

UNDERGRADUATE PROGRAM, COHORT 2025
TALENTED BACHELOR'S PROGRAM
BACHELOR OF MARKETING

(Attached to Decision No. 576 /QD-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: **MARKETING**

Specializations:

- Specialization 1. Marketing Management
- Specialization 2. Brand Management
- Specialization 3. Advertising

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 Marketing

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:

To train bachelor's degree holders in Marketing with a vocational orientation, who possess political awareness, professional ethics, and good health; have comprehensive and in-depth knowledge of marketing management, brand management, and advertising; demonstrate proficient professional practice skills; have the ability to think independently and creatively; possess self-learning and research capabilities; and are capable of global integration and adaptation to changes in the natural and social environment

Specific objectives:

PO1 (Knowledge): Provide learners with fundamental knowledge of natural and social sciences, political science, and law; foundational and advanced professional knowledge in the field of Marketing; as well as essential supplementary knowledge to meet job requirements.

PO2 (Skills): Equip and train learners with professional practice skills in marketing management, brand management, and advertising; the ability to apply specialized and interdisciplinary knowledge to solve real-world problems; and communication, interpersonal, teamwork, and global integration skills.

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

2.6. Program Learning Outcomes

Knowledge

- (1) Apply knowledge of natural and social sciences, political science, law, and national defense and security education to meet work and life requirements.
- (2) Relate general knowledge of economics, management, and marketing to the organization of professional activities in enterprises and institutions.
- (3) Analyze modern marketing concepts and apply them in practice to identify the current situation of business and marketing activities in organizations and enterprises.
- (4) Evaluate advanced theories and cases in marketing management, brand management, and advertising; utilize research data to develop marketing plans, marketing strategies, brand strategies, and advertising strategies.

Skills

- (5) Demonstrate flexible use of systems thinking, critical thinking, and alternative solutions in a dynamic work environment.
- (6) Demonstrate proficiency in communication, independent work, teamwork, organization, performance evaluation, and the use of tools and software in the marketing field.
- (7) Integrate management skills (planning, organizing, leading, and controlling) and marketing expertise to address organizational and business issues.
- (8) Use a foreign language 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, professional demeanor, and the ability to supervise others in task performance.
- (10) Exhibit independence and teamwork spirit in changing work environments, taking both individual and group responsibility.
- (11) Organize, orient, and provide professional conclusions in the marketing field, and be able to defend personal viewpoints.
- (12) Demonstrate initiative in professional work and the ability to handle complex issues in marketing practice.

2.7. Program structure

No	Knowledge block	Volume of knowledge			
		Number of credits	Compulsory	Elective	Percentage %
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	15	6	9	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"/>	
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	ITE1262E	Tin học thống kê	Applied Informatics in Statistics	BB	E	3

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
1.1.2	MGT1101E	Quản trị học	Principles of Management	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	LAW1101E	Pháp luật đại cương	Introduction to Law	BB	E	3
1.4. Information technology						3
1.4.1	ITE1292E	Tin học và trí tuệ nhân tạo ứng dụng	Informatics and Applied Artificial Intelligence	BB	E	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	ECO1101E	Kinh tế vi mô	Microeconomics	BB	E	3
2.2	ECO1102E	Kinh tế vĩ mô	Macroeconomics	BB	E	3
2.3	MKT1101E	Marketing căn bản	Principles of Marketing	BB	E	3

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
2.4	MKT1149E	Quan hệ công chúng trong marketing	Public Relations in Marketing	BB	E	3
2.5	MKT1107E	Nghiên cứu marketing	Marketing Research	BB	E	3
2.6	EVM1103E	Nhập môn quản trị sự kiện	Foundations of Event 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	MGT1103E	Quản trị sản phẩm	Product Management	BB	E	3
3.4	MKT1127E	Quản trị kênh phân phối	Marketing Channel Management	BB	E	3
3.5	MKT1132E	Truyền thông marketing tích hợp	Integrated Marketing Communications	BB	E	3
3.6	MGT1115E	Quản trị thương hiệu	Brand Management	BB	E	3
3.7	MGT1123E	Quản trị quan hệ khách hàng	Customer Relationship Management	BB	E	3
3.8	MGT1149E	Quản trị bán lẻ	Retail Management	BB	E	3
3.9	MKT1148E	Chiến lược giá	Pricing Strategy	BB	E	3
3.10	MKT1111E	Marketing dịch vụ	Service Marketing	BB	E	3
			<i>Students choose 01 of the 03 Specialisations below</i>			
Specialisation 1.		Quản trị Marketing	Marketing Management			
3.11.1	MKT1135E	Digital marketing	Digital Marketing	TC	E	3
3.12.1	MKT1106E	Marketing quốc tế	International Marketing	TC	E	3
3.13.1	MKT1153E	Phân tích dữ liệu marketing	Data Analytics for Marketing	TC	E	3

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
3.14.1	BUS1104E	Thương mại điện tử	E-commerce	TC	E	3
3.15.1	MKT1450E	Đồ án quản trị marketing	Marketing Management Project	TC	E	3
Specialisation 2.		<i>Quản trị thương hiệu</i>	<i>Brand Management</i>			
3.11.2	MKT1154E	Phân tích thương hiệu	Brand Analytics	TC	E	3
3.12.2	MKT1123E	Thương hiệu số	Digital Branding	TC	E	3
3.13.2	MKT1147E	Xây dựng thương hiệu cá nhân	Personal Branding	TC	E	3
3.14.2	ADS1110E	Thiết kế hệ thống nhận diện thương hiệu	Corporate Identity Design	TC	E	3
3.15.2	MKT1451E	Đồ án quản trị thương hiệu	Brand Management Project	TC	E	3
Specialisation 3.		<i>Quảng cáo</i>	<i>Advertising</i>			
3.11.3	ADS1109E	Viết quảng cáo	Copywriting	TC	E	3
3.12.3	COT1124E	Kỹ thuật quay và dựng phim	Cinematography Techniques	TC	E	3
3.13.3	ADS1107E	Thiết kế đồ họa quảng cáo	Graphic Design in Advertising	TC	E	3
3.14.3	ADS1111E	Phim quảng cáo	Commercial Videos	TC	E	3
3.15.3	MKT1452E	Đồ án chiến lược quảng cáo	Advertising Strategy Project	TC	E	3
4. Supporting knowledge						12
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

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
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	Nghiệp 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
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

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
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
5.1	MKT1343E	Thực tập tốt nghiệp	Graduation Internship	BB	E	3
			<i>Students choose Thesis or Graduation Project</i>			
5.2	MKT1416E	Chuyên đề tốt nghiệp	Graduation Project	TC	E	6
5.3	MKT1417E	Khóa luận tốt nghiệp	Thesis	TC	E	6

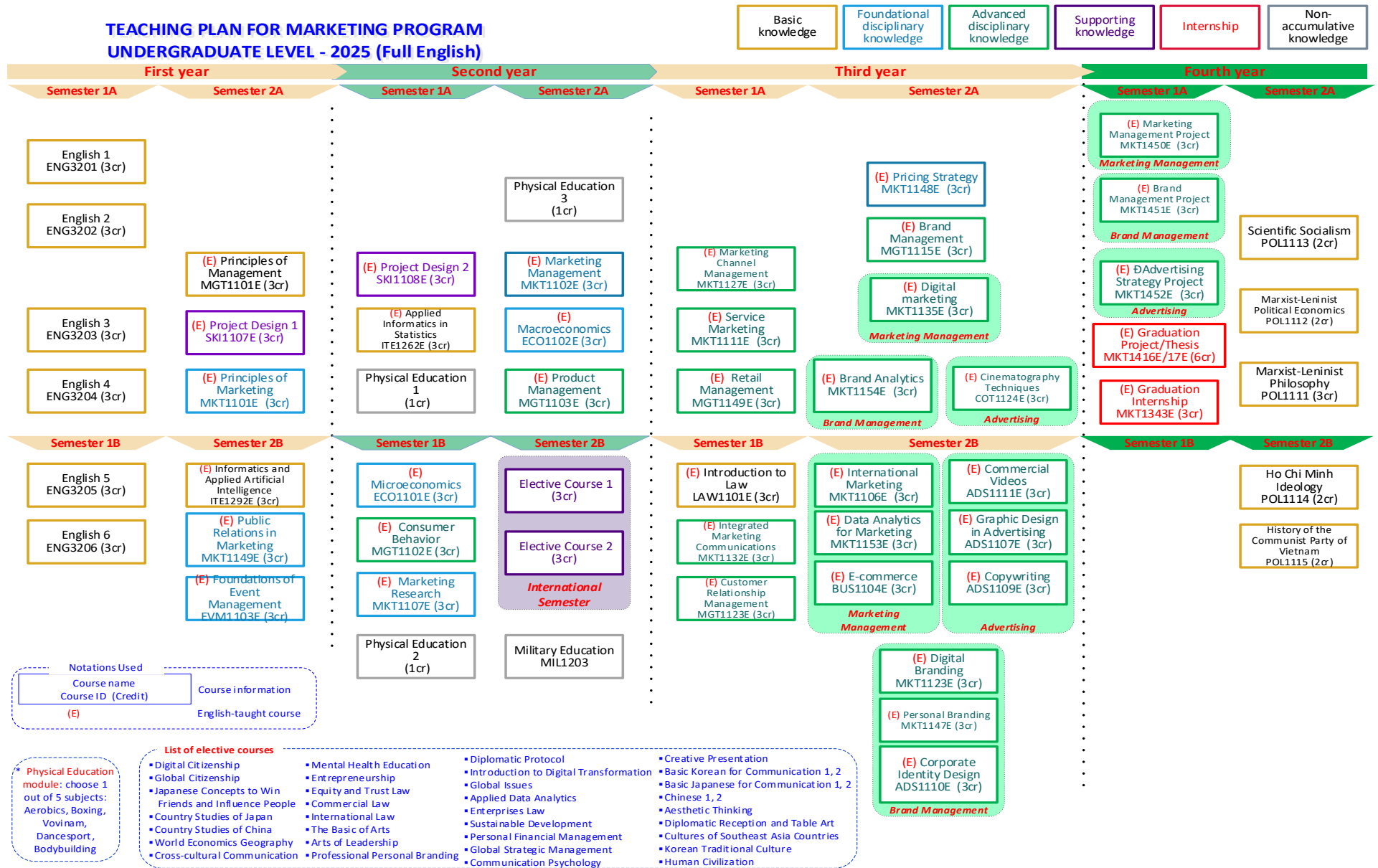
NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
6. Non – cumulative knowledge						3
6.1. Physical education (<i>students choose 1 of the following 5 groups</i>)						3
		<i>Group 1</i>				
6.1.1.1	GYM1311	Giáo dục thể chất - Aerobic 1	Physical Education 1 - Aerobic	TC	V	1
6.1.2.1	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
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

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
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 Marketing program, Cohort 2025

2.10. Brief description of the courses

ITE1262E - Applied Informatics in Statistics: 03 credits.

The course equips learners with fundamental knowledge of statistical informatics and the skills to use SPSS (Statistical Package for the Social Sciences) for data management and processing, as well as statistical analysis widely applied in research, data handling, and data analysis. It is particularly useful for processing and analyzing survey data collected through questionnaires, enabling researchers to identify development trends of phenomena and objects based on statistical data and make forecasts in their research.

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.

POL1111 - Marxist-Leninist Philosophy: 03 credits.

This foundational course provides scientific knowledge on Marxist–Leninist philosophy, enhancing students’ abilities in scientific and critical thinking about the objective world. Chapter 1: Introduction to philosophy and the role of Marxist–Leninist philosophy in society. Chapter 2: Core principles of dialectical materialism, including matter and consciousness, dialectical laws, and the theory of knowledge. Chapter 3: Fundamental aspects of historical materialism, such as socio- economic formations, class and nation, the state and social revolution, social consciousness, and philosophical views on human beings.

POL1112 - Marxist-Leninist Political Economics: 02 credits.

This course provides foundational knowledge in Marxist–Leninist political economy, aiming to enhance students’ scientific understanding of the objective world and economic theories. It helps students analyse and evaluate theoretical and practical economic issues within their fields of study.

The curriculum includes six chapters, starting with the subject, research methods, and functions of Marxist– Leninist political economy. Subsequent chapters focus on key issues such as commodities, markets, the role of economic actors, surplus value, competition and monopoly, the socialist-oriented market economy in Vietnam, and the country’s industrial revolution and international economic integration.

POL1113 - Scientific Socialism: 02 credits.

This course includes seven chapters, with Chapter 1 introducing the basics and historical development of scientific socialism. Chapters 2 to 7 cover the core contents of scientific socialism, offering a theoretical framework for understanding socialist ideologies and practices.

POL1114 - Ho Chi Minh Ideology: 02 credits.

This course introduces learners to the comprehensive and profound ideological framework

of Ho Chi Minh concerning the Vietnamese revolutionary cause. It covers key ideas on national liberation, class emancipation, human liberation, national independence in association with socialism, the unity of national and global strength, the power of the people, national solidarity, and international solidarity. It also addresses the construction of a state “of the people, by the people, for the people”, as well as revolutionary ethics, culture, and the development of a new human personality. Students are encouraged to apply these principles in their studies and personal development in the modern era.

POL1115 - History of the Communist Party of Vietnam: 02 credits.

This course provides knowledge on the leadership role of the Communist Party of Vietnam. Following an introductory section, the course consists of five main lessons: 1: Object, function, tasks, content, and methods of studying the Party's history. 2: The founding of the Communist Party of Vietnam and its leadership in the struggle for power (1930–1945). 3: The Party’s leadership in two resistance wars and the national reunification (1945–1975). 4: The Party’s leadership during the transition to socialism and the renewal process (1975–2018). 5: Conclusion.

LAW1101E - Introduction to Law: 03 credits.

This course studies the State and the Law from the Marxist–Leninist perspective, addressing the most fundamental issues such as the origin, nature, types, and functions of the State and the Law. It also explores the principles of state organisation, as well as forms and structures for exercising state power.

ITE1292E - Informatics and Applied Artificial Intelligence: 03 credits.

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

ENG3201 - English 1: 03 credits.

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

ENG3202 - English 2: 03 credits.

This course helps students develop English vocabulary, grammar, pronunciation, and socio-cultural knowledge of English-speaking countries. Students practice the four core language skills (Listening, Reading, Speaking, and Writing) in everyday communication

and workplace situations at approximately A2-B1 level according to the Common European Framework of Reference for Languages – CEFR. In addition, the course develops important academic and professional competencies, including independent learning skills, teamwork skills, critical thinking, and lifelong learning competence. This course provides a strong foundation for students to communicate confidently in English and to use the language for academic purposes, research, future workplace communication and future career development.

ENG3203 - English 3: 03 credits.

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

ENG3204 - English 4: 03 credits.

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

ENG3205 - English 5: 03 credits.

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

ENG3206 - English 6: 03 credits.

This course helps students develop English vocabulary, grammar, pronunciation, and socio-cultural knowledge of English-speaking countries. Students practice the four core language skills (Listening, Reading, Speaking, and Writing) in everyday communication and workplace situations at approximately B1 level according to the Common European Framework of Reference for Languages – CEFR. In addition, the course introduces test-taking strategies for English proficiency assessments aligned with the Vietnamese Six-

Level Foreign Language Proficiency Framework (VSTEP). The course also supports the development of important academic and professional competencies, including independent learning skills, teamwork skills, and scientific reasoning and logical argumentation. Through this course, students further strengthen their ability to use English confidently in academic study, professional environments, and career development.

ECO1101E - Microeconomics: 03 credits.

This course introduces the basic principles of microeconomics, focusing on the behaviour of key economic agents consumers and firms across various types of markets. It also provides an overview of government policies within the economy. Class discussions and topic analyses are primarily based on current issues in the Vietnamese economy.

ECO1102E - Macroeconomics: 03 credits.

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

MKT1101E - Principles of Marketing: 03 credits.

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

MKT1149E - Public Relations in Marketing: 03 credits.

The course provides learners with fundamental principles of public relations (PR) in marketing, focusing on tools and techniques used to build and maintain a positive image of a business in the public eye. It covers analyses of public opinions and attitudes, PR policies, and the application of PR theories to real-world situations.

MKT1107E - Marketing Research: 03 credits.

The course provides learners with fundamental knowledge of the marketing research process, including how to scientifically collect, process, and analyze market information to support marketing decision-making. It covers data collection methods, sampling techniques, and data processing using statistical software, helping learners connect theoretical understanding with practical application in marketing research.

EVM1103E - Foundations of Event Management: 03 credits.

The course provides learners with an overview and foundational knowledge of event management, including the organization process, factors affecting event management, planning, implementation, supervision, and problem-solving. It also introduces marketing

related knowledge such as audience analysis and environmental analysis to make appropriate decisions in event organization.

MKT1102E - Marketing Management: 03 credits.

The course provides learners with foundational knowledge of marketing management based on customer insight, strong brand building, and the implementation of marketing programs to connect with and maintain long-term, sustainable relationships with customers. It also enables learners to explore real-world marketing management practices and apply the acquired knowledge to propose marketing management recommendations.

MGT1102E - Consumer Behavior: 03 credits.

The course equips learners with fundamental knowledge of consumer behavior through theories in psychology, social psychology, demography, communication, culture, and economics. Learners will understand the central role of consumers in marketing and be able to apply learned models as tools to analyze consumer behavior, consumer behavior models, factors influencing purchasing decisions, and consumer behavior research.

MGT1103E - Product Management: 03 credits.

The course provides learners with knowledge of product management, including the process of developing new products through identifying and selecting opportunities, generating and evaluating product concepts, developing products, and implementing activities to deliver products to target customers. It aims to meet market demands and business goals while enhancing learners' problem-solving and product management skills.

MKT1127E - Marketing Channel Management: 03 credits.

The course provides learners with in-depth knowledge of distribution channel management, including distribution channel systems, design, and operations to achieve business objectives. It also introduces newly developed distribution types such as franchising channels, service channels, electronic (online) channels, and international marketing distribution channels.

MKT1132E - Integrated Marketing Communications: 03 credits.

The course provides learners with foundational knowledge of Integrated Marketing Communications (IMC), including its role and various tools in an IMC program, consumer behavior and communication theories, goal setting, IMC budgeting, and IMC tools such as advertising, direct marketing, the Internet and social media, sales promotion, personal selling, and public relations. It also covers the process of planning, developing, and implementing IMC programs, as well as other factors influencing this process.

MGT1115E - Brand Management: 03 credits.

The course provides learners with both theoretical and practical knowledge of brand management, modern theories on branding, brand equity, and strategic brand management. It emphasizes the “how” and “why” of brand management and introduces specific guidelines for planning, building, measuring, and managing brand equity.

MGT1123E - Customer Relationship Management: 03 credits.

The course equips learners with knowledge of various aspects of Customer Relationship Management (CRM), including strategy, organization, marketing, and information technology. Learners will understand how to achieve business goals through CRM, how to develop CRM-aligned business strategies, translate them into effective marketing

strategies, and learn how to build and apply CRM in practice.

MGT1149E - Retail Management: 03 credits.

The course provides learners with advanced knowledge of retail system development, organization, and management. It covers the role and types of modern retailing, the importance of retail systems to economic operations, aspects of retail management, factors influencing the selection and development of retail chains, and methods for analyzing and measuring the effectiveness of retail chains to ensure achievement of retail system design objectives.

MKT1148E - Pricing Strategy: 03 credits.

The course provides learners with in-depth knowledge of pricing strategies and tactics from both theoretical and practical perspectives. It explores how businesses capture value, profit, and revenue, as well as how price changes and competitive responses occur under different pricing approaches.

MKT1111E - Service Marketing: 03 credits.

The course provides learners with key concepts, nature, and fundamental functions of service marketing to develop a correct understanding of service marketing in today's business context. Learners will be able to evaluate a service marketing plan, and develop, organize, implement, and control service marketing throughout the entire marketing process of an enterprise.

MKT1135E - Digital Marketing: 03 credits.

The course provides learners with in-depth knowledge of how to use online marketing tools such as websites, online advertising channels, social media platforms like Facebook, email marketing, SEO, SEM, and online PR. Learners will be able to easily develop, implement, and evaluate online marketing plans. To succeed in this course, students are expected to have prior knowledge of basic marketing and marketing management.

MKT1106E - International Marketing: 03 credits.

The course provides learners with advanced knowledge of the concepts, origins, and historical development of international marketing, as well as the factors in the international environment that influence a company's marketing activities. It also covers international marketing strategies, policies, and practices that help businesses compete effectively in the global environment, and addresses key challenges that international marketers face in multinational corporations.

MKT1153E - Data Analytics for Marketing: 03 credits.

The course equips students with knowledge of data-driven marketing, exploring the vast sources of data available to marketers including customer transactions, surveys, pricing, and advertising and how to use this data to inform decision-making. Through practical applications across various industries and hands-on analysis using modern data analytics tools, students will learn how to frame marketing problems as testable hypotheses, systematically collect data, and apply statistical tools to generate useful marketing insights.

BUS1104E - E-commerce: 03 credits.

The course provides learners with advanced knowledge of e-commerce, including business models, revenue models, and business processes; identifying e-commerce opportunities;

the international nature of e-commerce; knowledge of web-based sales and web marketing; B2B strategy models from EDI to EC; methods of integrating e-commerce planning into business operations; strategies for developing e-commerce websites; and project management for e-commerce implementation.

MKT1450E - Marketing Management Project: 03 credits.

The course equips learners with the ability to synthesize knowledge of marketing management through developing marketing plans, analyzing markets, understanding customers, and positioning brands within businesses. It also focuses on principles of product, pricing, promotion, and communication management, as well as integrating marketing tools in the digital era and applying personal selling skills to achieve optimal business performance.

MKT1154E - Brand Analytics: 03 credits.

The course provides students with in-depth knowledge of finance and analytical tools to elevate a brand as a strategic asset of the enterprise. Learners will study how to create budgets, conduct comprehensive brand audits, measure ROI, and use data-driven insights to assess investments, thereby maximizing the business value of their brand-building initiatives.

MKT1123E - Digital Branding: 03 credits.

The course equips learners with advanced knowledge of digital branding, including how to develop frameworks, implement, and measure the effectiveness of digital campaigns. It emphasizes the importance of building a digital brand, the practical application of digital tools and channels, and the process of developing digital brand strategies.

MKT1147E - Personal Branding: 03 credits.

The course provides learners with in-depth knowledge of personal branding, highlighting the key differences between managing product, service, and personal brands. It helps learners understand the benefits of building a personal brand and equips them with the ability to develop and manage their reputation, style, appearance, attitude, and interpersonal skills.

ADS1110E - Corporate Identity Design: 03 credits.

The course provides learners with advanced knowledge of advertising design and brand image design, focusing on the creation of brand identity systems. It aims to enhance professional competence and design quality through the study of theoretical systems, planning processes, and design methodologies. Learners will understand the role and interrelationships within corporate image design (CIS) and develop their design and collaboration skills to complete brand identity design projects.

MKT1451E - Brand Management Project: 03 credits.

This practical course provides learners with both theoretical and applied knowledge of brand management, exploring modern theories of trademarks, brands, brand value, and strategic brand management. It also offers specific guidance on planning, building, measuring, and managing brand equity for a product. Learners will be able to apply their knowledge in real business contexts to help enterprises build brand awareness, enhance customer loyalty, increase brand value, and boost sales performance.

ADS1109E - Copywriting: 03 credits.

The course provides learners with in-depth knowledge of the nature and characteristics of advertising, helping them understand the evolution of copywriting, the qualities and mindset of a copywriter, and the strategic thinking framework behind copywriting. Students will explore how to align creativity with copywriting, learn engaging and persuasive writing techniques, understand emotional and rational approaches to copywriting, and master writing requirements for different advertising components. The course also distinguishes copywriting from other forms of advertising media.

COT1124E - Cinematography Techniques: 03 credits.

The course equips learners with advanced knowledge of cinematography and video editing, covering topics such as motion pictures and the human eye's perception of motion, the significance of framing, shot size, image composition in television, aspect ratios, screen resolution, principles of image reproduction, television systems, video storage methods, camera structure and operation, filming and sound recording techniques, and basic video editing skills.

ADS1107E - Graphic Design in Advertising: 03 credits.

The course provides learners with in-depth knowledge and skills in graphic design, enhancing their ability to evaluate and experiment with graphic advertising design. Students will gain a deeper understanding of design concepts, better integrate design theory with advertising practice, and develop creative thinking and artistic achievement. They will gradually master the steps and methods of graphic advertising design and be able to independently produce drawings and designs for graphic advertising products.

ADS1111E - Commercial Videos: 03 credits.

The course provides learners with in-depth knowledge and skills related to the fundamental principles of television commercials and motion graphics. It familiarizes students with creative expression techniques, production skills, and analytical methods for TV commercials and motion graphics. Students will learn to conduct research and analysis, develop design projects that meet production needs, and apply creative and technical skills to complete both the pre-production and post-production stages of TV commercial projects.

MKT1452E - Advertising Strategy Project: 03 credits.

This course serves as a practical capstone for the Advertising major. It is a professional design project that students undertake after completing courses such as Copywriting, Cinematography & Video Editing, Graphic Design for Advertising, and Television Commercials. This course plays a crucial role in the major as it emphasizes applied practice and requires a highly realistic learning environment. Through extensive hands-on training, students will gain the ability to develop creative advertising messages and media content such as brand and product advertisements, editorial writing, design planning, and design implementation.

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

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.

MKT1343 – Graduation Internship: 03 credits.

The course is designed to help students consolidate and enhance their practical knowledge after completing theoretical courses. It enables them to apply what they have learned to analyze, evaluate, and propose solutions to problems that arise in event operations within enterprises. The course also helps students develop independent research skills, practice workplace communication and customer interaction skills, and handle real-world situations that may occur during event organization activities.

MKT1416 – Graduation Project: 06 credits.

The course is intended for students who have completed all required major courses in the program, meet the academic performance requirements set by the Faculty, and wish to register for a graduation project or thesis. Students are required to conduct a project or major assignment related to their field of study. During the process, students may propose their own topic or be assigned one, and will receive academic supervision from a faculty advisor. After completing the project within the prescribed timeframe, students must submit a report along with any deliverables, solutions, or software developed for review

and evaluation. The implementation of the graduation project or thesis must strictly follow the Faculty's regulations and announcements regarding deadlines, report templates, and other requirements related to the defense process.

MKT1417 – Thesis: 06 credits.

This course is designed for students who have completed all compulsory major courses in their program, meet the academic performance requirements set by the Faculty, and wish to register for a graduation project or thesis. The course requires students to carry out a topic in the form of a project or a major assignment related to the specialization of their program. During the process of completing the project or thesis, students may propose their own topic or be assigned one, and they will receive academic supervision from a faculty advisor. Upon completion within the prescribed timeframe, students must submit a project/thesis report along with any deliverables, solutions, or software developed for review and evaluation. The implementation of the graduation project or thesis must strictly comply with the Faculty's regulations and announcements regarding deadlines, report templates, and other requirements for the thesis defense.

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

The course equips learners with basic knowledge of physical education, techniques, and exercise methods to train and improve health and aesthetics. Learners can choose their favourite courses to practice in accordance with their physical fitness such as: Gymnastics, Aerobics, Boxing, Vovinam, Dancesport.

MILxxxx – Military Education: 165 lessons.

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

3. FUNCTION OF THE QUALIFICATION

3.1. Opportunities for further study

- 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 specialization.

3.2. Employment opportunities

- Specialist in business, marketing, communications–advertising, and branding departments of domestic companies and foreign enterprises;
- Expert in analyzing and developing marketing research plans;
- Manager of business, marketing, communications, advertising, and brand management departments in companies, organizations, multinational corporations, private enterprises, or event management firms;

- Owner of advertising businesses, advertising agencies, or event management companies;
- Lecturer or researcher at universities or economic institutes;
- Senior positions such as department manager, branch director, or executive director.

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.

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