

UNDERGRADUATE PROGRAM, COHORT 2025
BACHELOR OF COMMERCIAL BUSINESS

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

1. GENERAL INFORMATION ABOUT THE PROGRAM

Name of study programme: **COMMERCIAL BUSINESS**

Specializations:

- Specialization 1. Commerce and Sales Development
- Specialization 2. Retail Business

Programme level: Undergraduate.

Duration: 4 years / 125 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 Commercial Business

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 of Commercial Business program aims to develop profession-oriented graduates who demonstrate strong political awareness, professional ethics, and physical well-being. Graduates are equipped with comprehensive and in-depth knowledge of commercial business operations and retail management; proficient professional skills enabling them to effectively apply specialized knowledge in domestic and international commercial business settings; and the ability to think independently and creatively, engage in self-directed learning and research, pursue professional advancement, integrate globally, and adapt to changes in the natural and social environment.

Specific objectives:

PO1 (Knowledge): Provide learners with foundational knowledge in natural and social sciences, political science, and law; with both fundamental and advanced professional

knowledge in commercial business, as well as essential supporting knowledge that meets job requirements. Learners are able to apply this knowledge to solve professional tasks, analyze and provide information, and make decisions within the field of commercial business.

PO2 (Skills): Equip learners with proficient professional practice skills; communication and interpersonal skills; teamwork and integration skills. Learners are capable of applying specialized and interdisciplinary knowledge in planning, organizing, and managing activities related to commercial business operations in enterprises and organizations within a competitive business environment and in the context of regional and global integration.

PO3 (Level of Autonomy and Responsibility): Develop in learners a sense of professional ethics and community responsibility; the capacity for independent and creative thinking; and the ability to collaborate in learning, research, and work. Learners are also able to adapt to multicultural working environments and global integration.

2.6. Program Learning Outcomes

Knowledge

- (1) Apply knowledge of natural sciences, social sciences, political science, law, and national defense security education to meet the requirements of work and daily life.
- (2) Systematically analyze general knowledge of macroeconomics and microeconomics, along with fundamental concepts of domestic and international commercial business and their impacts on the business environment of enterprises.
- (3) Evaluate modern commercial business knowledge as applied to specific real-world contexts, including enterprise operations and organizational competitiveness.
- (4) Analyze strategic planning, business planning, sales management, distribution systems, retail operations, supply chain management, warehousing, demand forecasting, and purchasing activities.

Skills

- (5) Effectively perform skills in systems thinking and critical thinking, and utilize alternative solutions in dynamic working environments.
- (6) Demonstrate proficiency in communication skills; independent and team-working skills; organizational and job-evaluation skills; and the use of tools and software relevant to commercial business.
- (7) Effectively integrate managerial skills (planning, organizing, leading, and controlling) with commercial business practices to solve enterprise-related problems.
- (8) Use a foreign language at a level equivalent to Level 3/6 of the Vietnam Six-Level

Foreign Language Proficiency Framework for professional purposes and communication in multicultural environments.

Level of Autonomy and Responsibility

- (9) Demonstrate a consolidated sense of professional ethics, community responsibility, professional demeanor, and the ability to supervise others in performing assigned tasks.
- (10) Demonstrate a consolidated awareness of working independently and in teams in changing work environments, while assuming both individual and collective responsibility.
- (11) Demonstrate a consolidated ability for self-study, self-direction, rapid adaptation to changes in the business environment, and responsiveness to new scientific and technological advancements.
- (12) Demonstrate a consolidated capacity for organizing, coordinating, leveraging collective intelligence, providing professional guidance, and contributing to and supporting the community toward sustainable development.

2.7. Program structure

No	Knowledge block	Volume of knowledge			Percentage %
		Number of credits	Compulsory	Elective	
1	Basic knowledge	41	41		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	-	
2	Foundational disciplinary knowledge	18	18	-	14,4%
3	Advanced disciplinary knowledge	45	30	15	36,0%
4	Supporting knowledge	12	6	6	9,6%
5	Internship knowledge	9	3	6	7,2%
6	Non-accumulative knowledge				
6.1	<i>Physical education (3 credits)</i>			<input checked="" type="checkbox"/>	

No	Knowledge block	Volume of knowledge			
		Number of credits	Compulsory	Elective	Percentage %
6.2	National defense education (165 periods)		<input checked="" type="checkbox"/>		
	Total	125	98 (78,4%)	27 (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			
1. Basic knowledge						41
1.1. Natural - Social sciences						6
1.1.1	STA1101	Xác suất thống kê	Probability and Statistics	BB	V	3
1.1.2	BUS1127E	Nhập môn Tiếng Anh kinh doanh	Introduction to Business English	BB	E	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

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
1.4.1	ITE1292	Tin học và trí tuệ nhân tạo ứng dụng	Informatics and Applied Artificial Intelligence	BB	V	3
1.5. Foreign Language						18
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
2. Foundational disciplinary knowledge						18
2.1	ECO1101	Kinh tế vi mô	Microeconomics	BB	V	3
2.2	ECO1102E	Kinh tế vĩ mô	Macroeconomics	BB	E	3
2.3	MKT1101	Marketing căn bản	Principles of Marketing	BB	V	3
2.4	ACC1101	Nguyên lý kế toán	Principles of Accounting	BB	V	3
2.5	MGT1101	Quản trị học	Principles of Management	BB	V	3
2.6	MGT1109E	Quản trị chiến lược	Strategic Management	BB	E	3
3. Advanced disciplinary knowledge						45
3.1	MKT1102E	Quản trị marketing	Marketing Management	BB	E	3
3.2	MGT1102E	Hành vi người tiêu dùng	Consumer Behavior	BB	E	3
3.3	MGT1110E	Quản trị nguồn nhân lực	Human Resource Management	BB	E	3
3.4	BUS1117	Phương pháp nghiên cứu trong kinh doanh	Researching Methods in Business	BB	V	3
3.5	CBU1109	Phân tích dữ liệu trong kinh doanh	Business Data Analysis	BB	V	3
3.6	CBU1113	Xây dựng quan hệ doanh nghiệp	Enterprise Relationship	BB	V	3

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
3.7	MGT1107E	Quản trị bán hàng	Sales Management	BB	E	3
3.8	MGT1128E	Quản trị chuỗi cung ứng	Supply Chain Management	BB	E	3
3.9	BUS1104E	Thương mại điện tử	E-commerce	BB	E	3
3.10	BUS1130E	Chiến lược xây dựng thương hiệu	Strategic Brand Management	BB	E	3
			<i>Students choose 01 of the 02 Specialisations below</i>			
Specialisation 1.		Thương mại và Phát triển bán hàng	Commerce and Sales Development			
3.11.1	MKT1127E	Quản trị kênh phân phối	Marketing Channel Management	TC	E	3
3.12.1	MGT1111E	Quản trị kinh doanh quốc tế	International Business Management	TC	E	3
3.13.1	CBU1112	Phát triển thương mại doanh nghiệp	Business Development Management	TC	V	3
3.14.1	CBU1103	Quản trị xúc tiến thương mại	Trade Promotion Management	TC	V	3
3.15.1	BUS1131	Hệ thống thông tin quản lý	Management Information System	TC	V	3
Specialisation 2.		Kinh doanh bán lẻ	Retail Business			
3.11.2	MGT1149E	Quản trị bán lẻ	Retailing Management	TC	E	3
3.12.2	CBU1102	Bán hàng chuyên nghiệp	Professional Selling	TC	V	3
3.13.2	MKT1135E	Digital marketing	Digital marketing	TC	E	3
3.14.2	EBU1101	Thanh toán điện tử	E-payments	TC	V	3
3.15.2	BUS1132E	Dự báo trong kinh doanh	Business Forecasting	TC	E	3
4. Supporting knowledge						12
4.1	SKI1107	Project design 1	Project Design 1	BB	V	3
4.2	SKI1108	Project design 2	Project Design 2	BB	V	3

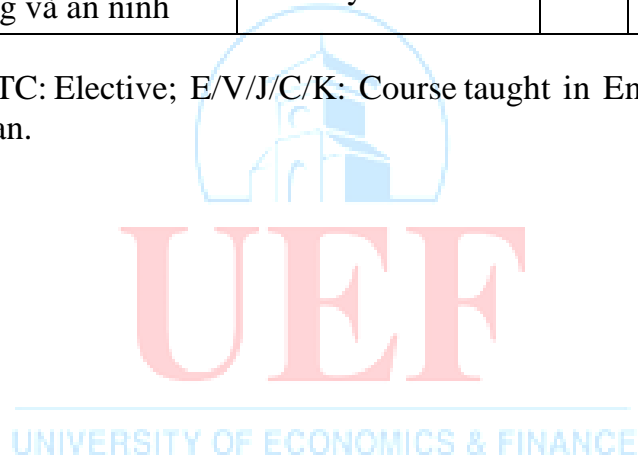
NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
			<i>Choose 2 elective courses:</i>			
4.3	DMK1101	Công dân số	Digital Citizenship	TC	V	3
4.4	ECO1113	Công dân toàn cầu	Global Citizenship	TC	V	3
4.5	JPN1163	Đặc nhân tâm phong cách Nhật Bản	Japanese Concepts to Win Friends and 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	BUS1115	Khởi nghiệp	Entrepreneurship	TC	V	3
4.12	LAW1195	Luật công bằng và tín thác	Equity and Trust Law	TC	V	3
4.13	LAW1111	Luật thương mại	Commercial Law	TC	V	3
4.14	LAW1116	Luật quốc tế	International Law	TC	V	3
4.15	GPD1135	Nghệ thuật học cơ bản	The Basic of Arts	TC	V	3
4.16	HRM1111	Nghệ thuật lãnh đạo	Arts of Leadership	TC	V	3
4.17	HMM1137	Nghệ thuật xây dựng hình ảnh cá nhân chuyên nghiệp	Professional Personal Branding	TC	V	3
4.18	IRE1130	Nghệ vụ ngoại giao	Diplomatic Protocol	TC	V	3
4.19	DAS1125	Nhập môn chuyển đổi số	Introduction to Digital Transformation	TC	V	3
4.20	IRE1108	Những vấn đề toàn cầu	Global Issues	TC	V	3

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
4.21	DAS1124	Phân tích dữ liệu ứng dụng	Applied Data Analytics	TC	V	3
4.22	LAW1107	Pháp luật về doanh nghiệp	Enterprises Law	TC	V	3
4.23	IRE1151	Phát triển bền vững	Sustainable Development	TC	V	3
4.24	FIN1152	Quản lý tài chính cá nhân	Personal Financial Management	TC	V	3
4.25	IBU1115	Quản trị chiến lược toàn cầu	Global Strategic Management	TC	V	3
4.26	PSY1103	Tâm lý giao tiếp	Communication Psychology	TC	V	3
4.27	ADS1101	Thuyết trình sáng tạo	Creative Presentation	TC	V	3
4.28	KOR1164	Tiếng Hàn giao tiếp cơ bản 1	Basic Korean for Communication 1	TC	V-K	3
4.29	KOR1165	Tiếng Hàn giao tiếp cơ bản 2	Basic Korean for Communication 2	TC	V-K	3
4.30	JPN1164	Tiếng Nhật giao tiếp cơ bản 1	Basic Japanese for Communication 1	TC	V-J	3
4.31	JPN1165	Tiếng Nhật giao tiếp cơ bản 2	Basic Japanese for Communication 2	TC	V-J	3
4.32	CHI3201	Tiếng Trung 1	Chinese 1	TC	V-C	3
4.33	CHI3202	Tiếng Trung 2	Chinese 2	TC	V-C	3
4.34	DMK1114	Tư duy thẩm mỹ	Aesthetic Thinking	TC	V	3
4.35	TOU1145	Văn hóa bàn tiệc và lễ tân khánh tiết	Diplomatic Reception and Table Art	TC	V	3
4.36	SOS1108	Văn hóa các nước Đông Nam Á	Cultures of Southeast Asia Countries	TC	V	3
4.37	KOR1147	Văn hóa truyền thống Hàn Quốc	Korean Traditional Culture	TC	V	3
4.38	IRE1138	Văn minh nhân loại	Human Civilisation	TC	V	3
5. Internship knowledge						9

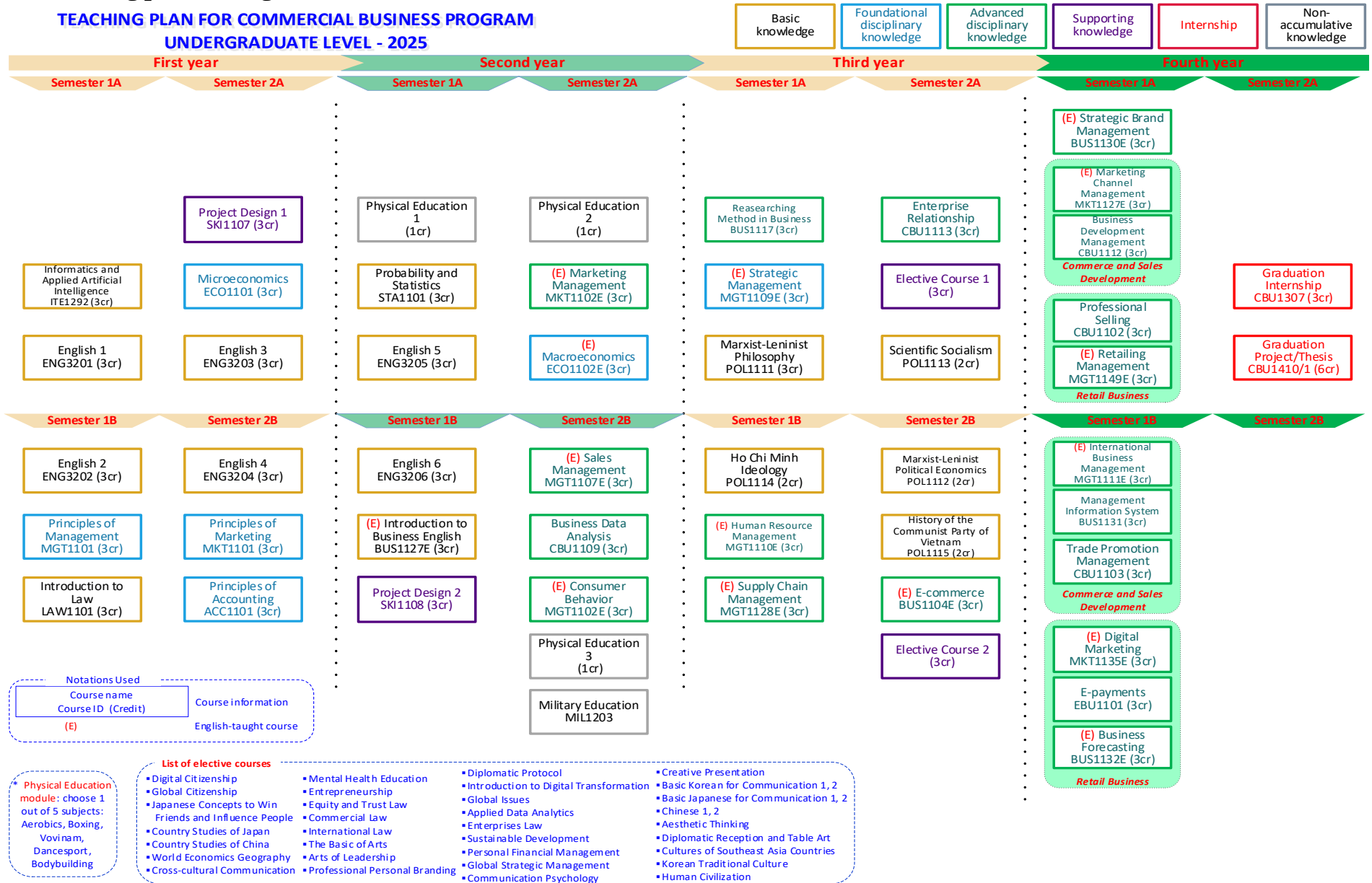
NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
5.1	CBU1307	Thực tập tốt nghiệp	Graduation Internship	BB	V	3
			<i>Students choose Thesis or Graduation Project</i>			
5.2	CBU1410	Chuyên đề tốt nghiệp	Graduation Project	TC	V	6
5.3	CBU1411	Khóa luận tốt nghiệp	Thesis	TC	V	6
6. 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>				
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

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
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/J/C/K: Course taught in English/ Vietnamese/ Japanese/ Chinese/ Korean.



2.9. Training process diagram



Description of the Commercial Business program, Cohort 2025

2.10. Brief description of the courses

STA1101 - Probability and Statistics: 03 credits.

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

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.

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.

ITE1292 - 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.

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.

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.

MKT1101 - 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.

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.

MKT1102E - Marketing Management: 03 credits.

This course provides students with foundational knowledge of marketing management

grounded in customer understanding, brand building, and the implementation of marketing programs aimed at establishing and maintaining long-term, sustainable customer relationships. Learners engage in both theoretical study and in-class discussion, explore selected real-world marketing activities, and apply acquired knowledge to develop marketing recommendations for a specific business.

MGT1102E - Consumer Behavior: 03 credits.

This course equips learners with essential knowledge of consumer buying behavior, including both individual consumers and organizational buyers. For individual consumers, the course covers the concept of consumer behavior, factors influencing buying decisions, and the stages of the consumer decision-making process. For organizational buyers, the course examines markets and purchasing behaviors of manufacturing firms, commercial organizations, and institutional buyers. These insights enable marketing practitioners to develop appropriate marketing strategies for different market segments.

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.

BUS1117 - 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.

CBU1109 - Business Data Analysis: 03 credits.

This course provides learners with basic knowledge of data collection methods in business and techniques for analyzing data to identify industry trends. It also develops students' ability to process data for use in scientific research projects requiring quantitative analysis, thereby strengthening research capability, self-study skills, and lifelong learning competencies.

CBU1113 - Enterprise Relationship: 03 credits.

This course offers a comprehensive examination of customer relationship management, including strategy, organizational structure, marketing, and information technology. By integrating theory with practice, the course enables learners to achieve business objectives through CRM, formulate CRM-aligned business strategies, and translate them into effective marketing strategies. The course also guides students on developing and implementing CRM systems in practice. Learners participate in theoretical study, case-based problem solving, field trips, and information gathering for specialized reports.

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.

MGT1128E - Supply Chain Management: 03 credits.

This course provides learners with knowledge of supply chain operations, information technology in supply chains, performance measurement, and techniques for developing supply chain management systems. Additionally, learners acquire skills in merchandise arrangement and in proposing efficient, cost-effective inventory and logistics solutions.

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..

BUS1130E - Strategic Brand Management: 03 credits.

This course provides theoretical knowledge and practical skills for developing brand strategies. Upon completion, students will be able to apply branding principles in real-world business settings through brand strategy formulation, brand identity development, brand positioning, brand protection, and brand management throughout the business lifecycle.

MKT1127E - Marketing Channel Management: 03 credits.

This course provides fundamental content including the concepts, origins, and historical development of international business, as well as key elements of the international environment that influence a firm's global business activities. The course also guides learners in developing strategies, policies, and operational approaches that enable firms to compete effectively in a globalized and internationally integrated marketplace. Additionally, students analyze challenges faced by managers operating in international business environments and examine selected real-world cases and practices of multinational corporations.

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.

CBU1112 - Business Development Management: 03 credits.

This course differs significantly from consumer marketing in both scale and context. Organizational buying behavior varies substantially from individual consumer decision-making. The course emphasizes the industrial marketing environment, buyer behavior, evaluation of marketing opportunities, and the development of product, pricing, distribution, and promotion strategies in business markets. Attention is also given to relationship marketing and customer relationship management (CRM)..

CBU1103 - Trade Promotion Management: 03 credits.

This course provides students with the knowledge and skills required for communication and promotional activities in commercial business. Upon successful completion, students gain a thorough understanding of the concepts, roles, and characteristics of promotion management. Learners study the strategic planning process for promotional programs, requirements for sales promotion, and the role and essential elements of public relations. The course develops key skills in analyzing, evaluating, and designing promotional management activities; establishing promotional budgets appropriate to different business types and scales; evaluating advertising programs; developing sales promotion plans; and designing public relations programs.

BUS1131 - Management Information System: 03 credits.

This course provides students with knowledge of various types of business information systems used across organizations. It equips learners with the ability to identify information systems based on their types, functions, purposes, and application models. Topics include computer hardware and software, organizational information systems, the Internet and extranets, networks, enterprise-wide information systems, ethics, and the use of business application software—specifically database management systems and spreadsheets.

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.

CBU1102 - Professional Selling: 03 credits.

This course provides knowledge and skills in professional selling within B2B environments, including the concepts and roles of relationship-based selling and value-added services that enhance transaction outcomes. Students develop competencies across the entire selling process from prospecting to post-purchase customer care. Learners analyze differences between organizational and consumer buying behaviors, especially for complex products and services such as industrial goods, to apply appropriate selling techniques. The course also equips students to select suitable sales techniques for different customer types; adopt ethical business thinking and practices in a global context; manage individual and team productivity; and pursue independent development in sales, marketing, business strategy, and enterprise management.

MKT1135E - Digital marketing: 03 credits.

This course provides students with foundational to advanced knowledge of Digital

Marketing and the methods of applying digital tools to enhance sales performance. Key topics include online advertising, email marketing, search engine advertising, and search engine optimization (SEO), enabling learners to effectively utilize digital marketing channels in contemporary business environments.

EBU1101 - E-payments: 03 credits.

This course equips learners with foundational to advanced knowledge related to electronic payment methods, security issues in electronic transactions, and the application of digital payment systems to optimize business efficiency. Students gain an understanding of electronic payment mechanisms, risk management, and the integration of secure payment technologies to support modern business operations.

BUS1132E - Business Forecasting: 03 credits.

The course helps students develop critical thinking skills, analytical abilities, and decision-making competencies. It provides an overview of the importance of forecasting in business management and equips students to become intelligent and adaptable leaders capable of responding to the continuous changes of the business environment.

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.

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.

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.

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.

CBU1307 – Graduation Internship: 03 credits.

The course enables students to:

- Participate in practical activities within the industry/major in order to practice professional skills, cultivate a professional working attitude, and develop relationships in preparation for their future careers;
- Apply theoretical knowledge and cognitive skills acquired during their studies to observe and describe the operations of the internship organization;
- Upon completion of the course, each student must present their work outcomes in the form of a Graduation Internship Report.

After completing the internship period, students are able to:

- Understand and describe the characteristics, organizational structure, management model, functions, and responsibilities of the departments within the internship organization;
- Describe specific professional procedures;
- Demonstrate knowledge, understanding, and application of work skills and professional competencies relevant to a functional unit aligned with their field or major;
- Synthesize and present the organization's operational or business performance during the most recent period.

CBU1410 – Graduation Project: 06 credits.

The course enables students to apply theoretical knowledge and cognitive skills to conduct research on a specific topic related to their academic field or major. Upon completion, each student must present the research outcomes in the form of a graduation thesis or capstone project. The course aims to equip students with the ability to:

- Identify a research problem of theoretical and practical significance. The research topic may relate to the operations of the internship organization or address a macro-level issue associated with the entire industry or market. Students are expected to recognize and determine the urgency of the research problem, the research subjects, scope, and research questions aligned with specific research objectives, as well as develop a research plan for the identified topic;
- Synthesize and systematize theoretical foundations (previous studies) related to the identified research topic (Literature Review), and develop appropriate reference lists or bibliographies (References, Bibliography);
- Consolidate and analyze the selected research problem, employ appropriate data collection methods and analytical tools, assess the current situation, and identify and propose solutions to the issues related to the research subject;

- Develop scientific research methodologies and strengthen academic research presentation skills.

CBU1411 – Thesis: 06 credits.

This course enables students to apply theoretical knowledge and cognitive skills to conduct research on a specific topic related to their academic field or major. Upon completion, each student is required to present the research outcomes in the form of a capstone project or graduation thesis. The course aims to equip students with the ability to:

- Identify a research problem that holds both theoretical and practical significance. The research problem may relate to the operations of the internship organization or address a macro-level issue associated with the broader industry or market. Students are expected to recognize and determine the urgency of the research problem, the research subjects, scope, and research questions aligned with specific research objectives, and develop a research plan for the identified topic;
- Synthesize and systematize theoretical foundations (previous studies) relevant to the identified research topic (Literature Review), and develop comprehensive reference lists or bibliographies (References, Bibliography);
- Consolidate and analyze the selected research problem, employ appropriate data collection methods and analytical tools, assess the current situation, identify shortcomings, and propose solutions to issues related to the research subject;
- Develop scientific research methodologies and enhance skills in preparing and presenting academic research reports.

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

Major in Commerce and Sales Development

- Commercial specialists working in Marketing departments of enterprises in market research, identifying target markets, and developing marketing strategies.
- Able to take on positions such as Department Director, Head/Deputy Head of Marketing or Product Development.
- Managing and supervising sales activities in businesses.
- Specialists at Departments of Industry and Trade, Chambers of Commerce and Industry, or Trade Promotion Centers.

Major in Retail Business

- Team members involved in activities related to trade promotion strategies and new product development.
- Sales staff or sales managers in manufacturing companies, trading companies, and import–export businesses.
- Administrators or managers of functional departments in commercial enterprises and supermarkets.
- Staff in logistics, supply, transportation, procurement, and market research/evaluation departments.
- Students may become entrepreneurs or owners of small and medium-sized enterprises.

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

