan tours, select services, and calculate costs and selling prices for package tour programmes.

TOU1127E - Tour Operations: 03 credits.

This course is designed to provide students with basic knowledge of tourism service operations, the partner network of travel enterprises, and the methods of working with service providers such as accommodation, food and beverage, transportation, sightseeing and entertainment, insurance, and other services. It covers the process of operating tours, including planning, preparation, implementation, and completion. The course also provides essential knowledge of domestic, inbound, and outbound tour operations, their differences, and related procedures. Students will be guided in developing skills in price negotiation, handling service partner contracts, bookings, handover forms, and other relevant documents...

TOU1129 - Tour Guide Practice 1: 02 credits.

This course provides students with an overview of tour guiding activities, including the duties and requirements necessary to become a tour guide. It covers the process of implementing a tour programme, from receiving the tour handover to preparation, execution, and final settlement. The course equips students with professional skills in organising and operating tours, such as contacting and receiving guests, coordinating services before guest arrival, working with partners during tours, and providing customer care. In addition, the course helps students practise specific skills required of a tour guide, including greeting groups, delivering commentary on the bus and at tourist sites, conducting entertainment activities, and handling situations that may arise during tours...

TOU1130E - Tour Guide Practice 2: 03 credits.

This course provides students with knowledge of international tour guiding activities, including requirements, regulations, and procedures for inbound and outbound tours, as well as the conditions for obtaining a tour guide licence. It offers practice and training in delivering tour commentary in English, both on the bus and at tourist sites. The course helps students classify and understand the processes of conducting inbound and outbound tours, as well as the characteristics of different tourist markets by nationality. It also equips students with practical knowledge of immigration procedures, skills for handling situations abroad, and international communication etiquette...

MGT1121E - Travel Management: 03 credits.

This course provides systematic management knowledge, offering an overview of the history of the tourism industry; the organisational structure of travel enterprises; the relationship between travel enterprises and product suppliers; the organisation, development, and operation of tour programmes; the organisation of integrated promotion, sales, and implementation of tour programmes; the management of tour programme quality; the application of information technology in tourism business; and the business environment and competitive strategies of travel enterprises. In addition, the course introduces students to software applications used in the tourism industry for hotel bookings, airline or car ticket reservations, and purchasing tour programmes from travel companies or travel agencies.

TOU1131E - Travel Service Business: 03 credits.

This course provides students with in-depth knowledge of tourism and travel products, including the classification and characteristics of different types of tours, as well as knowledge of tourism service business operations. It equips students with the processes and skills for approaching customers, understanding their psychology, needs, and motivations, introducing travel products, providing consultation and information support, closing contracts, and negotiating. The course also helps students become familiar with operations related to travel contracts, various types of taxes and discounts. In addition, students have the opportunity to practise information technology and digital skills applied to travel business activities.

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.

TOU2321 - Travel Seminar 1: 01 credits.

This course aims to provide students with initial exposure to activities related to tourism and travel, enabling them to gain an overall picture and basic understanding of the tourism and travel service industry. Representatives from travel companies and tour guides share key tasks and practical experiences in the travel business. During field trips to tourist destinations, students are also provided with essential knowledge related to tourist routes, attractions, and the operations of a travel enterprise.

TOU2315E - Travel Seminar 2: 01 credits.

This course connects tourism and travel businesses with students, creating opportunities for them to experience various models within the tourism industry. In addition, after this practicum, students can apply their classroom knowledge to real-life contexts, gaining practical understanding of different types of tour programmes, services included in a tour, tour design methods, and tour operation processes. Students are required to collect service information throughout the trip in order to design new tours based on the lecturer's requirements, which can later serve as reference materials for their professional work.

TOU2316E - Travel Seminar 3: 02 credits.

This course connects tourism and travel enterprises with students, creating opportunities for them to experience various models within the tourism industry. In addition, after this practicum, students can apply their classroom learning to real-world contexts, including an overview of tour guiding activities, the duties and requirements to become a tour guide, and professional skills in organising and operating tour programmes, enabling them to apply these skills during actual tours. Alongside the study tours, students also participate in experiential learning sessions conducted by representatives from travel companies or tourist destinations. Throughout the practicum, students have the opportunity to learn from the real-life experiences shared by professional tour guides.

TOU1136E - World Tourism Geography: 03 credits.

This course explores the natural conditions, landmarks, cultures, and other factors that influence the global tourism industry. It focuses on an in-depth study of world-famous tourist destinations, tourist mobility patterns, and the impacts of tourism on the environment, culture, and local communities. Through this, the course guides learners in developing strategies to protect and enhance tourism resources, as well as in acquiring knowledge and experience in managing and developing tourism sustainably.

TOU1111E - MICE Tourism: 03 credits.

This course provides students with the essential knowledge and skills required in organising MICE tourism, including the management and implementation of meetings, conferences, seminars, exhibitions, and incentive travel services within the tourism and service industry. It helps students develop management and tour operation thinking, take responsibility for assigning tasks to tour guides, and coordinate with departments and authorities to handle arising issues, design tour programmes, and manage activities in a dynamic working environment. The course also emphasises the importance of extensive public relations, high work intensity, pressure management, and professionalism in MICE tourism operations.

TOU1137E - Tourism Trends: 03 credits.

This course helps students enhance their understanding of the dynamic and ever-changing nature of the tourism industry. It provides them with knowledge of current trends and tourist demands in both domestic and international markets, comparisons between traditional and modern tourism products and services, and global lessons on leading and capturing trends that drive success in the tourism sector. The course emphasises the role of information technology applications in tourism management, business operations, and promotion. It also trains students in skills such as information gathering, trend forecasting, and creative problem-solving, enabling them to apply these skills in developing tourism products and services and building brand communication strategies for travel and tourism

enterprises.

TOU1103 - Strategic Management in Tourism Organization: 03 credits.

This course provides students with basic knowledge of business production strategies, methods, and tools for developing business strategies for enterprises, enabling them to apply this knowledge in formulating business strategies for tourism enterprises. Upon completion of the course, students will have the skills to analyse and evaluate the business environment, forecast environmental changes, and analyse and select appropriate business strategies for tourism enterprises.

TOU1138 - Luxury Tourism Management: 03 credits.

This course provides learners with an in-depth understanding of managing premium service experiences in the tourism and hospitality industry, including accommodation, travel, dining, transportation, entertainment, and lifestyle services. It equips learners with the knowledge and skills necessary to deliver excellent services tailored to the needs and expectations of luxury customers, particularly focusing on exclusivity, personalisation, and attention to detail. At the same time, the course offers an in-depth analysis of the psychology and behaviour of high-end consumers, exploring their motivations, preferences, and decision-making processes. It also examines creative approaches to enhancing customer experiences, developing unique services, and leading emerging market trends.

TOU1139E - Sustainable Tourism Management: 03 credits.

This course provides learners with a comprehensive understanding of sustainable tourism management, ensuring economic, social, and environmental development without compromising the ability of future generations to meet their needs. It emphasises the significance and fundamental principles of sustainable tourism, including the balance between economic, social, and environmental factors, respect for local cultures, and the participation of local communities. Through this, the course enhances learners' awareness of sustainable tourism at the local, national, and international levels.

TOU1140 - Tourism Product Research and Development: 03 credits.

This course provides learners with the knowledge and skills necessary to research, develop, and manage new and innovative tourism products, focusing on market analysis, customer demand assessment, and designing tourism products that align with market needs and modern tourism trends. It guides learners through the processes and tools for designing and developing new tourism products, including idea generation, planning, and product testing. From this, learners are able to make informed decisions on selecting tourism products and developing appropriate product development and marketing strategies.

TOU1141E - Smart Tourism: 03 credits.

This course provides learners with knowledge and skills related to the application of technology and smart solutions in the tourism industry, focusing on understanding and applying new technologies such as artificial intelligence, virtual reality, and lessons learned from enhancing technology to improve the experience and management of modern tourism. The course emphasises the importance of data management and security in smart tourism, including protecting customers' personal information and managing data for analysis and experience improvement. It also addresses the challenges and prospects of smart tourism, including issues related to privacy, ethics, and the impact of technology on traditional

tourism experiences.

TOU1142E - Tourism Destination Marketing: 03 credits.

This course provides learners with an in-depth understanding of the principles and strategies for effectively marketing tourist destinations, focusing on the unique challenges and opportunities in promoting destinations to attract tourists and stimulate tourism development. It emphasises the role of destination branding, creating an image and market position to appeal to visitors. The course also guides learners on leveraging digital marketing platforms to promote tourist destinations, engage with tourists, and enhance destination visibility. Through this, learners develop skills in building and managing destination brands, including creating a distinctive brand reputation for a destination and managing its reputation effectively and sustainably.

TOU1143 - Travel Business Startup: 03 credits.

This course provides learners with the knowledge and skills necessary to start and manage a creative and efficient tourism business, focusing on market research, competitive analysis, identifying suitable business models, developing new business ideas, entrepreneurship strategies, and the management skills required to succeed in the tourism industry in a creative and effective manner.

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.

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.

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.

TOU1323 – 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.

TOU1418 – 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 Specialization 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.

TOU1419 – 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 Specialization. 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.

This 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.

This 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 specialisation.

3.2. Employment opportunities

- Tour designer and operator for domestic and international travel services.
- Sales and Marketing staff, Research and Development (R&D) specialist at travel agencies, hotels, and 4–5-star restaurants both in Vietnam and abroad.
- Tour guide: domestic and international; site interpreter; or local tour guide.
- Event, MICE, and entertainment specialist, including roles such as event organiser, master of ceremonies (MC), or animator.
- Potential for advancement to senior positions such as department manager, branch director, or executive director at travel and tour enterprises.
- Secretary or assistant at Faculties, Institutes, and Tourism Training Centres.
- Officer at Departments or Agencies of Tourism.
- Ability to engage in lifelong learning and independent research to enhance professional expertise.
- Eligibility to pursue postgraduate studies in fields related to tourism and hospitality management.

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

