

**UNDERGRADUATE PROGRAM, COHORT 2025**  
**TALENTED BACHELOR'S PROGRAM**  
**BACHELOR OF BUSINESS ADMINISTRATION**

*(Attached to Decision No. 576 /QD-UEF dated 29/07/2025 of the President of Ho Chi Minh City University of Economics and Finance)*

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**1. GENERAL INFORMATION ABOUT THE PROGRAM**

Name of study programme: **BUSINESS ADMINISTRATION**

Specializations:

- Specialization 1. Digital Transformation Management
- Specialization 2. Enterprise Management
- Specialization 3. Entrepreneurship Management

Programme level: Undergraduate.

Duration: 4 years / 125 credits

Language(s) of Instruction: English and Vietnamese

Training Orientation: Vocational orientation

Awarding Institution: Ho Chi Minh City University of Economics and Finance

Qualification: Bachelor of Business Administration

Qualification level: Level 6 Vietnamese Qualifications Framework.

Cohort: 2025.

**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.
  - (4) Results of the V-SAT exam (Viet Nam Standardized Admission Test)

**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 Business Administration adopts a career-oriented approach. Graduates are expected to demonstrate strong political awareness, professional ethics, and good physical well-being. They will possess comprehensive and in-depth knowledge of business management and entrepreneurship in the context of digital transformation across the Vietnamese economy and the global environment. Students will be equipped with proficient professional skills and the capacity to plan, organize, and manage business activities related to management functions in organizations operating both domestically and internationally. In addition, the program fosters independent and creative thinking, lifelong learning ability, research competence, professional development, global integration, and adaptability to changes in the natural and social environment.

### Specific objectives:

**PO1 (Knowledge):** Provide learners with fundamental knowledge in natural and social sciences, political science, and law; together with comprehensive and in-depth knowledge in business administration and related professional competencies, as well as essential supporting knowledge to meet job requirements. Students are also equipped with the ability to apply data analysis and trend forecasting to address information processing needs and

support decision-making in business administration within the context of digital transformation.

**PO2 (Skills):** Equip and develop learners with professional practice skills, communication and interpersonal skills, teamwork, and the ability to integrate into professional environments. Graduates will be able to apply disciplinary and interdisciplinary knowledge in planning, organizing, and managing activities related to management functions; organize and manage data; apply digital maturity assessment tools; and understand the applications of blockchain and big data in organizations operating in a competitive business environment within the context of regional and global integration.

**PO3 (Level of Autonomy and Responsibility):** Develop learners' sense of professional ethics and social responsibility, as well as the ability to think independently and creatively, and to collaborate effectively with others in learning, research, and professional settings. Graduates will also be equipped to adapt to multicultural working environments and global integration.

## 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			
		Number of credits	Compulsory	Elective	Percentage %
<b>1</b>	<b>Basic knowledge</b>	<b>41</b>	<b>41</b>		32,8%
1.1	<i>Natural - 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>	18	18	-	
<b>2</b>	<b>Foundational disciplinary knowledge</b>	<b>18</b>	18	-	14,4%
<b>3</b>	<b>Advanced disciplinary knowledge</b>	<b>45</b>	30	15	36,0%
<b>4</b>	<b>Supporting knowledge</b>	<b>12</b>	6	6	9,6%
<b>5</b>	<b>Internship knowledge</b>	<b>9</b>	3	6	7,2%
<b>6</b>	<b>Non-accumulative knowledge</b>				
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"/>		
	<b>Total</b>	<b>125</b>	<b>98</b> (78,4%)	<b>30</b> (21,6%)	

Total amount of knowledge of the study program: 125 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			
<b>1. Basic knowledge</b>						<b>47</b>
<b>1.1. Natural - Social sciences</b>						<b>6</b>
1.1.1	STA1101E	Xác suất thống kê	Probability and Statistics	BB	E	3
1.1.2	BUS1127E	Nhập môn Tiếng Anh kinh doanh	Introduction to Business English	BB	E	3
<b>1.2. Political science</b>						<b>11</b>
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
<b>1.3. Law</b>						<b>3</b>
1.3.1	LAW1101E	Pháp luật đại cương	Introduction to Law	BB	E	3
<b>1.4. Information technology</b>						
1.4.1	ITE1292E	Tin học và trí tuệ nhân tạo ứng dụng	Informatics and Applied Artificial Intelligence	BB	E	3
<b>1.5. Foreign Language</b>						<b>18</b>
1.5.1	ENG3201	Tiếng Anh 1	English 1	BB	E	3
1.5.2	ENG3202	Tiếng Anh 2	English 2	BB	E	3
1.5.3	ENG3203	Tiếng Anh 3	English 3	BB	E	3
1.5.4	ENG3204	Tiếng Anh 4	English 4	BB	E	3
1.5.5	ENG3205	Tiếng Anh 5	English 5	BB	E	3
1.5.6	ENG3206	Tiếng Anh 6	English 6	BB	E	3

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
<b>2. Foundational disciplinary knowledge</b>						<b>18</b>
2.1	ECO1101E	Kinh tế vi mô	Microeconomics	BB	E	3
2.2	ECO1102E	Kinh tế vĩ mô	Macroeconomics	BB	E	3
2.3	MKT1101E	Marketing căn bản	Principles of Marketing	BB	E	3
2.4	ACC1101E	Nguyên lý kế toán	Principles of Accounting	BB	E	3
2.5	MGT1101E	Quản trị học	Principles of Management	BB	E	3
2.6	MGT1109E	Quản trị chiến lược	Strategic Management	BB	E	3
<b>3. Advanced disciplinary knowledge</b>						<b>45</b>
3.1	BUS1128E	Chuyển đổi số	Digital Transformation	BB	E	3
3.2	FIN1139E	Quản trị tài chính	Financial Management	BB	E	3
3.3	MGT1110E	Quản trị nguồn nhân lực	Human Resource Management	BB	E	3
3.4	BUS1117E	Phương pháp nghiên cứu trong kinh doanh	Researching Methods in Business	BB	E	3
3.5	BUS1130E	Chiến lược xây dựng thương hiệu	Strategic Brand Management	BB	E	3
3.6	MGT1107E	Quản trị bán hàng	Sales Management	BB	E	3
3.7	MGT1116E	Quản trị chất lượng	Quality Management	BB	E	3
3.8	ECO1104E	Kinh tế lượng	Econometrics	BB	E	3
3.9	BUS1112E	Phân tích hoạt động kinh doanh	Business Analysis	BB	E	3
3.10	BUS1104E	Thương mại điện tử	E-commerce	BB	E	3
			<i>Students choose 01 of the 03 Specialisations</i>			

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
			<i>below</i>			
<b>Specialisation 1.</b>		<b><i>Quản trị chuyển đổi số</i></b>	<b><i>Digital Transformation Management</i></b>			
3.11.1	MKT1135E	Digital marketing	Digital Marketing	TC	E	3
3.12.1	BUS1131E	Hệ thống thông tin quản lý	Management Information System	TC	E	3
3.13.1	BUS1132E	Dự báo trong kinh doanh	Business Forecasting	TC	E	3
3.14.1	EBU1101E	Thanh toán điện tử	E-payments	TC	E	3
3.15.1	MGT1113E	Quản trị dự án	Project Management	TC	E	3
<b>Specialisation 2.</b>		<b><i>Quản trị doanh nghiệp</i></b>	<b><i>Enterprise Management</i></b>			
3.11.2	CBU1112E	Phát triển thương mại doanh nghiệp	Business Development Management	TC	E	3
3.12.2	LAW1113E	Luật lao động	Labor Law	TC	E	3
3.13.2	MGT1127E	Quản trị vận hành	Operation Management	TC	E	3
3.14.2	MGT1123E	Quản trị quan hệ khách hàng	Customer Relationship Management	TC	E	3
3.15.2	MGT1149E	Quản trị bán lẻ	Retailing Management	TC	E	3
<b>Specialisation 3.</b>		<b><i>Quản trị khởi nghiệp</i></b>	<b><i>Entrepreneurship Management</i></b>			
3.11.3	MGT1111E	Quản trị kinh doanh quốc tế	International Business Management	TC	E	3
3.12.3	HRM1118E	Phân tích và thiết kế công việc	Job Analysis	TC	E	3
3.13.3	MGT1135E	Quản trị sự thay đổi	Change Management	TC	E	3
3.14.3	BUS1115E	Khởi nghiệp	Entrepreneurship	TC	E	3
3.15.3	CBU1103E	Quản trị xúc tiến thương mại	Trade Promotion Management	TC	E	3

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
<b>4. Supporting knowledge</b>						<b>12</b>
4.1	SKI1107E	Project design 1	Project Design 1	BB	E	3
4.2	SKI1108E	Project design 2	Project Design 2	BB	E	3
			<i>Choose 2 elective courses:</i>			
4.3	DMK1101	Công dân số	Digital Citizenship	TC	V	3
4.4	ECO1113	Công dân toàn cầu	Global Citizenship	TC	V	3
4.5	JPN1163	Đặc nhân tâm phong cách Nhật Bản	Japanese Concepts to Win Friends and Influence People	TC	V	3
4.6	JPN1108	Đất nước học Nhật Bản	Country Studies of Japan	TC	V	3
4.7	CHI1122	Đất nước học Trung Quốc	Country Studies of China	TC	V	3
4.8	ECO1108	Địa lý kinh tế thế giới	World Economics Geography	TC	V	3
4.9	PSY1137	Giáo dục sức khỏe tinh thần	Mental Health Education	TC	V	3
4.10	ENC1121	Giao tiếp liên văn hóa	Cross-cultural Communication	TC	V	3
4.11	LAW1195	Luật công bằng và tín thác	Equity and Trust Law	TC	V	3
4.12	LAW1111	Luật thương mại	Commercial Law	TC	V	3
4.13	LAW1116	Luật quốc tế	International Law	TC	V	3
4.14	GPD1135	Nghệ thuật học cơ bản	The Basic of Arts	TC	V	3
4.15	HRM1111	Nghệ thuật lãnh đạo	Arts of Leadership	TC	V	3
4.16	HMM1137	Nghệ thuật xây dựng hình ảnh cá nhân chuyên nghiệp	Professional Personal Branding	TC	V	3
4.17	IRE1130	Nghiệp vụ ngoại giao	Diplomatic Protocol	TC	V	3
4.18	DAS1125	Nhập môn chuyển đổi số	Introduction to Digital Transformation	TC	V	3

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
4.19	IRE1108	Những vấn đề toàn cầu	Global Issues	TC	V	3
4.20	DAS1124	Phân tích dữ liệu ứng dụng	Applied Data Analytics	TC	V	3
4.21	LAW1107	Pháp luật về doanh nghiệp	Enterprises Law	TC	V	3
4.22	IRE1151	Phát triển bền vững	Sustainable Development	TC	V	3
4.23	FIN1152	Quản lý tài chính cá nhân	Personal Financial Management	TC	V	3
4.24	IBU1115	Quản trị chiến lược toàn cầu	Global Strategic Management	TC	V	3
4.25	PSY1103	Tâm lý giao tiếp	Communication Psychology	TC	V	3
4.26	ADS1101	Thuyết trình sáng tạo	Creative Presentation	TC	V	3
4.27	KOR1164	Tiếng Hàn giao tiếp cơ bản 1	Basic Korean for Communication 1	TC	V-K	3
4.28	KOR1165	Tiếng Hàn giao tiếp cơ bản 2	Basic Korean for Communication 2	TC	V-K	3
4.29	JPN1164	Tiếng Nhật giao tiếp cơ bản 1	Basic Japanese for Communication 1	TC	V-J	3
4.30	JPN1165	Tiếng Nhật giao tiếp cơ bản 2	Basic Japanese for Communication 2	TC	V-J	3
4.31	CHI3201	Tiếng Trung 1	Chinese 1	TC	V-C	3
4.32	CHI3202	Tiếng Trung 2	Chinese 2	TC	V-C	3
4.33	DMK1114	Tư duy thẩm mỹ	Aesthetic Thinking	TC	V	3
4.34	TOU1145	Văn hóa bàn tiệc và lễ tân khánh tiết	Diplomatic Reception and Table Art	TC	V	3
4.35	SOS1108	Văn hóa các nước Đông Nam Á	Cultures of Southeast Asia Countries	TC	V	3
4.36	KOR1147	Văn hóa truyền thống Hàn Quốc	Korean Traditional Culture	TC	V	3
4.37	IRE1138	Văn minh nhân loại	Human Civilisation	TC	V	3

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
<b>5. Internship knowledge</b>						<b>9</b>
5.1	BUS1324E	Thực tập tốt nghiệp	Graduation Internship	BB	E	3
			<i>Students choose Thesis or Graduation Project</i>			
5.2	BUS1410E	Chuyên đề tốt nghiệp	Graduation Project	TC	E	6
5.3	BUS1411E	Khóa luận tốt nghiệp	Thesis	TC	E	6
<b>6. Non – cumulative knowledge</b>						<b>3</b>
<b>6.1. Physical education</b> ( <i>students choose 1 of the following 5 groups</i> )						<b>3</b>
		<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>				
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>				

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
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
<b>6.2. National defense education (165 periods)</b>						
6.2.1	MIL1203	Giáo dục quốc phòng và an ninh	Military Education	BB	V	

**Note:** BB: Compulsory; TC: Elective; E/V/J/C/K: Course taught in English/ Vietnamese/ Japanese/ Chinese/ Korean.





## **2.10. Brief description of the courses**

### **STA1101E - Probability and Statistics: 03 credits.**

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

### **BUS1127E - Introduction to Business English: 03 credits.**

This course provides learners with fundamental knowledge and skills in Business English across areas such as management, recruitment, human resources, finance, marketing, sales, quality management, advertising, logistics, production, and organizational structure. Upon completion, students will be able to apply business-related vocabulary and terminology to synthesize information, analyze issues, and communicate ideas effectively in English.

### **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.

**LAW1101E - 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.

**ITE1292E - Informatics and Applied Artificial Intelligence: 03 credits.**

This course provides students with foundational knowledge of office computing including word processing; spreadsheet processing; professional presentation design; and the use of popular Artificial Intelligence (AI) tools to support effective learning, research, and professional work. The course introduces students to the following topics: Basic concepts of Computing and Artificial Intelligence; Using Microsoft Word for document processing; Using Microsoft Excel for spreadsheet analysis; Preparing reports and presentations with Microsoft PowerPoint; AI applications in text and spreadsheet processing; Academic information search using AI tools; Using AI to support report and thesis writing.

**ENG3201 - English 1: 03 credits.**

This course helps students develop English vocabulary, grammar, pronunciation, and socio-cultural knowledge of English-speaking countries. Students practice the four core language skills (Listening, Reading, Speaking, and Writing) in everyday communication and workplace situations at approximately A2-B1 level according to the Common European Framework of Reference for Languages – CEFR. In addition, the course develops important academic and professional competencies, including independent learning skills, teamwork skills, critical thinking, and lifelong learning competence. This course provides a strong foundation for students to communicate confidently in English and to use the language for academic purposes, research, future workplace communication and future career development.

**ENG3202 - English 2: 03 credits.**

This course helps students develop English vocabulary, grammar, pronunciation, and socio-cultural knowledge of English-speaking countries. Students practice the four core language skills (Listening, Reading, Speaking, and Writing) in everyday communication and workplace situations at approximately A2-B1 level according to the Common European Framework of Reference for Languages – CEFR. In addition, the course develops important academic and professional competencies, including independent learning skills, teamwork skills, critical thinking, and lifelong learning competence. This

course provides a strong foundation for students to communicate confidently in English and to use the language for academic purposes, research, future workplace communication and future career development.

**ENG3203 - English 3: 03 credits.**

This course helps students develop English vocabulary, grammar, pronunciation, and socio-cultural knowledge of English-speaking countries. Students practice the four core language skills (Listening, Reading, Speaking, and Writing) in everyday communication and workplace situations at approximately A2-B1 level according to the Common European Framework of Reference for Languages – CEFR. In addition, the course develops important academic and professional competencies, including independent learning skills, teamwork skills, critical thinking, and lifelong learning competence. This course provides a strong foundation for students to communicate confidently in English and to use the language for academic purposes, research, future workplace communication and future career development.

**ENG3204 - English 4: 03 credits.**

This course helps students develop English vocabulary, grammar, pronunciation, and socio-cultural knowledge of English-speaking countries. Students practice the four core language skills (Listening, Reading, Speaking, and Writing) in everyday communication and workplace situations at approximately B1 level according to the Common European Framework of Reference for Languages – CEFR. In addition, the course develops important academic and professional competencies, including independent learning skills, teamwork skills, and scientific reasoning and logical argumentation. This course helps students gain greater confidence in English communication and are better prepared to use English for academic purposes, professional environments, and future career development.

**ENG3205 - English 5: 03 credits.**

This course helps students develop English vocabulary, grammar, pronunciation, and socio-cultural knowledge of English-speaking countries. Students practice the four core language skills (Listening, Reading, Speaking, and Writing) in everyday communication and workplace situations at approximately B1 level according to the Common European Framework of Reference for Languages – CEFR. In addition, the course develops important academic and professional competencies, including independent learning skills, teamwork skills, and scientific reasoning and logical argumentation. This course helps students gain greater confidence in English communication and are better prepared to use English for academic purposes, professional environments, and future career development.

**ENG3206 - English 6: 03 credits.**

This course helps students develop English vocabulary, grammar, pronunciation, and socio-cultural knowledge of English-speaking countries. Students practice the four core language skills (Listening, Reading, Speaking, and Writing) in everyday communication and workplace situations at approximately B1 level according to the Common European Framework of Reference for Languages – CEFR. In addition, the course introduces test-taking strategies for English proficiency assessments aligned with the Vietnamese Six-Level Foreign Language Proficiency Framework (VSTEP). The course also supports the development of important academic and professional competencies, including independent learning skills, teamwork skills, and scientific reasoning and logical argumentation. Through this course, students further strengthen their ability to use English confidently in

academic study, professional environments, and career development.

**ECO1101E - 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.

**ECO1102E - Macroeconomics: 03 credits.**

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

**MKT1101E - Principles of Marketing: 03 credits.**

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

**MGT1101E - 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.

**MGT1109E - Strategic Management: 03 credits.**

This course provides students with foundational and advanced knowledge of strategy and strategic management within organizations or businesses. Upon completion, students will be able to identify, interpret, and analyze the opportunities, challenges, strengths, and weaknesses of a specific organization. They will apply tools and frameworks such as SWOT, PEST, and BCG matrices to assess the business environment, analyze and select appropriate strategies, implement and control strategic plans, and evaluate the competitive capabilities of an enterprise.

**BUS1128E - Digital Transformation: 03 credits.**

This course is designed to equip students with essential knowledge and skills for driving

digital transformation in businesses. It covers business information system management, an introduction to business intelligence and analytics, and the application of Industry 4.0 technologies such as cloud computing, artificial intelligence (AI), and the Internet of Things (IoT) to enhance business performance. The course serves as a foundational component for preparing students to enter the workforce confidently in the digital era.

**FIN1139E - Financial Management: 03 credits.**

This course introduces students to key concepts and decision-making processes in financial management, including differentiating types of financial decisions and understanding the objectives of financial management. It covers the time value of money, including methods for calculating present and future values. Students will learn techniques for corporate financial analysis, such as ratio analysis, evaluation methods, and assessment of operating and financial leverage. The course also addresses working capital management, including cash management, accounts receivable management, inventory management, and forecasting future capital needs. Additionally, it explores various sources of corporate financing and the associated costs of capital, providing students with a comprehensive foundation for effective financial decision-making in business organizations.

**MGT1110E - Human Resource Management: 03 credits.**

This course provides students with fundamental knowledge of human resource management and its application across various types of organizations and enterprises. Students will gain a comprehensive understanding of HR management, including planning, recruitment, selection, training and development, performance evaluation, leadership (utilization, retention, motivation), and creating favorable conditions for employees to achieve the strategic goals and vision of the organization.

**BUS1117E - Researching Methods in Business: 03 credits.**

This course equips students with the essential knowledge and skills required to plan and conduct a specific research project in the field of business. Key topics include identifying research problems, developing research proposals, selecting analytical frameworks and research designs, designing samples and collecting data, analyzing data, and writing and presenting research findings. By the end of the course, students will be able to apply systematic research methods to address business-related questions effectively.

**BUS1130E - Strategic Brand Management: 03 credits.**

This course provides students with both theoretical and practical knowledge of product and brand management, including contemporary theories on branding, brand value, and strategic brand management. The course emphasizes the “how” and “why” of brand management and offers practical guidance for planning, building, measuring, and managing brand equity. Students will gain insights into the processes and strategies essential for creating and sustaining strong and valuable brands in competitive markets.

**MGT1107E - Sales Management: 03 credits.**

This course provides students with fundamental knowledge of sales management for manufacturers, wholesale and retail distributors, focusing on sales functions and effective management methods. It covers key concepts of selling, essential knowledge for sales personnel, sales techniques, retail strategies, and effective sales planning. Students are also introduced to sales organization and management methods, approaches to building sales structures, and strategies to enhance sales performance. The course combines theoretical

instruction with practical activities, including case discussions, problem-solving exercises, field visits, and information gathering for the preparation of specialized reports.

**MGT1116E - Quality Management: 03 credits.**

This course provides students with foundational knowledge of key concepts in Total Quality Management (TQM) within modern business operations. It equips learners with the essential knowledge and skills to analyze and evaluate the effectiveness of quality management practices in organizations, enabling them to contribute to continuous improvement and operational excellence.

**ECO1104E - Econometrics: 03 credits.**

This course introduces students to the construction of models representing relationships between economic variables. Students will learn to interpret regression coefficients, estimate model parameters, test reliability and robustness, and address issues arising when model assumptions are violated. The course equips students with the skills to analyze economic data systematically and apply econometric techniques for practical decision-making in business and economic contexts.

**BUS1112E - Business Analysis: 03 credits.**

This course introduces students to fundamental concepts and methods for analyzing business operations. It covers analysis of production performance, production costs and product pricing, as well as evaluation of income and financial statements. The course equips students with essential skills to interpret and assess business data for informed decision-making.

**BUS1104E - E-commerce: 03 credits.**

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

**MKT1135E - Digital marketing: 03 credits.**

This course provides students with in-depth knowledge of how to utilize online marketing tools, including websites, online advertising channels, social media platforms such as Facebook, email marketing, SEO, SEM, and online PR. Upon completion, students will be able to develop online marketing plans, implement strategies effectively, and evaluate the results of their campaigns.

**BUS1131E - Management Information System: 03 credits.**

This course provides students with knowledge of various business information systems used within different types of organizations. It equips students with the ability to identify information systems in terms of their type, function, purpose, and operational models. Topics covered include computer hardware and software, organizational information systems, the Internet and extranet, networking, enterprise-wide information systems, and ethical considerations in the use of business application software, including database management systems and spreadsheets.

**BUS1132E - Business Forecasting: 03 credits.**

This course plays a crucial role in developing students' critical thinking, analytical skills, and decision-making abilities. It provides an overview of the importance of forecasting in business management and equips students with the skills to become intelligent and flexible leaders, capable of responding effectively to the continuous changes in the business environment.

**EBU1101E - E-payments: 03 credits.**

This course provides students with comprehensive knowledge of electronic payment methods, ranging from basic to advanced concepts. It covers key topics including the security issues associated with electronic transactions, as well as practical guidance on using e-payment systems to optimize business efficiency and operational effectiveness.

**MGT1113E - Project Management: 03 credits.**

This course focuses on the development of cash flow planning, emphasizing the importance of project analysis from the perspectives of all relevant stakeholders. Students are equipped with the ability to evaluate various investment appraisal criteria, including their usefulness and limitations, and are provided with an analytical framework for assessing integrated projects. In addition, the course examines project risk by applying Monte Carlo simulation to estimate the distribution of potential project outcomes and associated risks.

**CBU1112E - Business Development Management: 03 credits.**

This course focuses on business-to-business (B2B) marketing and business development, highlighting the differences from consumer marketing in both scope and context. It examines organizational buying behavior and decision-making processes, emphasizing the industrial business environment and marketing strategies. Students will learn to evaluate marketing opportunities and develop strategies for products, pricing, distribution, and promotion in a B2B context. The course also introduces relationship marketing strategies and customer relationship management (CRM), providing students with a comprehensive understanding of managing and developing business relationships effectively.

**LAW1113E - Labor Law: 03 credits.**

This course provides students with fundamental knowledge of labor law to enable effective management and ensure orderly labor relations within the legal framework. Students will gain a clear understanding of the relationship between employers and employees and learn strategies to harmonize the interests of both parties in labor activities. Additionally, the course covers methods for resolving both collective and individual labor disputes, equipping students to select appropriate approaches that protect the rights and interests of all involved.

**MGT1127E - Operation Management: 03 credits.**

This course provides students with an understanding of operations management as a widely practiced and essential professional field globally, with growing importance for businesses in Vietnam. Its applications extend beyond manufacturing to service operations such as banking, insurance, retail, and transportation. Students will learn key concepts, functions, and management practices, particularly within production enterprises, while also understanding how other business functions such as marketing, finance, and human resources contribute to overall operational effectiveness.

**MGT1123E - Customer Relationship Management: 03 credits.**

This course provides a comprehensive study of Customer Relationship Management (CRM), covering its strategic, organizational, marketing, and information technology aspects. By integrating theory and practice, the course equips students to achieve business objectives through CRM, develop strategies aligned with customer relationship management, and translate them into effective marketing strategies. The course also guides students on the design and practical application of CRM in real-world contexts. Learning activities include theoretical instruction, problem-solving discussions, case studies, field visits, and data collection for the preparation of specialized reports.

**MGT1149E - Retailing Management: 03 credits.**

This course provides students with in-depth knowledge of retail systems, including the organization and operation of retail networks, the role and types of modern retail formats, and the significance of retail systems in economic operations. Students will study various aspects of retail management, factors influencing the selection and development of retail chains, and methods for analyzing and measuring the performance of retail networks to ensure the achievement of objectives in retail chain design and management.

**MGT1111E - International Business Management: 03 credits.**

This course provides students with foundational knowledge of international business, including its concepts, origins, and historical development. It examines the key factors in the international environment that influence a company's global operations. The course also guides students in developing strategies, policies, and business activities that enable firms to compete effectively in a globalized and internationally integrated economy. Additionally, students will analyze the challenges faced by managers in international business contexts and study selected case examples of how multinational companies address real-world international business situations.

**HRM1118E - Job Analysis: 03 credits.**

Job analysis is a critical activity that contributes to the success of any organization. This course introduces students to the methods and techniques of job analysis, including information gathering, and the preparation of job descriptions and job specifications for both individual and team-based roles. Job analysis is conducted to support key human resource activities such as compensation, recruitment, training and development, and performance evaluation of employees.

**MGT1135E - Change Management: 03 credits.**

This course provides students with essential knowledge about organizational change, including types of change, forms of change, and pressures that drive organizations to change. Students are introduced to change management models, processes, and the typical responses of individuals within organizations to change. The course equips learners with the ability to apply change management principles to plan, monitor, and control change initiatives, as well as to address human reactions to ensure organizational effectiveness during transitions. Additionally, the course fosters an understanding of the importance of change management and encourages students to adopt a positive attitude toward change in both professional and personal contexts.

**BUS1115E - Entrepreneurship: 03 credits.**

This course is designed for foundational-level students to learn the core principles and

essential knowledge of entrepreneurship. Upon completion, students will be able to design, establish, and manage a small company or project. Additionally, the course helps students transform business ideas into reality, enabling them to develop a small-scale business process starting from creative concepts.

**CBU1103E - Trade Promotion Management: 03 credits.**

This course equips students with knowledge and skills in communication and promotion to support commercial business activities. Upon successful completion, students will have a solid understanding of the concepts, roles, and characteristics of trade promotion management. The course covers strategic planning processes for trade promotion, requirements for sales promotion, and the roles and principles of public relations. Students will develop practical skills, including analyzing, evaluating, and establishing trade promotion activities; creating and managing promotion budgets appropriate to the type and scale of the enterprise; evaluating advertising campaigns; designing sales promotion programs; and developing public relations initiatives.

**SKI1107E - 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).

**SKI1108E - 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.

**DMK1101 - Digital Citizenship: 03 credits.**

This course equips students with the knowledge, skills, and mindset required to participate effectively in the digital world through global Internet connection. Students will explore key topics including participation in the digital world and use of digital opportunities for personal development, appropriate and responsible behavior in online communities, and protection against risks and negative impacts of the digital environment.

**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.

**LAW1195 - Equity and Trust Law: 03 credits.**

This course provides students with foundational knowledge of the principles of equity and trust law, offering a comprehensive understanding of the concepts, doctrines, and practical applications of equity and trusts within the legal system. The course focuses in the following key areas including (i) the origins and historical development of equity and trusts, (ii) types of trusts, and the processes for establishing and administering trusts, (iii) the rights and obligations of parties involved in a trust relationship; (iv) equitable remedies and fiduciary duties designed to protect legal and equitable interests.

**LAW1111 - Commercial Law: 03 credits.**

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

**LAW1116 - International Law: 03 credits.**

This course covers the origins, concepts, characteristics, structure, norms, and nature of international law, distinguishing it from national law and exploring their dialectical relationship. It addresses fundamental principles, sources, population, territory, borders, international maritime law, and diplomatic-consular law.

**GPD1135 - The Basic of Arts: 03 credits.**

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

**HRM1111 – Arts of Leadership: 03 credits.**

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

**HMM1137 – Professional Personal Branding: 03 credits.**

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

**IRE1130 – Diplomatic Protocol: 03 credits.**

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

**DAS1125 – Introduction to Digital Transformation: 03 credits.**

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

**IRE1108 – Global Issues: 03 credits.**

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

**DAS1124 – Applied Data Analytics: 03 credits.**

This course introduces basic data analysis techniques and thinking through practical

applications, focusing on Excel-based methods for fields like economics, business, finance, marketing, and real estate, unlocking valuable data insights for organisations.

**LAW1107 - Enterprises Law: 03 credits.**

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

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

**IRE1151 - Sustainable Development**

The course Sustainable Development has become increasingly important as global awareness grows regarding the need for holistic and sustainable approaches to development. This interdisciplinary course provides students with knowledge and understanding of the principles, challenges, and potential solutions of sustainable development, designed to integrate with a wide range of academic disciplines. The course introduces key concepts such as the interconnectedness of social, economic, and environmental systems, and the importance of resource management and the principle of intergenerational equity. The course emphasizes practical applications through case studies, projects, and community engagement activities), allowing students to apply theoretical knowledge to real-world challenges. Students are encouraged to critically analyze complex issues, evaluate diverse perspectives, and develop innovative solutions for sustainable development. Upon completing the course, students will gain a deeper understanding of the urgency of sustainable development, demonstrate strong social responsibility, effectively identify real-world challenges, and take proactive and responsible actions in addressing sustainability issues.

**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.

**KOR1164 - Basic Korean for Communication 1**

This course provides elementary Korean language knowledge and communication skills through an introductory section and four major topics related to daily life and the learning environment. Key learning topics include greetings and self-introduction; introducing family members; exchanging personal information and contact numbers; expressing food preferences; daily communication in everyday situations; describing housing and facilities; asking and answering about the location of people and objects; discussing schedules and plans; and conducting simple daily conversations. Students practice the four core language skills (Listening, Speaking, Reading, and Writing) at a basic level, aiming to develop the ability to use Korean for practical communication.

**KOR1165 - Basic Korean for Communication 2**

This course provides elementary Korean language knowledge and communication skills through six major topics related to daily life and the learning environment. Key learning topics include shopping activities; planning meetings (time and place); weather-related communication in daily life; weekend activities; asking and answering about meeting schedules; and expressing personal interests and preferences. Students practice the four core language skills (Listening, Speaking, Reading, and Writing) at a basic level, aiming to develop the ability to use Korean for practical communication.

**JPN1164 - Basic Japanese for Communication 1**

This course provides elementary Japanese language knowledge and communication skills through ten major topics related to daily life and the learning environment. Key learning topics include greetings and self-introduction; introducing family members; exchanging personal information and contact numbers; expressing food preferences; daily communication in everyday situations; describing housing and facilities; asking and answering about the location of people and objects; discussing schedules and plans; and conducting simple daily conversations. Students practice the four core language skills (Listening, Speaking, Reading, and Writing) at a basic level, aiming to develop the ability to use Japanese for practical communication.

**JPN1165 - Basic Japanese for Communication 2**

This course equips students with foundational Japanese language knowledge and communication skills, focusing on common communication situations in daily life, study, and work. Learning content includes vocabulary, sentence patterns, and grammatical structures related to familiar topics including office work and workplace communication; hobbies and leisure activities; inviting others to events and social activities; travelling by public transportation; city visits and sightseeing; shopping and payment; entertainment and travel experiences. Students develop the four language skills (Listening, Speaking, Reading, and Writing) through short texts, notices, tables, memos, messages, and social media posts. The course also develops the ability to communicate effectively, express needs, share opinions and emotions, and participate actively in basic Japanese communication situations.

**CHI3201 - Chinese 1: 03 credits.**

The course "Chinese 1" equips students with the most basic knowledge of the Chinese phonetic system; Helps students grasp the main idea to be able to answer, explain the content of the conversation, and practice the ability to Situational management in simple communication. Content revolves around daily activities close to students such as: Greetings, numbers, dates, family and friends, eating, shopping, daily activities, etc.

**CHI3202 - Chinese 2: 03 credits.**

The course "Chinese 2" consolidates and equips students with vocabulary and grammar knowledge at the elementary level, and simple communication situations in Chinese. Students are taught about grammar points at an equivalent level and the syntactic order in corresponding grammar points through practice exercises regarding daily life (places, shopping, transportation methods). move, express actions at time points: present, past, future, etc.).

**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.

**BUS1324E – Graduation Internship: 03 credits.**

This course provides students with opportunities to participate in professional workplace activities related to their major, allowing them to practice occupational skills, develop professional working attitudes, and build professional relationships in preparation for their future careers. Students are required to apply theoretical knowledge and critical thinking skills to observe, describe, and analyze the operations of the host organization.

By the end of the internship, each student must submit a Graduation Internship Report presenting the outcomes of their internship experience. Upon completion of the course, students are expected to: (1) understand and describe the organizational structure, functions, and responsibilities of departments in the host organization; (2) explain specific operational or professional procedures; (3) apply relevant professional and technical skills in a selected functional area; (4) summarize and present recent operational or business performance of the organization; and (5) demonstrate the ability to prepare and present a practical research-based internship report.

**BUS1410E – Graduation Project: 06 credits.**

This course enables students to conduct an academic research project by systematically applying fundamental research methodologies. Students learn to review relevant literature, identify research problems, formulate research questions and hypotheses, develop analytical frameworks, collect and analyze data, and present and discuss research findings. The project focuses on real-world issues related to enterprises and organizations, thereby helping students integrate theoretical knowledge with practical problem-solving and independent research skills.

**BUS1411E – Thesis: 06 credits.**

This course enables students to apply theoretical knowledge and critical thinking skills to the investigation of a specific issue related to their academic discipline or major field of study. By the end of the course, each student is required to present their research findings in the form of a graduation project or undergraduate thesis.

The course aims to support students in:

- Identifying a research problem with academic and practical significance. The research topic may be related to the student's internship organization or to broader issues at the industry or market level. Students are trained to define the research problem by determining its significance, research objectives, scope of study, and research questions, as well as developing a research plan.
- Conducting a literature review by synthesizing and analyzing existing theories and prior studies relevant to the selected topic. Students are expected to compile appropriate citations and references in alignment with academic standards.
- Collecting, processing, and analyzing data using suitable research tools and methodologies. Students evaluate the current situation, identify issues, and propose feasible solutions based on evidence and analysis.
- Developing scientific research skills and professional academic presentation and reporting abilities.

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

The course equips learners with basic knowledge of physical education, techniques, and

exercise methods to train and improve health and aesthetics. Learners can choose their favourite courses to practice in accordance with their physical fitness such as: Gymnastics, Aerobics, Boxing, Vovinam, Dancesport.

### **MILxxxx – Military Education: 165 lessons.**

The course equips learners with basic understanding of the Party and State's defence and security policies and guidelines on building all-people national defence, people's security, and love for socialism. Grasp basic knowledge about national defence and security in the new situation. Implement basic skills in platoon-level military techniques and tactics, know how to use handguns and some commonly used infantry weapons. The subject is divided into 04 parts: part 1 - National defence and security guidelines of the Communist Party of Vietnam, part 2 - National defence and security work, part 3 - General military, tactics, pistol shooting techniques and using grenades, part 4- General understanding of troops and branches.

## **3. FUNCTION OF THE QUALIFICATION**

### **3.1. Opportunities for further study**

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

### **3.2. Employment opportunities**

- Sales Executive: Responsible for sales activities, acquiring new customers, and maintaining relationships with existing clients.
- Business Consultant: Provides advisory services to organizations on business strategy, market development, and operational optimization.
- Marketing Specialist: Participates in developing advertising campaigns, conducting market analysis, and building brand strategy.
- Finance and Accounting Specialist: Manages financial operations, prepares financial statements, and performs auditing tasks.
- Market Research Analyst: Conducts research to understand customer needs and market trends.
- Human Resources Officer: Oversees recruitment, training, and staff development within the organization.
- Business Supervisor: Monitors business operations, evaluates performance, and recommends improvements.
- Customer Relationship Management Specialist: Interacts with customers, resolves issues, and ensures customer satisfaction.
- Lecturer/Academic Researcher in Business Administration: Teaches and conducts research in business management–related fields.
- Data Management Specialist: Ensures effective and secure management of organizational data.
- User Experience (UX) Specialist: Designs user interfaces and user experiences for

applications and websites.

- Digital Business Development Specialist: Identifies new business opportunities based on digital technologies.
- Social Media Manager: Develops strategies and manages the organization's social media presence.
- Digital Project Management Specialist: Leads the implementation of digital transformation projects, from process optimization to information system deployment.
- Data Analyst: Analyzes data to support informed business decision-making.

## **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**

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

5.2. 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.

5.3. 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.

5.4. 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.

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

5.6. 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.

5.7. 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.

5.8. 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.

5.9. 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.

5.10. 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.

5.11. 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.

5.12. 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**

