

POSTGRADUATE PROGRAM, COHORT 2024
MASTER OF BUSINESS ADMINISTRATION

(Attached to Decision No. 204 /QĐ-UEF dated 10/04/2024 of the President of Ho Chi Minh City University of Economics and Finance)

1. GENERAL INFORMATION ABOUT THE PROGRAM

Name of study programme: **BUSINESS ADMINISTRATION**

Programme level: Postgraduate.

Duration: 2 years / 60 credits

Language(s) of Instruction: Vietnamese

Training Orientation: Applied orientation

Awarding Institution: Ho Chi Minh City University of Economics and Finance

Qualification: Master of Business Administration

Qualification level: Master - Level 7 Vietnamese Qualifications Framework.

Cohort: 2024.

2. STUDY PROGRAM

2.1. Mode of Study: Full-time

2.2. Admission requirements

- Learners must hold a bachelor's degree (or an equivalent or higher qualification) in a relevant field, and possess foreign language proficiency at Level 3 of the Vietnamese 6 Level Foreign Language Proficiency Framework or an equivalent level.
- Learners are considered for admission to UEF based on their cumulative grade point average at the undergraduate level, in accordance with the University's regulations.

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

Classification	10-point scale	4-point scale	
		Score in letter	Score in number
Fail	From 4.0 to 5.4	D	1.0
	From 0 to 3.9	F	0

2.4. Graduation conditions

According to Master's Degree level admission and training regulations, professional conditions include:

- (1) Completion of all compulsory courses and successful defense of the graduation thesis/project;
- (2) Achievement of the specified foreign language proficiency level (minimum Level 4/6 of the Vietnamese Foreign Language Proficiency Framework or equivalent recognised by the Ministry of Education and Training) such as a Bachelor's degree or higher in a foreign language programme or a Bachelor's degree or higher where the entire programme was delivered in a foreign language.
- (3) Fulfilment of all financial obligations, including tuition fees, and compliance with the University's requirements for graduation project submission and archiving. Additionally, the candidate must not be subject to any criminal proceedings or disciplinary actions.

2.5. Objectives of the study program (Program Objectives)

General objectives:

The Master's program in Business Administration, with an applied orientation, aims to develop graduates who possess strong political qualities and professional ethics; comprehensive, in-depth, and up-to-date theoretical and practical knowledge in business management and entrepreneurship; professional management skills and effective executive abilities; as well as the capacity for independent and creative work, and the competence to identify and solve management problems within organizations across the economy, while advancing their careers in a dynamic, competitive, and globally integrated environment.

Specific objectives:

PO1 (Knowledge): Provide learners with foundational knowledge of philosophy; comprehensive and in-depth theoretical and practical knowledge in Business Administration; and interdisciplinary knowledge in the fields of social and behavioral sciences, business and management, and law.

PO2 (Skills): Equip learners with skills in organizing, managing, and administering professional activities in the field of Business Administration; skills in critical thinking, analysis, synthesis, and scientific and advanced data and information evaluation; and skills in disseminating and communicating professional knowledge within their field.

PO3 (Level of Autonomy and Responsibility): Develop in learners a sense of professional ethics and community responsibility; the ability to conduct applied research, self-orient, propose important initiatives, and draw expert-level conclusions; as well as the competence to manage, guide others, and evaluate and improve professional practices.

2.6. Program Learning Outcomes

Knowledge

- (1) Apply fundamental philosophical principles and theories to identify, formulate, and systematically and scientifically solve problems within the field of study.
- (2) Select appropriate analytical thinking methodologies and applied scientific research processes applicable to the fields of economics, management, finance, and professional practice.
- (3) Synthesize and analyze advanced, modern, and up-to-date knowledge with practical understanding related to business management functions and operations such as business, strategy, marketing, finance, quality management, and human resources, and evaluate their applicability in practice.
- (4) Identify and select relevant interdisciplinary knowledge, demonstrate understanding, and effectively apply it in the design and implementation of management models and innovative solutions to effectively address challenges in practice.

Skills

- (5) Demonstrate proficiency in organizing, administering, and managing the functional activities of organizations, enterprises, and business operations.
- (6) Effectively use technology and demonstrate proficiency in collecting, synthesizing, analyzing, and evaluating data and information; apply critical thinking and propose scientific, creative, and innovative solutions to practical management problems.
- (7) Demonstrate proficiency in communicating and disseminating knowledge based on a practical understanding of business administration issues, and engage in professional discussions with disciplinary peers and others.
- (8) Use a foreign language at a level 4/6 of the Vietnamese Foreign Language Proficiency Framework in professional contexts and for communication within multicultural environments.

Level of Autonomy and Responsibility

- (9) Demonstrate a sense of professional ethics and community responsibility.
- (10) Develop the ability for applied research, self-direction, and the capacity to propose significant initiatives and draw expert-level conclusions in the field of business management.
- (11) Demonstrate proficiency in management, with the ability to independently plan and implement projects, as well as to guide others in addressing challenges and issues encountered in practical business administration.
- (12) Develop the capacity to evaluate and enhance professional practices.

2.7. Program structure

No	Knowledge block	Volume of knowledge			
		Number of credits	Compulsory	Elective	Percentage %
I.	General knowledge	4	4	0	6,7%
1.1	Philosophy	4	4	-	
II.	Disciplinary knowledge	41	26	15	68,3%
2.1	Research	5	5	-	
2.2	Fundamental, specialized and interdisciplinary knowledge	36	21	15	
III.	Graduate knowledge	15	15	0	25.0%
3.1	Practical Seminar	6	6	-	
3.2	Minor Thesis	9	9	-	
	Total	60	45 (75%)	15 (25%)	100.0%

Total amount of knowledge of the study program: 60 credits.

2.8. Program Content

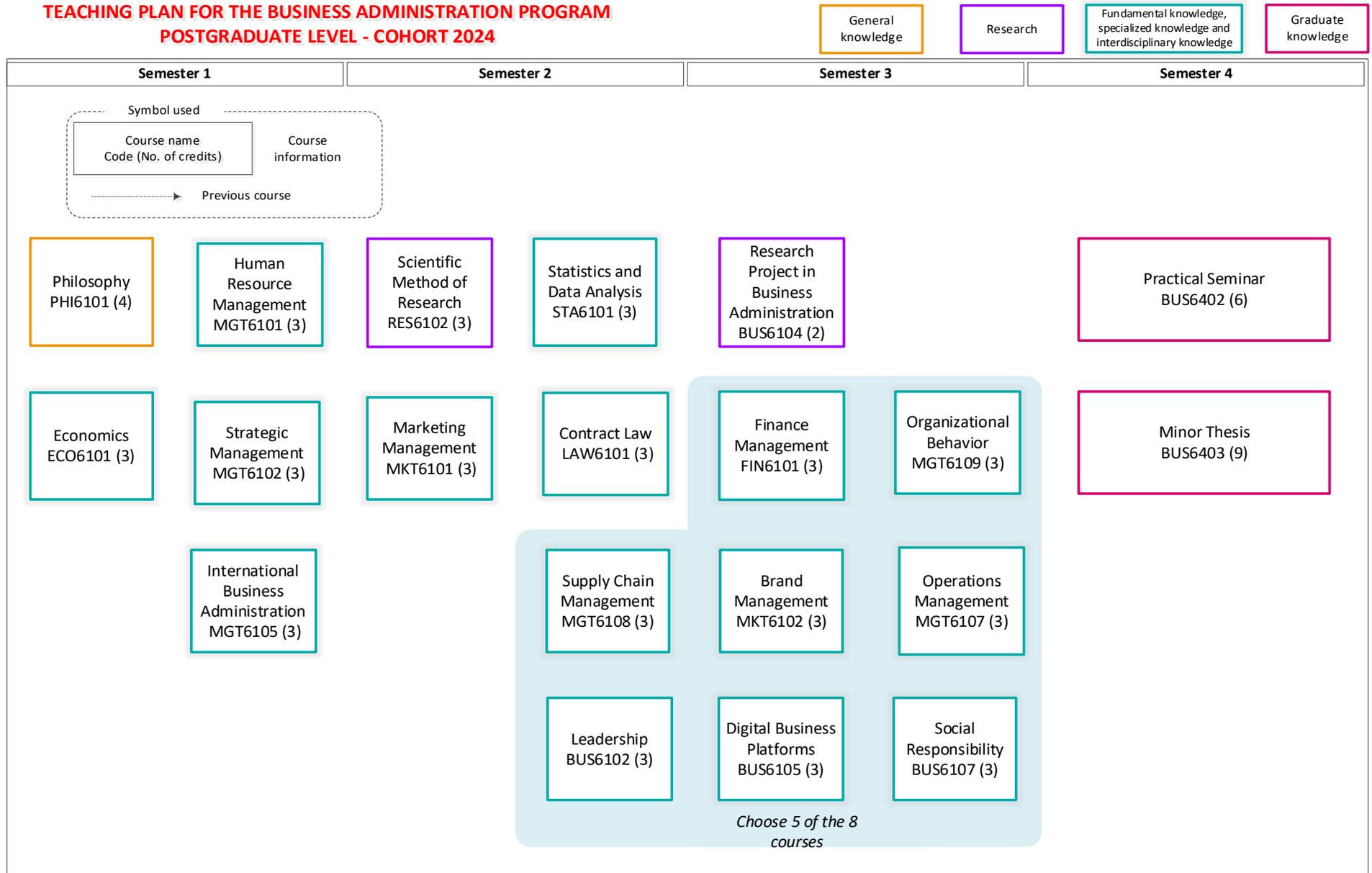
NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
I. General knowledge						4
1.1	PHI6101	Triết học	Philosophy	BB	V	4
II. Disciplinary knowledge						45
II.1. Research						5
2.1	RES6102	Phương pháp nghiên cứu khoa học	Scientific Method of Research	BB	V	3
2.2	BUS6108	Chuyên đề nghiên cứu Quản trị kinh doanh	Research Project in Business Administration	BB	V	2
II.2. Fundamental, specialized and interdisciplinary knowledge						36
2.3	ECO6101	Kinh tế học	Economics	BB	V	3
2.4	STA6101	Thống kê và phân tích dữ liệu	Statistics and Data Analysis	BB	V	3

NO.	Code	Course		Type	Language	Number of credits
		Vietnamese	English			
2.5	MGT6105	Quản trị kinh doanh quốc tế	International Business Administration	BB	V	3
2.6	MGT6102	Quản trị chiến lược	Strategic Management	BB	V	3
2.7	MKT6101	Quản trị marketing	Marketing Management	BB	V	3
2.8	MGT6101	Quản trị nguồn nhân lực	Human Resource Management	BB	V	3
2.9	LAW6101	Luật Hợp đồng	Contract Law	BB	V	3
		<i>Chọn 5/8 học phần sau</i>	<i>Choose 5 of the 8 courses below</i>			15
2.10	BUS6107	Trách nhiệm xã hội	Social Responsibility	TC	V	3
2.11	FIN6101	Quản trị tài chính	Finance Management	TC	V	3
2.12	MKT6102	Quản trị thương hiệu	Brand Management	TC	V	3
2.13	MGT6108	Quản trị chuỗi cung ứng	Supply Chain Management	TC	V	3
2.14	MGT6109	Hành vi tổ chức	Organizational Behavior	TC	V	3
2.15	BUS6105	Nền tảng kinh doanh số	Digital Business Platforms	TC	V	3
2.16	MGT6107	Quản trị điều hành	Operations Management	TC	V	3
2.17	BUS6102	Nghệ thuật lãnh đạo	Leadership	TC	V	3
III. Graduate knowledge						15
3.1	BUS6402	Chuyên đề thực tế	Practical Seminar	BB	V	6
3.2	BUS6403	Đề án tốt nghiệp	Minor Thesis	BB	V	9

Note: BB: Compulsory; TC: Elective; E/V: Course taught in English/ Vietnamese.

2.9. Training process diagram

TEACHING PLAN FOR THE BUSINESS ADMINISTRATION PROGRAM POSTGRADUATE LEVEL - COHORT 2024



2.10. Brief description of the courses

PHI6101 - Philosophy: 04 credits.

The course aims to reinforce philosophical knowledge for research within the fields of economics, social sciences, and humanities and enhance the understanding of the philosophical foundations of the revolutionary path of Vietnam, particularly during the period of renovation. It helps learners establish a worldview, value system, and scientific and revolutionary methodology as well as cultivate revolutionary ethical qualities, uphold noble ideals of life, and maintain a firm political stance. The course comprises 8 chapters, including: Introduction (Chapter 1: Overview of Philosophy), which provides a general introduction to philosophy and the history of philosophy; Three chapters (Chapter 2: Ontology; Chapter 3: Dialectics; Chapter 4: Epistemology), which cover fundamental contents related to the worldview and general methodology of cognition and practice; Four chapters (Chapter 5: The Socio-Economic Formation Theory; Chapter 6: Political Philosophy; Chapter 7: Social Consciousness; Chapter 8: Philosophy of Human Beings), which explore the theoretical philosophical aspects of society and human beings.

RES6102 - Scientific Method of Research: 03 credits.

The course equips learners with knowledge, skills, and methodological thinking. Learners can systematize the knowledge they have acquired along with research methods to conduct applied research in fields such as economics, management, finance, and professional activities, as well as to complete practical projects and high-quality master's theses. The main content includes: Introduction to research methods and the scientific research process; identifying research problems, objectives, questions, and hypotheses; literature review; nature, types, and measurement of data; sampling methods and sample size determination; selecting analytical frameworks and research design; designing samples and data collection; data analysis; writing research proposals, reports, and presenting research findings.

BUS6108 - Research Project in Business Administration: 02 credits.

The course enables learners to understand and apply professional knowledge and scientific research skills to develop a detailed outline for their master's thesis, while also fostering a serious and responsible attitude in complying with the university's regulations and guidelines.

ECO6101 - Economics: 03 credits.

The course also helps learners understand and grasp fundamental issues in economics such as supply and demand relationships, elasticity and its applications, theories of production and consumption, the operation of the economy under government policies, the short- and long-term impacts of macroeconomic policies, the government's regulatory role in a modern economy, and the effects of capital flows on national or regional economies. In particular, the course guides learners to research and analyze the effectiveness of economic policies in practice from multiple perspectives.

STA6101 - Statistics and Data Analysis: 03 credits.

The course provides learners with a systematic foundation of knowledge on statistical indicators and methods. It helps learners understand the overall system of statistical measures and methodologies, apply statistical procedures in practice, use sampling methods in economics, and employ indicator systems to describe and analyze socio-

economic issues. Learners will also apply these indicator systems to analyze the variation of economic variables over time and forecast future trends, as well as use analytical methods to explore relationships among economic variables. In addition, the course equips learners with knowledge of fundamental econometric methods and models applied in empirical research within the field of Business Administration. Learners will be able to apply econometric models in academic research with the support of statistical software such as SPSS and AMOS.

MGT6105 - International Business Administration: 03 credits.

The course also provides knowledge of international business management, including concepts, origins, and the historical development of international business; globalization; international trade theories; the international business environment; international business operations; organization and control of international business; and environmental factors that influence international business activities. Through this course, learners will acquire the knowledge and skills necessary to fully understand the characteristics and dynamics of the global business environment, enabling them to adjust management behaviors and effectively adapt enterprise operations to the current process of global economic integration. Furthermore, the course guides learners in developing strategies, policies, and international business activities that enhance a company's competitiveness in a globalized and integrated economic environment. It also analyzes the issues that managers face daily in international business contexts and provides practical insights drawn from the experiences of multinational corporations.

MGT6102 - Strategic Management: 03 credits.

The course enables learners to study the management environment and general issues of strategic management, including: the concept of strategy; strategic management and its benefits; strategic management models; environmental analysis, such as analyzing external and internal environments; strategy formulation and selection, including the use of tools to develop and choose strategies; and the implementation and evaluation of strategic execution within enterprises.

MKT6101 - Marketing Management: 03 credits.

The course provides learners with foundational, core, and advanced knowledge in marketing management within enterprises, based on understanding customer insights, building strong brands, and implementing marketing programs that connect with and maintain long-term, sustainable customer relationships. Throughout the course, learners are guided by instructors to apply newly learned theories and modern approaches to marketing management in practice. They will study theoretical concepts, engage in classroom discussions, explore real-world marketing activities, and apply their acquired knowledge to propose marketing recommendations for a specific enterprise.

MGT6101 - Human Resource Management: 03 credits.

Human Resource Management is one of the key factors determining the success of an enterprise. The course provides fundamental knowledge about human resource management and its application in all types of enterprises and organizations. It helps learners understand that human resource management includes the following activities: planning, recruitment, selection, training, development, performance evaluation, leadership (utilizing, maintaining, motivating, etc.), and creating favorable conditions for employees to achieve the organization's strategic goals and vision. Learners will be able

to apply the acquired knowledge effectively in human resource management practices and use various HR management tools proficiently.

LAW6101 - Contract Law: 03 credits.

Contract Law is defined as an agreement between parties to establish, modify, or terminate rights and obligations in specific social relations. The fundamental element of any contract is the mutual consent between the parties. However, freedom of contract is not absolute. The State requires parties entering into contracts to respect ethics, social order, and public order. In certain necessary cases, on behalf of public authority, the State may intervene in contract formation, thereby limiting the freedom to contract. Such intervention, however, must be reasonable and strictly regulated by law to prevent abuse and violation of contractual freedom. Contract law includes fundamental contents related to all types of contracts, such as concepts, characteristics, validity, procedures for conclusion, performance, modification, and liability for breach of contract. These topics will be analyzed in detail through comparative studies of Vietnamese legal provisions and those of other countries, as well as in reference to practical situations illustrated by specific examples.

BUS6107 - Social Responsibility: 03 credits.

Global issues are major challenges to the sustainable development of nations as well as to the survival of businesses, stemming from the population explosion and the growth of resource and labor-intensive industries. In other words, businesses bear the primary responsibility for many global problems. Therefore, enterprises must contribute alongside society to address these global issues this is known as corporate social responsibility (CSR). The course provides learners with knowledge about social responsibility toward consumers, investors, suppliers, employees, communities, the ecological environment, and sustainable development.

FIN6101 - Finance Management: 03 credits.

The course equips learners with the knowledge and skills needed for financial analysis and management, including: evaluating a company's financial situation; preparing financial plans; managing financial activities; analyzing investment opportunities and quantifying risks to make investment decisions. Additionally, it helps learners apply financial analysis and management skills in real-world contexts. Learners will develop the ability to work independently or in teams in financial research and management, gain a deep understanding of financial management principles, and become capable of making and taking responsibility for financial decisions.

MKT6102 - Brand Management: 03 credits.

Brand Management is an important activity in the field of marketing that helps build the image, reputation, and identity of a product, service, or business in the minds of customers. A brand is a valuable asset that provides a competitive advantage for enterprises in today's context of international integration. The course provides learners with both theoretical and practical knowledge of product and brand management; modern theories of branding, brand equity, and strategic brand management. It emphasizes the importance of brand management within an enterprise, the brand management process, and the key components involved in effective brand management.

MGT6108 - Supply Chain Management: 03 credits.

The course provides learners with advanced and in-depth knowledge of managing supply chains. Upon completion, learners will have specialized knowledge in planning, organizing, leading, and controlling activities within an enterprise as part of a supply chain. Learners will be able to design, operate, and evaluate the efficiency of a company's supply chain including planning and organizing the procurement of raw materials and semi-finished goods; determining optimal inventory levels; organizing production activities; developing domestic and international distribution and sales systems; and effectively managing product recall processes.

MGT6109 - Organizational Behavior: 03 credits.

The course provides learners with the knowledge to analyze, explain, and predict human behavior within an organizational context, as well as to understand how behavior influences task performance. The study of organizational behavior is conducted at three levels: individual, group, and organizational. Through the study of organizational behavior, learners will know how to apply behavioral management principles and methods to identify the nature of problems and implement appropriate solutions to address specific situations in both work and life, ranging from simple to complex. At the same time, learners will be able to synthesize and integrate behavioral management principles and methods with other knowledge areas such as marketing, finance, and strategy to effectively solve complex real-world situations.

BUS6105 - Digital Business Platforms: 03 credits.

The course provides in-depth knowledge about digital technology trends, the operation of a digital enterprise, and digital transformation in the era of Industry 4.0. It equips learners to manage business systems based on the application of new technologies, information technology, and data analytics; to develop and apply digital technologies within traditional business environments; and to implement digital transformation in business and investment projects, thereby contributing to improved business performance for enterprises.

MGT6107 - Operations Management: 03 credits.

The course is designed to equip learners with fundamental and advanced knowledge following the latest trends related to the process of managing production operations within enterprises. It focuses on how to utilize input resources and transform them into outputs in the form of goods and services that meet societal needs. The main topics include: an overview of operations management, demand forecasting, product and service decisions, business location selection, resource planning within enterprises, production scheduling, inventory management, facility layout, queuing theory, supply chain management, Just-in-Time (JIT) systems, and Lean production systems, among others. At the same time, the course equips learners with the skills and tools necessary to support production planning and operations management in companies and enterprises, particularly in multinational corporations within the industrial manufacturing or service sectors. The course also covers topics on designing and improving production processes to reduce costs, enhance labor productivity and competitiveness, and support the establishment and professional operation of businesses.

BUS6102 - Leadership: 03 credits.

The course introduces the correlation between management and leadership, as well as the essential requirements and qualities needed to become a group or organizational leader. It

examines various leadership styles, including democratic, autocratic, and laissez-faire. The course emphasizes the art of leadership, characterized by creativity and uniqueness, flexibility, comprehensiveness, practical effectiveness, and scientific principles. It covers core aspects of leadership art such as the art of management, communication, motivation and encouragement, exercising power, employing people effectively, and adapting to changing circumstances. The course also addresses the roles and responsibilities of a team leader - including responsibilities toward individuals, tasks, and the team - and how to demonstrate effective team leadership. It differentiates between authority and power, highlighting the art of delegation and effective task assignment. Additionally, the course introduces the art of identifying, selecting, and utilizing talent - a crucial responsibility for managers.

BUS6402 - Practical Seminar: 06 credits.

This course helps learners apply the knowledge acquired in the field of Business Administration to develop a research paper on either a theoretical issue or a practical problem at their internship organization or current workplace, and present their findings through a seminar report. The research results will serve as the foundation for selecting a topic for the master's thesis.

BUS6403 - Minor Thesis: 09 credits.

This course enables learners to apply theoretical knowledge and critical thinking skills to conduct research on a specific issue related to their field or area of specialization. Learners are required to present their research findings in the form of a graduation thesis (capstone project).

The objectives of this course are to help learners:

- Identify a research problem with both theoretical and practical significance. Be able to recognize and define the urgency of the research problem, the research object, scope, and research questions aligned with specific objectives, and develop a research plan for the identified issue;
- Synthesize and systematize theoretical concepts and prior studies related to the identified research problem (Literature Review). Be able to prepare a proper list of references and bibliography;
- Analyze and interpret the identified research problem. Be able to collect data, apply appropriate data processing tools, evaluate the current situation, identify shortcomings, and propose feasible solutions for the research object;
- Develop scientific research methods and enhance skills in preparing and presenting research reports..

3. FUNCTION OF THE QUALIFICATION

3.1. Opportunities for further study

- Able to engage in self-directed learning and conduct research to further develop expertise in professional fields related to the training specialization;
- Able to pursue doctoral studies in fields related to their specialization.

3.2. Employment opportunities

- Business Analysis and Consulting Specialist: analyze and synthesize reports on business

environments; develop production and human resource plans; provide consultancy on the formulation and implementation of business strategies.

- Strategic or Functional Manager, such as in production, business, marketing, human resources, quality management, or project management.
- Policy Manager or Consultant in government agencies or socio-economic organizations.
- Independent Entrepreneur: establish and operate a business enterprise.
- Middle-Level Manager or Executive in various functional departments: production supervisor, workshop manager, head of business, marketing, human resources, quality, or materials departments, etc.
- Senior Manager or Executive in domestic and international enterprises or organizations: department director, branch/regional director, chief operating officer, or CEO/general director of a company, organization, or corporation.
- Lecturers, researchers at universities and colleges.

4. ADDITIONAL INFORMATION

4.1. Professional Training and Extracurricular Activities

During their studies, learners receive professional training closely connected to practical application. The graduation requirement of 15 credits includes an internship (6 credits) and a graduation project (9 credits). In addition, learners participate in academic activities, scientific research, volunteer initiatives, and community service. These experiences help learners develop professional competence, strengthen their sense of social responsibility, and expand their social and professional 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 organised and implemented according to the annual teaching and learning plans of the University.

5.2. A number of courses reflecting UEF's distinctive identity are organized with the

following orientations:

- The course content is closely linked to the learners' professional characteristics, illustrated through examples, case studies, homework assignments, and essay topics.
- Industry experts are invited to share practical insights and real-world experiences.

5.3. Courses in the study program are assigned and managed according to Graduate Education Institute and Deans of Postgraduate Education Programs.

5.4. The design of teaching and learning activities, assessment, and analysis of learner learning outcomes is conducted in accordance with the University's guidelines on selecting teaching methods and assessing learner learning outcomes based on the postgraduate study program's learning outcomes.

5.5. Courses are taught following course syllabus issued by the President.

5.6. The organisation of teaching and learning, assessment of courses, and graduation consideration are conducted in accordance with the postgraduate training regulations, examination regulations, and other relevant regulations of the University.

5.7. The academic program management unit is responsible for planning and implementing the measurement and assessment of the program's learning outcomes in accordance with the University's regulations. The course/course management unit must also plan and implement the measurement and assessment of course learning outcomes as stipulated by the University.

5.8. The requirements for the teaching staff involved in delivering the academic program shall be implemented in accordance with the Regulations on the development, appraisal, and issuance of academic programs, promulgated under Decision No. 714/QĐ-UEF dated 1 September 2023 by the President of the Ho Chi Minh City University of Economics and Finance.

5.9. The study program shall be periodically reviewed, evaluated, and updated every two years; the results of the review and evaluation shall be applied by the program management unit to improve and enhance the quality of education.

5.10. In the course of implementing the study program, if an urgent need arises to make unscheduled adjustments, the program management unit must submit a proposal clearly stating the rationale and grounds for the adjustment, its scope of application, the effective date, the proposed content for adjustment, and the anticipated impact on the program. This proposal must be accompanied by the minutes of the Faculty Council meeting and other relevant supporting documents. Any proposed unscheduled adjustment must not affect the academic schedule of the current semester. The Graduate Education Institute receives the proposal from the Deans of Postgraduate Education Programs, reviews and 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 program, the course syllabus must be reviewed and updated. The Graduate Education Institute organise the review and update, specifying the effective date of the newly updated course outline. The course syllabus, once updated, is sent to the Graduate Education Institute by the Deans of Postgraduate Education Programs for review and submitted to the President for approval.

5.12. The maximum cycle for overall program evaluation is five years; the evaluation

process follows the same procedure as that for developing a new study program./.

PRESIDENT

Dr. Nguyen Thanh Giang

