

TEACHING PLAN FOR COMMERCIAL BUSINESS PROGRAM UNDERGRADUATE LEVEL - 2022

Broad foundational knowledge

Other general education knowledge

Basic and foundational disciplinary knowledge

Core disciplinary knowledge

Advanced disciplinary knowledge, methods, and tools

Related, cross-disciplinary and elective knowledge

| First year | | Second year | | Third year | | Fourth year | | |
|--|---|--|--|--|--|--|--|--|
| Semester 1A | Semester 2A | Semester 1A | Semester 2A | Semester 1A | Semester 2A | Semester 1A | Semester 2A | |
| <p>Notations Used</p> <div style="border: 1px solid black; padding: 2px; display: inline-block;"> Course name Course ID (Credit) (E) </div> <p>Course information</p> <p>English-taught course</p> | | | | | | | | |
| | | Principles of Accounting ACC1101 (3cr) | Physical Education 2 (1cr) | Macroeconomics ECO1102 (3cr) | (E) International Business Management MGT1111E (3cr) | (E) E-commerce BUS1104E (3cr) | Marxist-Leninist Philosophy POL1111 (3cr) | |
| Introduction to Computer Basics ITE1201 (3cr) | Principles of Marketing MKT1101 (3cr) | Principles of Management MGT1101 (3cr) | (E) Marketing Management MKT1102E (3cr) | (E) Consumer Behavior MGT1102E (3cr) | (E) Marketing Channel Management MKT1127E (3cr) <i>Commercial Business</i> | Graduation Project / Thesis CBU1410/1 (6cr) | Marxist-Leninist Political Economics POL1112 (2cr) | |
| English 1 ENG2101 (4cr) | English 3 ENG2103 (4cr) | English 5 ENG2105 (4cr) | English 7 ENG2107 (4cr) | (E) Human Resource Management MGT1110E (3cr) | (E) Retailing Management MGT1149E (3cr) <i>Retail Business</i> | Graduation Internship CBU1307 (3cr) | Elective Course 1 (3cr) | |
| Semester 1B | Semester 2B | Semester 1B | Semester 2B | Semester 1B | Semester 2B | Semester 1B | Semester 2B | |
| English 2 ENG2102 (4cr) | English 4 ENG2104 (4cr) | Physical Education 1 (1cr) | Project Design 2 SKI1108 (3cr) | (E) Managerial Accounting ACC1107E (3cr) | Marketing B2B MKT1133 (3cr) | | History of the Communist Party of Vietnam POL1115 (2cr) | |
| Microeconomics ECO1101 (3cr) | Probability and Statistics STA1101 (3cr) | English 6 ENG2106 (4cr) | (E) Sales Management MGT1107E (3cr) | (E) Customer Relationship Management MGT1123E (3cr) | Trade Promotion Management CBU1103 (3cr) | | Ho Chi Minh Ideology POL1114 (2cr) | |
| Introduction to Law LAW1101 (3cr) | Project Design 1 SKI1107 (3cr) | Applied Informatics in Statistics ITE1262 (3cr) | Business Data Analysis CBU1109 (3cr) | (E) Strategic Management MGT1109E (3cr) | (E) Brand Management MGT1115E (3cr) <i>Commercial Business</i> | | Elective Course 2 (3cr) | |
| | | | Physical Education 3 (1cr) | | (E) Digital Marketing MKT1135E (3cr) | | | |
| | | | Military Education MIL1203 (8tc) | | E-payments EBU1101 | | | |
| | | | | | Professional Selling CBU1102 (3cr) <i>Retail Business</i> | | | |
| <p>* Physical Education module: choose 1 out of 4 subjects: Aerobics, Boxing, Vovinam, Bodybuilding</p> | | <p>List of elective courses</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <p>Country Studies of Japan</p> <p>Country Studies of China</p> <p>World Economics Geography</p> <p>Cross-cultural Communication</p> <p>The Basic of Arts</p> </div> <div style="width: 48%;"> <p>Arts of Leadership</p> <p>Introduction to Digital Transformation</p> <p>Commercial Law</p> <p>Applied Data Analytics</p> <p>Personal Financial Management</p> </div> </div> | | <p>Communication Psychology</p> <p>Cultures of Southeast Asia Countries</p> <p>Creative Presentation</p> <p>Professional Personal Branding</p> <p>Korean Traditional Culture</p> <p>Human Civilization</p> | | | | |