

TEACHING PLAN FOR COMMERCIAL BUSINESS PROGRAM UNDERGRADUATE LEVEL - 2025

Basic knowledge	Foundational disciplinary knowledge	Advanced disciplinary knowledge	Supporting knowledge	Internship	Non-accumulative knowledge
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First year Second year Third year Fourth year

Semester 1A	Semester 2A	Semester 1A	Semester 2A	Semester 1A	Semester 2A	Semester 1A	Semester 2A
	Project Design 1 SKI1107 (3cr)	Physical Education 1 (1cr)	Physical Education 2 (1cr)	Researching Method in Business BUS1117 (3cr)	Enterprise Relationship CBU1113 (3cr)	(E) Strategic Brand Management BUS1130E (3cr)	
Informatics and Applied Artificial Intelligence ITE1292 (3cr)	Microeconomics ECO1101 (3cr)	Probability and Statistics STA1101 (3cr)	(E) Marketing Management MKT1102E (3cr)	(E) Strategic Management MGT1109E (3cr)	Elective Course 1 (3cr)	(E) Marketing Channel Management MKT1127E (3cr)	Graduation Internship CBU1307 (3cr)
English 1 ENG3201 (3cr)	English 3 ENG3203 (3cr)	English 5 ENG3205 (3cr)	(E) Macroeconomics ECO1102E (3cr)	Marxist-Leninist Philosophy POL1111 (3cr)	Scientific Socialism POL1113 (2cr)	Business Development Management CBU1112 (3cr)	Graduation Project/Thesis CBU1410/1 (6cr)
						Commerce and Sales Development	
						Professional Selling CBU1102 (3cr)	
						(E) Retailing Management MGT1149E (3cr)	
						Retail Business	
Semester 1B	Semester 2B	Semester 1B	Semester 2B	Semester 1B	Semester 2B	Semester 1B	Semester 2B
English 2 ENG3202 (3cr)	English 4 ENG3204 (3cr)	English 6 ENG3206 (3cr)	(E) Sales Management MGT1107E (3cr)	Ho Chi Minh Ideology POL1114 (2cr)	Marxist-Leninist Political Economics POL1112 (2cr)	(E) International Business Management MGT1111E (3cr)	
Principles of Management MGT1101 (3cr)	Principles of Marketing MKT1101 (3cr)	(E) Introduction to Business English BUS1127E (3cr)	Business Data Analysis CBU1109 (3cr)	(E) Human Resource Management MGT1110E (3cr)	History of the Communist Party of Vietnam POL1115 (2cr)	Management Information System BUS1131 (3cr)	
Introduction to Law LAW1101 (3cr)	Principles of Accounting ACC1101 (3cr)	Project Design 2 SKI1108 (3cr)	(E) Consumer Behavior MGT1102E (3cr)	(E) Supply Chain Management MGT1128E (3cr)	(E) E-commerce BUS1104E (3cr)	Trade Promotion Management CBU1103 (3cr)	
			Physical Education 3 (1cr)		Elective Course 2 (3cr)	Commerce and Sales Development	
			Military Education MIL1203			(E) Digital Marketing MKT1135E (3cr)	
						E-payments EBU1101 (3cr)	
						(E) Business Forecasting BUS1132E (3cr)	
						Retail Business	

Notations Used

Course name Course ID (Credit)	Course information
(E)	English-taught course

- List of elective courses**
- Digital Citizenship
 - Global Citizenship
 - Japanese Concepts to Win Friends and Influence People
 - Country Studies of Japan
 - Country Studies of China
 - World Economics Geography
 - Cross-cultural Communication
 - Mental Health Education
 - Entrepreneurship
 - Equity and Trust Law
 - Commercial Law
 - International Law
 - The Basic of Arts
 - Arts of Leadership
 - Professional Personal Branding
 - Diplomatic Protocol
 - Introduction to Digital Transformation
 - Global Issues
 - Applied Data Analytics
 - Enterprises Law
 - Sustainable Development
 - Personal Financial Management
 - Global Strategic Management
 - Communication Psychology
 - Creative Presentation
 - Basic Korean for Communication 1, 2
 - Basic Japanese for Communication 1, 2
 - Chinese 1, 2
 - Aesthetic Thinking
 - Diplomatic Reception and Table Art
 - Cultures of Southeast Asia Countries
 - Korean Traditional Culture
 - Human Civilization
- * Physical Education module: choose 1 out of 5 subjects: Aerobics, Boxing, Vovinam, Dancesport, Bodybuilding