

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

*(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: **INTERNATIONAL BUSINESS**

Specializations:

- Specialization 1. Multinational Corporation Management
- Specialization 2. Foreign Trade

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 International 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 program aims to educate Bachelor's degree graduates in International Business with a vocational orientation, political integrity, professional ethics, and good health; who possess in-depth knowledge of international business in general and import-export business in particular; the ability to organize and manage international business activities in multinational corporations and enterprises; understand the roles and impacts of macroeconomic, political, cultural, and social factors in the context of globalization; and demonstrate independent and creative thinking to meet the demands of the international labor market in alignment with the global citizenship orientation. Graduates are also expected to uphold social and community responsibility and possess a solid foundation of knowledge for further study and research at higher academic levels.

### Specific objectives:

**PO1 (Knowledge):** Provide learners with fundamental knowledge of natural and social sciences, political science, and law; foundational and specialized knowledge in international business operations such as multinational corporate management, global marketing, cross-cultural management, international transport and trade insurance, human resource management, global strategic management, import–export management, and e-commerce; as well as essential supplementary knowledge to meet job requirements.

**PO2 (Skills):** Equip and train learners with professional skills in international business and import–export operations of organizations and enterprises within the economy; the ability to apply specialized and interdisciplinary knowledge to solve practical problems in international business activities; communication and interpersonal skills, teamwork skills, information technology application, and global integration capabilities.

**PO3 (Level of Autonomy and Responsibility):** Develop in learners a sense of professional ethics and community responsibility; the ability for independent thinking, critical and creative thinking, and effective teamwork in study, research, and work; adaptability to multicultural working environments; competence in applying science and technology; and orientation toward becoming global citizens.

## 2.6. Program Learning Outcomes

### Knowledge

- (1) Apply knowledge of natural sciences, social sciences, political science, law, and national defense and security education to meet work and life requirements in the field of economics and international business.
- (2) Systematically analyze knowledge of economics, management, and accounting to identify problems, collect and process information, and propose solutions to issues arising in international business activities.
- (3) Evaluate international business issues, cases, and strategies in domestic and international organizations, enterprises, corporations, multinational companies, and foreign-invested firms.
- (4) Analyze business performance and import–export operations of enterprises in a global environment to select appropriate international business strategies and market entry modes for multinational corporations.

### Skills

- (5) Demonstrate effective systems thinking, critical thinking, and problem-solving skills in identifying, collecting, and processing information in dynamic work environments.
- (6) Demonstrate proficiency in communication, independent work, teamwork, organization, work evaluation, and the use of digital tools and software in international business.

- (7) Integrate skills in drafting contracts and international trade documents, formulating international business strategies, conducting market research and evaluation, and addressing issues related to international business and investment.
- (8) Use English at Level 3/6 according to the Vietnamese Foreign Language Proficiency Framework in professional and multicultural communication.

### Level of Autonomy and Responsibility

- (9) Demonstrate professional ethics, community responsibility, discipline, professionalism, and good physical and mental health.
- (10) Exhibit independence and teamwork in changing work environments, taking personal and group responsibility for assigned tasks.
- (11) Synthesize learned knowledge to draw conclusions in international business and defend personal viewpoints with academic reasoning.
- (12) Integrate organizational, coordination, and resource management competencies to evaluate and improve the efficiency of international business operations.

### 2.7. Program structure

No	Knowledge block	Volume of knowledge			Percentage %
		Number of credits	Compulsory	Elective	
<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"/>	

No	Knowledge block	Volume of knowledge			
		Number of credits	Compulsory	Elective	Percentage %
6.2	National defense education (165 periods)		<input checked="" type="checkbox"/>		
	<b>Total</b>	<b>125</b>	<b>98</b> (78,4%)	<b>27</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>41</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	ECO1114E	Phương pháp nghiên cứu trong kinh tế	Research Methods in Economics Study	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>						

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
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
<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	MGT1101E	Quản trị học	Principles of Management	BB	E	3
2.4	MKT1101E	Marketing căn bản	Principles of Marketing	BB	E	3
2.5	ACC1101E	Nguyên lý kế toán	Principles of Accounting	BB	E	3
2.6	ECO1116E	Tiếng Anh chuyên ngành kinh tế	English for Economics	BB	E	3
<b>3. Advanced disciplinary knowledge</b>						<b>45</b>
3.1	ECO1103E	Kinh tế quốc tế	International Economics	BB	E	3
3.2	BUS1133E	Luật và đạo đức trong kinh doanh	Business Laws and Ethics Fundamentals	BB	E	3
3.3	MGT1111E	Quản trị kinh doanh quốc tế	International Business Management	BB	E	3
3.4	IEC1104E	Kinh doanh trong môi trường toàn cầu	Global Dimension of Business	BB	E	3
3.5	MGT1143E	Quản trị logistics	Logistics Management	BB	E	3

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
3.6	BUS1107E	Nghiệp vụ ngoại thương	Foreign Trade Operation	BB	E	3
3.7	IBU1108E	Quản trị đa văn hóa	Cross-cultural Management	BB	E	3
3.8	MGT1112E	Vận tải bảo hiểm	Transport and Insurance	BB	E	3
3.9	FIN1103E	Tài chính doanh nghiệp	Corporate Finance	BB	E	3
3.10	MGT1110E	Quản trị nguồn nhân lực	Human Resource Management	BB	E	3
			<i>Students choose 01 of the 02 Specialisations below</i>			
<b>Specialisation 1.</b>		<b>Quản trị tập đoàn đa quốc gia</b>	<b>Multinational Corporation Management</b>			
3.11.1	IBU1109E	Quản trị tập đoàn đa quốc gia	Multinational Corporation Management	TC	E	3
3.12.1	FIN1133E	Tài chính công ty đa quốc gia	Multinational Corporation Finance	TC	E	3
3.13.1	IBU1110E	Lãnh đạo và quản trị sự thay đổi	Leadership and Change Management	TC	E	3
3.14.1	IBU1114E	Quản trị marketing toàn cầu	Global Marketing Management	TC	E	3
3.15.1	IBU1111E	Đổi mới sáng tạo và khởi nghiệp	Innovation and Entrepreneurship	TC	E	3
<b>Specialisation 2.</b>		<b>Ngoại thương</b>	<b>Foreign Trade</b>			
3.11.2	MGT1120E	Quản trị kinh doanh xuất nhập khẩu	Import and Export Business Management	TC	E	3
3.12.2	IBU1112E	Giao dịch và đàm phán trong thương mại quốc tế	Transaction and Negotiation in International Trade	TC	E	3
3.13.2	FIN1117E	Thanh toán quốc tế	International Payments	TC	E	3

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
3.14.2	BUS1120E	Thủ tục hải quan	Customs Procedures	TC	E	3
3.15.2	IBU1113E	Thương mại quốc tế trong thời đại số	International Trade in Digital Era	TC	E	3
<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	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

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
4.18	IRE1130	Nghệp vụ ngoại giao	Diplomatic Protocol	TC	V	3
4.19	DAS1125	Nhập môn chuyên đổi số	Introduction to Digital Transformation	TC	V	3
4.20	IRE1108	Những vấn đề toàn cầu	Global Issues	TC	V	3
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

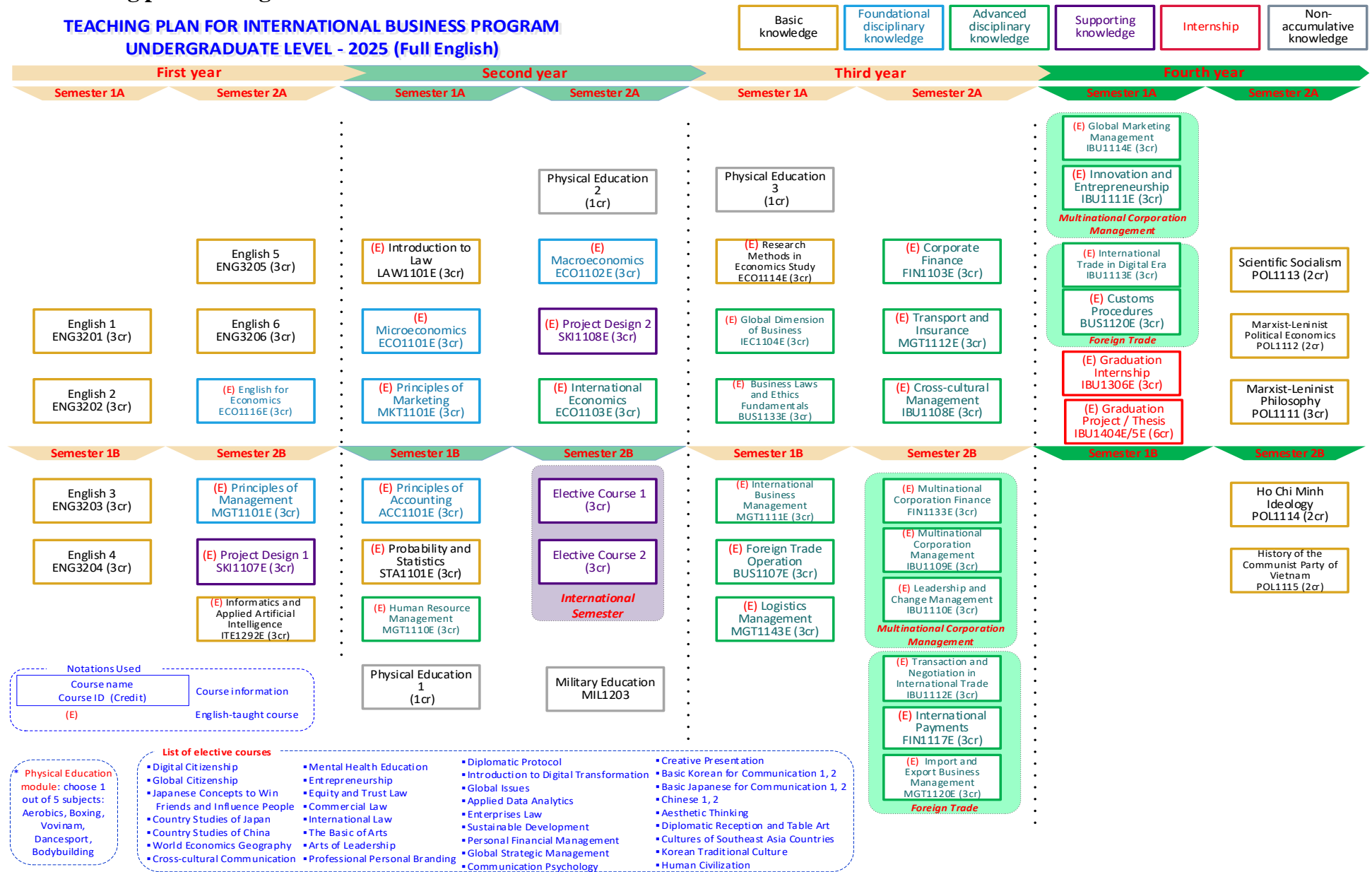
NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
4.36	SOS1108	Văn hóa các nước Đông Nam Á	Cultures of Southeast Asia Countries	TC	V	3
4.37	KOR1147	Văn hóa truyền thống Hàn Quốc	Korean Traditional Culture	TC	V	3
4.38	IRE1138	Văn minh nhân loại	Human Civilisation	TC	V	3
<b>5. Internship knowledge</b>						<b>9</b>
5.1	IBU1306E	Thực tập tốt nghiệp	Graduation Internship	BB	E	3
			<i>Students choose Thesis or Graduation Project</i>			
5.2	IBU1404E	Chuyên đề tốt nghiệp	Graduation Project	TC	E	6
5.3	IBU1405E	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

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
6.1.3.3	GYM1333	Giáo dục thể chất - Boxing 3	Physical Education 3 - Boxing	TC	V	1
		<i>Group 4</i>				
6.1.1.4	GYM1341	Giáo dục thể chất - Thể hình thẩm mỹ 1	Physical Education 1 - Body-building	TC	V	1
6.1.2.4	GYM1342	Giáo dục thể chất - Thể hình thẩm mỹ 2	Physical Education 2 - Body-building	TC	V	1
6.1.3.4	GYM1343	Giáo dục thể chất - Thể hình thẩm mỹ 3	Physical Education 3 - Body-building	TC	V	1
		<i>Group 5</i>				
6.1.1.5	GYM1351	Giáo dục thể chất - Dancesport 1	Physical Education 1 - Dancesport	TC	V	1
6.1.2.5	GYM1352	Giáo dục thể chất - Dancesport 2	Physical Education 2 - Dancesport	TC	V	1
6.1.3.5	GYM1353	Giáo dục thể chất - Dancesport 3	Physical Education 2 - Dancesport	TC	V	1
<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.

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## 2.9. Training process diagram



## **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.

### **ECO1114E - Research Methods in Economics Study: 03 credits.**

The course equips and enhances research capabilities for students majoring in economics, specifically by strengthening their understanding of the nature of the research process, research steps, data processing methods, and research report writing. This is an advanced course that provides students with knowledge and skills in economic research based on scientific research methodology, enabling them to apply these skills in specialized courses and perform professional tasks more effectively.

Students will conduct independent research on topics related to economics, international business management, international economics, migration and remittance economics, logistics and supply chain management, digital economy, green economy, and sustainable development. They will be trained to identify research problems, develop research proposals, understand the role of a research outline, collect and process information, and analyze data in both qualitative and quantitative research. The course also develops students' analytical thinking and independent research skills, as well as their ability to work scientifically in the context of global integration.

### **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.

**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.

**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.

**ACC1101E - Principles of Accounting: 03 credits.**

This course provides learners with fundamental knowledge of accounting, forming the basis for further study of advanced topics in the accounting discipline. Specifically, it covers concepts such as accounting definitions, accounting objects, types of financial statements, users of financial statements, elements of financial statements and double-entry bookkeeping, the legal framework and key concepts, the accounting system and record keeping, as well as recording business transactions and sales tax.

**ECO1116E - English for Economics: 03 credits.**

This course equips students with the knowledge and skills to use English effectively in economic and business contexts. Upon completion, students will be able to distinguish key English terminology in economics and practice essential professional skills such as networking, organizing meetings, negotiating, analyzing job descriptions, writing résumés and cover letters, managing professional emails, writing business documents, and delivering presentations.

**ECO1103E - International Economics: 03 credits.**

This course provides students with foundational knowledge essential for further study in International Business and Foreign Trade. Specifically, it explores the reasons for trade between nations, classical and modern trade theories, common patterns of international trade, and the benefits derived from different trade models. Students will also learn about international trade policies that countries often implement to restrict free trade and the economic disadvantages such policies may cause. In addition, the course helps students understand major contemporary trends in international trade, the benefits of cross-border resource movement, and the significance of international economic integration, with applications to the Vietnamese context.

**BUS1133E - Business Laws and Ethics Fundamentals: 03 credits.**

This course provides students with legal regulations regarding business entities and fundamental knowledge of business ethics. Upon completion, students will understand general theories about business entities and business ethics, including: general issues related to business and business entities; types of enterprises (private enterprises and household businesses, partnerships, limited liability companies, joint-stock companies, cooperatives, and unions of cooperatives); as well as business ethics, corporate social responsibility, and organizational culture.

**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.

**IEC1104E - Global Dimension of Business: 03 credits.**

This course presents global trends, international and regional economic integration, and current international investment. It introduces fundamental principles in conducting import-export activities, production and supply chain management, human resource

management, financial management, negotiation, and cooperation in international business operations.

**MGT1143E - Logistics Management: 03 credits.**

Logistics Management is considered an essential component of Supply Chain Management, focusing on the efficient and effective planning, implementation, and control of the flow of goods, finance, and information. The course provides a practical perspective on the fundamental aspects of logistics, including storage management, inventory control, packaging and handling, materials and containers, and transportation. It is designed for students with little or no prior experience in logistics or related activities, helping them develop a clear understanding of key concepts, gain foundational knowledge, and become familiar with the role and importance of logistics in modern business.

**BUS1107E - Foreign Trade Operation: 03 credits.**

This course aims to equip students with foundational and practical knowledge related to foreign trade operations. Upon completion, students will understand and be able to effectively apply international commercial terms (Incoterms) in international trade transactions. They will also gain a solid understanding of how to draft the key clauses of a foreign trade contract, enabling them to participate effectively in international trade while minimizing business risks.

**IBU1108E - Cross-cultural Management: 03 credits.**

This course is designed to enhance students' practical understanding of cross-cultural management in enterprises engaged in the global economy. Through this course, students will gain experience in working, organizing, and managing within multicultural business environments, contributing to their success in both personal and professional contexts. The course introduces foundational theories and approaches to cross-cultural communication and negotiation relevant to the international and multicultural workplaces of the 21st century. Students will acquire detailed professional knowledge to handle various situations, challenges, and cultural models, thereby developing practical skills essential for personal and career growth at the international level.

**MGT1112E - Transport and Insurance: 03 credits.**

This course equips students with knowledge of transportation and cargo insurance in international trade activities. It covers topics such as chartering methods, characteristics of sea transport and international multimodal transport, documentation and issues related to maritime transportation, procedures for handling import and export cargo by container, an overview of marine insurance, specific insurance terms for different categories of goods, and risk prevention through purchasing insurance for import and export shipments.

**FIN1103E - Corporate Finance: 03 credits.**

This course provides students with fundamental knowledge of corporate finance, helping them understand key financial decisions within a business: investment decisions, financing decisions, dividend decisions, and working capital management decisions. The course covers topics such as the nature of corporate financial management, common stock valuation, cash flow planning, capital budgeting criteria, cost of capital structure, financial analysis, and short-term asset management.

**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.

**IBU1109E - Multinational Corporation Management: 03 credits.**

This course provides students with knowledge and skills related to a practical and in-depth understanding of contemporary strategic challenges faced by companies; insights into the development of global business strategies; and an increased awareness of differences in the global business environment, including political, regulatory, and cultural aspects. It also offers understanding of the dynamics and suitability of various approaches to managing businesses in different global contexts, including adaptation issues. Students will develop the ability to analyze and plan global business operations, understand ethical and social responsibility issues concerning multinational corporations (MNCs), and analyze, implement, and manage strategies, market entry, organizational structures, and human resource operations of MNCs.

**FIN1133E - Multinational Corporation Finance: 03 credits.**

This course enables students to gain a fundamental understanding of multinational corporations the main actors in the international financial market along with their operational characteristics and financial management techniques. It equips students with the ability to make informed decisions regarding financing, investment, and cash management in an international environment.

**IBU1110E - Leadership and Change Management: 03 credits.**

This course provides students with fundamental knowledge and skills in the art of leadership in management. Upon completion, students will master and apply leadership techniques such as talent identification and selection, group leadership, and decision-making in organizational contexts. In addition, the course equips students with essential knowledge and practical skills for managing organizational change. After completing the course, students will understand and apply effective change management strategies for both individuals and organizations in an increasingly dynamic and uncertain world.

**IBU1114E - Global Marketing Management: 03 credits.**

This course provides concepts, tools, and market analysis methods necessary to understand the challenges and opportunities of marketing products and services in international markets. Upon completion of the course, students will be able to: Identify and present strategies for entering international markets; Explain specific marketing activities within the marketing mix; Recognize the basic structure of a marketing plan for a specific country in the international market; Design an appropriate marketing plan for a target country; Analyze everyday issues related to international marketing (such as the marketing activities of foreign companies in Vietnam or Vietnamese companies in foreign).

**IBU1111E - Innovation and Entrepreneurship: 03 credits.**

This course provides students with the fundamental knowledge and skills to manage Innovation and Entrepreneurship. Upon completion, students will master these concepts and be able to apply innovation and entrepreneurship management skills for both individuals and businesses in a rapidly changing world.

**MGT1120E - Import and Export Business Management: 03 credits.**

This course provides students with practical and managerial knowledge of international trade operations. Upon completion, students will be able to: Understand methods of international trade transactions and the operations of import-export businesses; Analyze market characteristics, distribution channels, and customer segments in different countries that affect import-export activities; Apply relevant government regulations, rules on product origin, packaging, branding, copyright, and pricing that directly influence the effectiveness of import-export operations; Develop strategies for export methods, product customization, pricing, distribution, and transportation of imported and exported goods. Students will acquire the practical skills and professional competencies to manage import-export operations from start to finish, preparing them for roles in international trade and business management.

**IBU1112E - Transaction and Negotiation in International Trade: 03 credits.**

This course equips students with specialized knowledge in Business English and develops their skills in general correspondence as well as the style of business communication. Students will be introduced to the forms, content, and style of business and trade correspondence. Additionally, students will gain foundational knowledge in business negotiation, including: General principles of business negotiation; Key elements, strategies, and tactics of business negotiations; Stages of conducting negotiations and the legal basis of business negotiation. Students will understand the importance of negotiation in business operations, adopt appropriate attitudes, and demonstrate culturally sensitive behavior in international business contexts. Regarding autonomy and responsibility, students will develop the ability to analyze situations and make appropriate decisions during negotiations.

**FIN1117E - International Payments: 03 credits.**

This course provides students with fundamental knowledge to work in international payment departments at commercial banks or in businesses engaged in import-export activities.

**BUS1120E - Customs Procedures: 03 credits.**

This course helps students: Understand the role and importance of Customs Law in the national economy; the regulations of Vietnam as well as relevant international conventions currently applied in customs operations; Comprehend the fundamentals of electronic customs procedures, customs inspection and supervision of export-import goods, and transportation means entering or leaving the country; Grasp the State's management measures and policies in overseeing export and import activities, including policies applicable to specific types of goods; Learn methods for determining and calculating import-export duties and other taxes, identifying the origin of goods, classifying goods, and understanding basic intellectual property issues related to export-import goods; Apply practical skills such as customs declaration, handling export-import procedures, managing shipments, processing goods for manufacturing or aid purposes, while avoiding errors and violations of customs regulations.

**IBU1113E - International Trade in Digital Era: 03 credits.**

This course provides students with a comprehensive overview of e-commerce as well as the fundamental techniques in digital trade. Upon completing this course, students will be able to establish a small-scale e-commerce business and acquire sufficient knowledge and skills to participate in internships at companies engaged in e-commerce activities. The

course also introduces core business models such as B2C, B2B, and other hybrid digital business models. It emphasizes the benefits of applying digital technologies, which have led to unprecedented cost reductions in international trade, transformed both the methods and types of traded goods, and enhanced competitiveness. Students will explore and discuss real-world scenarios and opportunities, including: how digital trade enables Vietnamese businesses to achieve cost efficiencies (e.g., through data storage), penetrate new markets, and leverage data-driven insights. Digital trade also supports collaboration, particularly in areas where Vietnam may lack specific skills, and facilitates the adoption of more efficient business practices.

**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.

**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.

**IBU1306E – Graduation Internship: 03 credits.**

This course familiarizes students with the organizational environment and real-world operations of businesses and institutions. Students are expected to apply their academic knowledge and acquired skills to practical tasks within enterprises and organizations related to the digital economy. The course enables students to analyze work processes in the digital economy and digital transformation, and to propose solutions to improve professional work processes.

**IBU1404E – Graduation Project: 06 credits.**

This course introduces students to the process of conducting a scientific research project, from reviewing theoretical foundations, identifying the research problem, formulating research hypotheses, developing analytical frameworks, collecting and analyzing data, to presenting and defending research findings. The focus is on issues related to the digital economy and digital transformation within enterprises and organizations.

**IBU1405E – Thesis: 06 credits.**

This course familiarizes students with the process of conducting a scientific research project, including reviewing theoretical foundations, identifying research problems, formulating hypotheses, developing analytical frameworks, collecting and analyzing data, and presenting and defending research findings. The focus is on issues related to the digital economy and digital transformation within enterprises and organizations. Students will synthesize relevant theoretical foundations, information, and data to support their research and present their research projects following scientific reporting standards and formal research presentations.

**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**

- Import–Export Specialist; Logistics Management Specialist; International Business and Supply Chain Management Specialist in a global environment; International Business Development Specialist;
- Officer or staff member in trade and customs departments at public financial agencies such as the Ministry of Industry and Trade, Department of Industry and Trade, and the General Department of Customs;
- Analyst or mid-level officer at trade promotion centers; International Management Consultant;
- Lecturer or researcher at universities and economic institutes;
- Senior positions such as International Business Manager, Foreign Sales Representative, Commercial Director, Export–Import Director, Chief Executive Officer (CEO), or International Marketing Director;

Entrepreneur establishing companies engaged in trading, business, and import–export activities.

## **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**

