

**MINISTRY OF EDUCATION
HO CHI MINH CITY UNIVERSITY OF FOREIGN LANGUAGES
INFORMATION- TECHNOLOGY**



**PROGRAMME SPECIFICATION
BUSINESS ADMINISTRATION
(INTAKE 2021)**

HO CHI MINH CITY SEPTEMBER 2021

PROGRAMME SPECIFICATION

(Decision No .../QĐ-ĐNT, 30/11/2021 .

**By the President of Ho Chi Minh City University of Foreign Languages -
Information Technology)**

Name of Programme	:	BUSINESS ADMINISTRATION
Name of the final award	:	B.S. in Business Administration
Programme title	:	BUSINESS ADMINISTRATION
Programme code	:	7340101
Delivery mode	:	FULL TIME

I. Programme specification

- I.1. Programme description
- I.2. General Information
- I.3. HUFLIT Mission – Vision
- I.4. Faculty of Business Administration – Mission – Vision
- I.5. Programme objectives (POs)
- I.6. Programme learning outcomes (PLOs)
- I.7. Job opportunity
- I.8. Admission criteria, training process and graduation conditions:
- I.9. Teaching and learning strategies
- I.10. Assessment methods
- I.11. Grading policy

II. Program specification

- II.1. Programme structure
- II.2. List of modules
 - II.2.1. General knowledge
 - II.2.1.1. Theories of politics
 - II.2.1.2. Foreign languages
 - II.2.1.3. Physical education and national defense education.
 - II.2.1.4. Socio-economics
 - II.2.1.5. Mathematics – Informatics – Science
 - II.2.2. Professional and fundamental knowledge
 - II.2.2.1 Basic conceptual and theoretical knowledge
 - II.2.2.2. Specialized knowledge
 - II.2.2.3. Additional knowledge
 - II.2.2.4. Graduation knowledge
 - II.2.3. The response matrix between the courses and the output standards of the curriculum
 - II.2.4. Curriculum diagram (program tree)
 - II.2.5. Tentative teaching plan
 - II.2.6. Proposed teaching plan
 - II.2.7. Description of the courses

I. Programme specification

I.1. Programme description

The Business Administration programme will provide students with the strong and fundamental knowledge and professional skills to understand and participate in the modern and global business environment . Upon completion of the bachelor degree program in Business Administration, students will acquire profound knowledge to continue on to post-graduate courses or life-long study to achieve incredible success in their career. The Business Administration program will provide students with knowledge, skills, as well as a sense of autonomy and full responsibility in terms of Marketing or Human Resource Management activities in an international environment. The most competitive edge is that most of the modules are taught in English.

I.2. General Information

	Information checklist	Content
1	Name of programme	Business administration
2	Title	College graduate
3	Certification	Bachelor of Science
4	Programme code	
5	Delivery mode	Full time
6	Number of concentrations	3,5 years
7	Number of credits	140 credits (physical education and national defense education credits are excluded)
8	Teaching institution	Faculty of Business Administration
9	Website	
10	Phone	
11	Date of issue	

I.3. HUFLIT Mission – Vision

Through hands-on experiences, HUFLIT aims to educate and train learners who possess a thirst for knowledge and later will become global citizens who meet the unprecedented requirements of the labor market and take social responsibility. Our aims are also to facilitate students to develop a sense of self-empowerment, fundamental knowledge and professional skills namely foreign languages and computer technology.

HUFLIT strives to become one of the leading institutions in the country by 2030 in vocational training using foreign languages and information technology as strategic tools to improve professional knowledge and skills.

I.4. Faculty of Business Administration – Mission – Vision

The Faculty of Business Administration always aims to educate and train students who will become qualified and skilled experts in the fields of Business Administration and International Business. Our aims are also to kindle students who possess the capability to apply the acquired knowledge and skills in dynamic and competitive fields such as International Business, Marketing, and Human Resource Management. Students will have excellent English competence and computer skills to effectively meet the requirements of the job market.

The Faculty of Business Administration strives to become one of the key faculties of HUFLIT by 2030 and acquires a training programme that meets the educational quality accreditation standards as prescribed.

I.5. Programme Objectives (POs)

I.5.1. Overall Objectives :

The Faculty of Business Administration's mission is to "Educate and train students to become qualified and skilled experts in the fields of Business Administration and International Business. Who are capable of working extensively in domestic and international business environment". On the basis of the mission of the Faculty of International Business Administration, the bachelor degree program in International Business, which is internationally recognized, and endowed with the mission of "Providing qualified human resources in the field of business administration and contributing to the improvement of the competitiveness of the Vietnamese business community in global integration".

The International Business program provides students with the profound knowledge, professional skills, and positive attitudes to produce highly qualified, global citizens in the field of Business Administration. In addition, students will be able to develop and form business ideas and plans, analyze and evaluate domestic and foreign production and business activities. They will also be able to do research and teach in educational and training institutions, research institutes, and engage in higher learning, as well as gain expertise and leadership experience.

I.5.2. Objectives:

- ***Knowledge***

- PO1: Understand and master the basic knowledge of Marketing and Human Resource Management in business activities and corporate management.
- PO2: Understand and master the law, culture and communication in the international business and commercial environment.
- PO3: Master the application of in-depth knowledge of planning, organization and implementation of activities related to Marketing and Human Resource Management.

- ***Skills***

- PO4: Know how to organize, implement and manage business activities in enterprises in terms of Marketing and Human Resource Management in a global environment.
- PO5: Know how to analyze, evaluate, do market research, make marketing plan, organize events, negotiate deals, draft contracts, do planning, make recruitment plan and training, evaluate work performance as well as the assessment of the quality of management and change management.
- PO6: Master critical thinking, evaluation, independent analytical skills and creative decision making in business.

- ***Autonomy and responsibility***

- PO7: Acquire professionalism in management and master the knowledge and skills of the trained major
- PO8: Have the capability to apply the acquired knowledge with flexibility and creativity in particular practical situation.
- PO9: Enhance autonomy and self-responsibility, and have the ability to make plans, coordinate and organize and carry out assigned tasks. Master the skills of evaluation of work performance and the innovation with regard to the assigned field.

I.6. Programme learning outcomes (PLOs)

- **PLO1:** Know how to collect, analyze, evaluate business data and use resources effectively in the areas of Marketing and Human Resources

- **PLO2:** Know how to set goals, make business plans in the field of supply chain management, Marketing and Human Resource Management
- **PLO3:** : Know how to manage human resources in a global integration environment.
- **PLO4:** Have the ability to understand the needs and trends in the market in order to develop marketing strategies that meet the needs.
- **PLO5:** Acquire negotiation and presentation skills, report writing and defense of research results.
- **PLO6:** Acquire skills in teamwork , corporate responsibility, and change management in business environment and to be well-prepared for international integration.
- **PLO7:** Know how to plan self-study activities, do independent research, build up systematical collection of the science of management and raise awareness of business ethics .
- **PLO8:** Use English in normal communication and business negotiation and apply computer skills in word processing, management, and communication.

Correlation between PLOs and learning objectives

Objectives	Programme learning outcomes (PLOs)							
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
PO1	X			X			X	
PO2	X				X		X	X
PO3	X		X	X			X	X
PO4		X	X					X
PO5		X		X				X
PO6		X		X		X		X
PO7		X	X		X	X	X	X
PO8	X				X	X	X	
PO9			X		X	X	X	

I.7. Job opportunity :

Graduate students of International Business can work at multinational corporations, market research organizations, industry associations, trade promotion institutes, and universities.

After completing this program, learners are able to undertake the following positions and tasks:

- In the position of Marketing specialist : the are able to do planning and implementation in business such as marketing plans and strategies, policies and business plans. They are also able to do Market research Marketing analysis; Brand building and promotion; distribution system planning.

- Marketing management : in areas such as strategic management, policy and business plan; market and customer development management; management of product development, testing and evaluation; distribution system administration; trade and investment promotion management; sales and service management, product brand management

- Management, consulting, and human resources : human resource management in the areas of training, coaching, maintaining and developing human resources; management of salaries and policies for employees at all types of businesses domestically and abroad

- Positions in management such as head of the Customer Relations, human resource , head of representative offices, secretaries, human resources assistant, Head of Administration and Head of Human Resources
- Professional teaching at universities, institutions, and schools.

In addition, graduate students of Business Administration, with the knowledge and skills acquired at the school, can continue their post-graduate study such as advanced research master or doctoral levels in the country at prestigious universities such as Foreign Trade University, University of Economics, University of Economics and Law ect., they will also be confident and well-prepared to transfer oversea courses with the knowledge and language competence that have been acquired and practiced during the years of studying at the school.

I.8. Admission criteria, training process and graduation conditions

Ho Chi Minh City University of Foreign Languages and Informatics, based on the Circular No. 02/2019/TT-BGDĐT dated February 28, 2019 of the Minister of Education and Training on the amendment and supplement of a Article number of the Regulation on regular university enrollment; college enrollment in the group of regular teacher training majors promulgated together with the Circular No. 05/2017/TT-BGDĐT dated January 25, 2017; has been amended and supplemented in Circular No. 07/2018/TT-BGDĐT dated March 1, 2018 of the Minister of Education and Training;

Time for admission: According to current regulations of the Ministry of Education and Training. Conditions to be considered for admission

- High school graduate or equivalent.
- Participate in the high school exam with scores of 3 subjects to ensure the school's entrance quality threshold. The school will announce when the high school exam results are available.

Graduation conditions:

- Accumulate enough required modules of the full-course training program.
- The average score of the whole course is in accordance with current regulations.
- Not subject to disciplinary suspension or criminal prosecution.
- Have certificate of MOS Word and MOS Excel.
- TOEIC 600 (or equivalent).

I.9. Teaching and learning strategies

The training program of the International Business is built and adjusted to suit the credit training method according to the teaching method manual of the Ministry of Education and Training, in order to improve the sense of self-discipline in learning. , learners' autonomy, research, creative thinking, practical skills, teamwork skills, information search and processing skills, and presentation and discussion skills. It also strengthen the collaboration between training and scientific research, and improve the quality of training in general and teaching in particular.

The aim is to facilitate students to self-study, do independent research, focus on the training and enhancement of professional skills, practical ability and practical application.

Encourage teamwork, participate in case studies, organize many discussions and exchanges, guide students in scientific research, write reports, present in class large exercises.

It also helps Organize internships for students at relevant institutions and enterprises in the country or oversea at the requirements of the programme.

I.10. Assessment methods

Teaching and learning methods: Lectures, group activities, individual activities, case studies, brainstorming, presentations, debate, project implementation.

Assessment methods: Midterm exam, final exam, individual work, group work, assignments, group project.

I.11. Grading policy

Apply the credit-based training method according to the general policy of the Ministry of Education and Training and the University of Foreign Languages and Informatics of Ho Chi Minh City.

II. Description of training programme

II.1. Programme structures

Knowledge	Credits	Percentage
General knowledge	47	33.57%
- Theories of politics	11	7.86%
- Introduction to law	31	22.14%
- Foreign languages	2	1.43%
- Computer science	3	2.14%
- Physical education	165 hours + 165 hours = 330 hours	
2. Specialized knowledge	93	66.43%
2.1. Programme - based knowledge	36	25.71%
2.2. Specialized knowledge	34	24.29%
2.3. Additional knowledge	14	10%
2.4. Graduation knowledge	9	6.43%
Total	140	100%

II.2. Module checklist

II.2.1. General knowledge

II.2.1.1. Political theory (11 credits)

	Code	Module title	Total	Theory (hour)	Discussion and practice	Total hours
1	1010443	Marxist – Leninist philosophy	3	45		45
2	1010452	Marxist – Leninist political economy	2	30		30
3	1010462	Science socialism	2	30		30
4	1010472	History of Communist Party of Vietnam	2	30		30
5	1010092	Ideology of Hochiminh	2	30		30
Tổng cộng:			11			

II.2.1.2. Foreign languages (31 credits)

	Code	Module title	Total	Compulsory module	Prior module taken
1	1410242	English Writing 1	2		
2	1410282	English Writing 2	2		English Writing 1
3	1410173	English Writing 3	2		English Writing 2
4	1410232	English Reading 1	2		
5	1410272	English Reading 2	2		English Reading 1
6	1410163	English Reading 3	2		English Reading 2

7	1410222	English Speaking 1	2		
8	1410262	English Speaking 2	2		English Speaking 1
9	1410153	English Speaking 3	2		English Speaking 2
10	1410212	English Listening 1	2		
11	1410252	English Listening 2	2		English Listening 1
12	1410143	English Listening 3	2		English Listening 2
13	1410132	Business English 1	2		
14	1410142	Business English 2	2		Business English 1
15	1410192	Business English 3	3		Business English 2
Tổng cộng:			31		

II.2.1.3. Physical education and national defense.

	code	Module title	Credits	Hours	Note
1	1010042	Physical education 1	2	60	Accumulation credits excluded
2		Choose one out of the following:			
	1010602	Physical education 2 (athletics- aerobics)		90	
	1010612	Physical education 2 (Aerobic)	3	90	
	1010622	Physical education 2 (Vovinam martial arts)	3	90	
	1010632	Physical education 2 (Yoga)	3	90	
	1010642	Physical education 2 (Sport dance)	3	90	
	1010652	Physical education 2 (Swimming)	3	90	
3	1010034	National defense- security education	3	90	
Total:			08		

II.2.1.4. Socio – Economics (2 credits)

Số TT	Code	Module title	Total	Total hours	category	Compulsory module	Prior module taken	Taught in foreign languages
1	1010052	Introduction to the law system in Vietnam	2	30	compulsory			
Tổng cộng:			2	30				

II.2.1.5. Maths – Computer science – social science (3 credits)

No	Code	Module title	Total	Total hours	Category	Compulsory module	Prior module taken	Taught in foreign languages
1	1010083	General computer science	3	45	compulsory			
Tổng cộng:			3	45				

II.2.2. Specialized knowledge (93 credits)

II.2.2.1 Basic knowledge of the major (36 credits)

No	Code	Module title	Total	Total hours	Category	Compulsory module	Prior module taken	Taught in foreign languages
1	1410122	Introduction to Business	2	30	compulsory			X
2	1421053	Micro Economics	3	45	compulsory			X
3	1421063	Macro Economics	3	45	compulsory		Micro Economics	X
4	1424172	Applied Mathematics	2	30	compulsory			X
5	1424043	Business Statistics	3	45	compulsory		Applied Mathematics	X
6	1421263	Principles of Accounting	3	45	compulsory			X
7	1410033	International Economics Relations	3	45	compulsory			
8	1422113	International Business	3	45	compulsory			
9	1421103	Management	3	45	compulsory			X
10	1421023	Business Communications	3	45	compulsory			X
11	1411113	Research Methods	3	45	compulsory			X
12	1411153	Basic Marketing	3	45	compulsory			X
13	1421012	Business Ethics	2	30	compulsory			X
Tổng cộng:			36	540				

II.2.2.2. Specialized knowledge (34 credits)

No	Code	Module title	Total	Total hours	Category	Compulsory module	Prior module taken	Taught in foreign languages
Marketing								
1	1425203	International Marketing	3	45	compulsory			X
2	1425213	Service Marketing	3	45	compulsory			X
3	1425223	Marketing Research	3	45	compulsory			X
4	1425233	Marketing Management	3	45	compulsory			X
5	1425243	Marketing Communications	3	45	compulsory			X
6	1425023	Distribution Channels Strategy	3	45	compulsory			X

7	1425273	Brand Management	3	45	compulsory			X
8	1425093	Consumer Behaviors	3	45	compulsory			X
9	1425062	Public Relations	2	30	compulsory			X
10	1425162	Event Management	2	30	compulsory			X
11	1425012	Price Strategy	2	30	compulsory			X
12	1425172	Retail Management	2	30	optional			X
	1425122	E-commerce						X
13	1425262	Digital Marketing	2	30	optional			X
	1425282	Crisis Management						X
	1421122	Entrepreneurship						X
Total:			34	510				

Human resource management

1	1424053	Strategic Management	3	45	compulsory			X
2	1421113	Human Resource Management	3	45	compulsory			X
3	1424103	Human Resource Staffing	3	45	compulsory			X
4	1423053	Human Resource Training and Development	3	45	compulsory			X
5	1424193	Performance Management	3	45	compulsory			X
6	1424202	Compensation and Benefits Management	2	30	compulsory			X
7	1424212	Employees Relations Management	2	30	compulsory			X
8	1430043	Labor Laws	3	45	compulsory			
9	1430023	Organization Behaviors	3	45	compulsory			X
10	1424122	Leadership	2	30	compulsory			X
11	1430072	Managerial Psychology	2	30	compulsory			
12	1422122	Change Management	2	30	optional			X
	1424062	Quality Management						X
	1421122	Entrepreneurship						X
13	1425253	Project Management	3	45	optional			X
	1411193	Business Management						X
Total:			34	510				

II.2.2.3. Additional knowledge (14 credits)

No.	Code	Module title	Total	Total hours	Category	Compulsory module	Prior module taken	Taught in foreign languages
-----	------	--------------	-------	-------------	----------	-------------------	--------------------	-----------------------------

1	1421282	Commercial Correspondence	2	30	optional			X
2	1422142	How to write business administration documents						X
3	1420052	Business Interpretation	2	30	optional			X
4	1421162	Business Translation						X
5	1424082	Business Laws	2	30	optional			
6	2320002	Intellectual property Laws						
7	1410303	Listening and note taking skills in business	3	45	compulsory			X
8	1421273	Public Speaking	3	45	compulsory			X
9	1410292	Essential Academic Skills	2	30	compulsory			
Tổng cộng:			14	195				

II.2.2.4. graduation knowledge (9 credits)

No	Code	Module title	Total	Module category	Notes
1	1430063	Internship	3	compulsory	
2	1430016	Graduation Paper	6	optional	Choose 1 out of 2
3	1430053	Specialized Research Project	3+3		
4	1430023	Organization Behaviors			
	1430083	Human Resource Information System Management			
Total:			9		

II.2.3. Responsive matrix between the modules and PLOs

Notes:

H: respond level of the module for the PLOs is “high”

M: respond level of the module for the PLOs is “medium”

L: respond level of the module for the PLOs is “low”

N/A or “-”: the module does not respond to the PLOs

Số TT	Code	Module title	Respond to PLOs							
			PL O1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8
I. General modules:										
1		Marxist – Leninist philosophy	-	-	-	-	-	-	-	-
2		Science socialism	-	-	-	-	-	-	-	-
3		Ideology of HoChiminh	-	-	-	-	-	-	-	-
4		History of Communist Party of Vietnam	-	-	-	-	-	-	-	-
5		Marxist – Leninist political economy	-	-	-	-	-	-	-	-
6		English Writing 1	-	L	-	-	L	-	L	L

7	English Writing 2	-	M	-	-	M	-	M	M
8	English Writing 3	-	H	-	-	H	-	H	H
9	English Reading 1	L	-	-	-	L	-	L	L
10	English Reading 2	M	-	-	-	M	-	M	M
11	English Reading 3	H	-	-	-	H	-	H	H
12	English Speaking 1	-	-	L	-	L	L	-	L
13	English Speaking 2	-	-	M	-	M	M	-	M
14	English Speaking 3	-	-	H	-	H	H	-	H
15	English Listening 1	L	-	L	-	L	L	-	L
16	English Listening 2	M	-	M	-	M	M	-	M
17	English Listening 3	H	-	H	-	H	H	-	H
18	Business English 1	L	L	L	L	L	L	L	L
19	Business English 2	M	M	M	M	M	M	M	M
20	Business English 3	H	H	H	H	H	H	H	H
21	Introduction to the law system in Vietnam	L	-	L	-	-	-	-	-
22	General computer science	L	L	-	L	L	-	L	H
II. General major-based modules									
23	Essential Academic Skills	M	-	-	-	-	M	H	H
24	Introduction to business	-	-	-	-	-	-	H	H
25	Micro economics	H	-	L	H	-	-	M	H
26	Macro economics	H	-	L	H	-	-	M	H
27	Applied maths	H	-	-	H	-	-	H	H
28	Business statistics	M	L	-	H	H	L	-	H
29	International economics relation	L	-	-	-	L	-	L	-
30	Business management	-	-	H	-	L	H	H	H
31	Business communication	-	-	H	-	H	M	H	H
32	Research methodology	M	M	L	-	H	H	L	H
33	Basic Marketing	L	-	-	-	M	M	H	H
34	Business ethics	-	-	H	-	-	M	-	H
III. Specialized modules:									
Marketing									
35	International Marketing	M	M	-	H	M	M	M	H
36	Service Marketing	M	M	L	H	L	-	M	H
37	Marketing Research	H	L	-	H	H	H	H	H
38	Marketing Management	H	M	M	H	H	H	H	H
39	Marketing Communications	H	L	-	M	H	H	M	H
40	Distribution Channels Strategy	H	M	-	M	M	M	M	H
41	Consumer Behaviors	M	M	-	H	M	M	M	H
42	Public Relations	M	-	M	M	L	L	M	H
43	Event Management	H	M	M	M	H	H	M	H
44	Price Strategy	H	M	M	H	H	H	M	H
45	Retail Management	H	L	-	M	L	M	M	H
46	E-commerce	M	M	L	M	M	M	M	H

47		Digital Marketing	M	M	-	M	M	M	M	H
48		Crisis Management	M	M	-	M	L	M	M	H
49		Entrepreneurship	M	H	M	M	M	M	M	H
Human resource management										
41		Strategic Management	M	M	M	M	H	M	M	H
42		Human Resource Management	H	-	-	H	M	M	-	H
43		Human Resource Staffing	M	M	-	M	M	-	M	H
44		Human Resource Training and Development	M	M	-	M	M	-	M	H
45		Performance Management	M	M	M	-	H	H	M	H
46		Compensation and Benefits Management	H	M	M	H	M	H	M	H
47		Employees Relations Management	H	H	M	H	M	H	M	H
48		Labor Laws	H	H	-	H	H	H	H	H
49		Organization Behaviors	M	M	-	H	H	M	-	H
50		Leadership	-	M	H	M	M	H	H	H
51		Managerial Psychology	-	M	H	M	H	M	H	H
52		Change Management	M	M	H	H	H	H	M	H
53		Quality Management	M	-	M	H	M	M	H	H
54		Entrepreneurship	M	M	M	H	H	H	M	H
55		Project Management	-	H	H	H	H	H	H	H
IV. Additional knowledge										
50		Commercial Correspondence	-	-	-	-	H	L	H	H
51		How to write business administration documents	-	H	-	-	H	-	-	H
52		Business Interpretation	-	H	-	H	H	-	L	H
53		Business Translation	L	L	M	L	H	H	-	H
54		Business Laws	-	-	-	-	-	-	-	H
55		Intellectual property Laws	-	-	-	-	H	-	-	H
56		Listening and note taking skills in business	-	-	-	-	-	-	-	H
57		Public Speaking	-	-	-	-	H	-	-	H
58		Essential Academic Skills	-	H	H	-	H	H	H	H
V. Graduation knowledge										
59		Internship	-	-	-	-	-	-	-	H
60		Graduation Paper	-	-	-	-	-	-	-	H
61		Specialized Research Project	-	H	H	-	H	H	H	H
62		Organization Behaviors	H	-	H	-	-	H	H	H
		Human Resource Information System Management								
		Internship	H	-	H	-	-	H	H	H

II.2.4. Tentative programme schedule (program tree): (Included)

II.2.5. Teaching and learning plan

Year	Semester	Module code	Module title	Credits	Theory	Task	Practice	Notes
I	1	1010443	Marxist – Leninist philosophy	3				
		1410122	Introduction to business	2				
		1410212	Listening 1	2				
		1410222	Speaking 1	2				
		1410232	Reading 1	2				
		1410242	Writing 1	2				
		1410132	Business english 1	2				
		1410292	Essential academic skills	2				
		1010052	Introduction to the law in Vietnam	2				
Total		9 modules/ semester		19				
I	2	1010452	Marxist – Leninist political economy	2				
		1410252	Listening 2	2				
		1410262	Speaking 2	2				
		1410272	Reading 2	2				
		1410282	Writing 2	2				
		1410142	Business english 2	2				
		1410033	International economics relation	3				
		1010083	General computer science	3				
		1010034	National defense education	165 hours				Summer semester
Total		9 modules/ semester		18				
II	3	1010462	Science socialism	2				
		1410143`	Listening 3	2				
		1410153	Speaking 3	2				
		1410163	Reading 3	2				
		1410173	Writing 3	2				
		1410192	Business english 3	3				
		1424172	Applied maths	2				
		1420052	Business translation	2				
		1421162	Business interpretation	2				Choose 1 out of 2
				1010042	Physical education 1	60 hours		
Total		9 modules/ semester		17				
II	4	1010472	History of Communist Party of Vietnam	2				
		1421053	Microeconomics	3				
		1421273	Public speaking	3				
		1410303	Listening and note taking in business	3				
		1424043	Business statistics	3				
		1421263	Principles of accounting	3				

		1421282	Commercial correspondance	2				Choose 1 out of 2
		1422142	How to write business letters	2				
			Physical education 2	90 hours				
Total		8 modules/ semester		19				
<i>Marketing</i>								
II	5	1421063	Macroeconomics	3				
		1421023	Business communication	3				
		1411113	Research methodology	3				
		1010092	Ho Chi Minh Idealism	2				
		1421103	Business management	3				
		1411153	Basic Marketing	3				
		1424082	Business law	2				Choose 1 out of 2
		2320002	Intelectual property law	2				
		TOTAL		7 modules/ semester		19		
<i>Human resource management</i>								
II	5	1421053	Macro economics	3				
		1421023	Business communication	3				
		1411113	Research methodology	3				
		1010092	Ho Chi Minh idealism	2				
		1421103	Business management	3				
		1424053	Strategic management	3				
		1430023	Organizational behavior	3				
		1424082	Business law	2				Choose 1 out of 2
		2320002	Intelectual property law	2				
		Total		8 modules/ semester		22		
<i>Marketing</i>								
III	6	1425012	Pricing strategy	2				
		1425223	Marketing research	3				
		1425203	International marketing	3				
		1425213	Service marketing	3				
		1422113	International business	3				
		1425122	E-commerce	2				Choose 1 out of 2
		1425172	Retail management	2				
		1430063	Internship	3				Summer semester
		Total		8 modules/ semester		19		
<i>Human resource management</i>								
III	6	1421113	Humanresource manegement	3				
		1424103	Human resource strategy and recruitment	3				
		1424122	Leadership	2				
		1430072	Managerial psychology	2				

		1411153	Basic marketing	3				
		1422113	International business	3				
		1411193	Corporate management	3				Choose 1 out of 2
		1425253	Project management	3				
		1430063	Internship	3				Summer semester
		Total	8 modules/ semester	22				
Marketing								
III	7	1425233	Marketing management	3				
		1425273	Brand management	3				
		1425023	Distribution strategy	3				
		1425093	Consumer behavior	3				
		1425243	Marketing communication	3				
		1425262	Digital marketing	2				Choose 1 out of 3
		1425282	Crisis management	2				
		1421122	Entrepreneurship	2				
		Total	6 modules/ semester	17				
Human resource management								
III	7	1423053	Human resource training and development	3				
		1424193	Work performance management	3				
		1424202	Compensation and Benefits Management	2				
		1421012	Business ethics	2				
		1421122	Entrepreneurship	2				Choose 1 out of 3
		1422122	Change management	2				
		1424062	Quality management	2				
		Total	6 modules/ semester	12				
Marketing								
IV	8	1421012	Business ethics	2				
		1425062	Public relations	2				
		1425162	Event management	2				
		1430016	Graduation paper	6				Choose 1 out of 2
		1430053	Specialized Research Project	6				
		1430023	Organization Behaviors	(3+3)				
				Total	5 modules/ semester	12		
Human resource management								
IV	8	1430043	Labor law	3				
		1424212	Labor management	2				
		1430016	Graduation paper	6				Choose 1 out of 2
		1430053	Specialized Research Project	6				
		1430083	Human Resource Information System Management	(3+3)				

		TOTAL	4 modules /semester	11				
--	--	--------------	----------------------------	-----------	--	--	--	--

II.2.6. Courses description

No	Module	Credit	Course description
SEMESTER 1			
1	Introduction to Business	2	The module provides students with basic knowledge of business understanding as follows: Basic attitudes, skills and knowledge (ASK) in choosing a major as well as how to study at the university-level study such as groupwork, documentary research, and effective presentation of views either verbally or in writing through various methods means, critical thinking, active listening methods, effective note-taking methods, how to take the exam effectively...
2	English Listening 1	2	The module is designed to provide students with basic knowledge of listening comprehension so that they are able to get information to do a variety of activities required and it is to help them acquire useful expressions as well as vocabularies related to business, cultural studies, sociology.... Students will know how to summarize the main points of the talks and distinguish the main ideas from supporting details.
3	English Speaking 1	2	The aims of the module are to: - Communicate in English in various situations. - Participate in interesting activities and exciting challenges - Encourage students to actively participate in conversations and discussions in English - Enhance the learning and understanding of English structures and practice conversations with various topics - Familiarize with the main topics such as the matters of life and business environment, relationships, teamwork, company, office, events, money problems, projects, problem solving ect.,
4	English Reading 1	2	This module is designed to enhance and encourage students' ability to: - Master basic reading skills which are used in academic study and daily life - Use the basic reading skills to predict the meaning, content of the text, identify main ideas, and make educated guesses of unfamiliar words.
5	English Writing 1	2	The module is designed for students: - To learn how to write various types of sentences: simple, compound, complex, compound-complex sentence - To learn writing skills and gain experience writing numerous types of paragraphs
6	Business English 1	2	The module provides knowledge to help students understand and know: - Basic terms in the fields of administration, marketing, finance, accounting, import and export, transportation, insurance, currency and banking, investment in the stock market...
7	Essential Academic Skills	2	The module provides knowledge to help students understand and be aware of: - Basic knowledge and information about the University, Faculty and Training Program. - Basic knowledge and skills for learning activities in academic environment such as: Time management, Critical thinking, Presentation, ...

SEMESTER 2

8	English Listening 2	2	The module is designed to equip students with knowledge of listening comprehension to gather information to do a wide range of listening tasks required, to help them acquire useful expressions as well as vocabularies related to business areas such as products, business rivals, business ideas... for their future career.
9	English Speaking 2	2	The module provides students with some knowledge to help them: <ul style="list-style-type: none"> - Communicate in English in various situations, get involved in many interesting activities, exciting challenges, encourage them to practice English to improve their speaking skill - Get used to English structures, practice dialogues in different situations - Main topics include the matters in life and business environment such as products, business competitors, business ideas, careers, travel, future orientation ...
10	English Reading 2	2	The module is designed to provide: <ul style="list-style-type: none"> - Basic terminolgy of management, marketing, financing, accounting, import-export, logistics, monetary, banking, investing... - Students will learn American grammar structures and practice business conversation patterns.
11	English Writing 2	2	The module is designed to: <ul style="list-style-type: none"> - Develop experience in writing: emails, faxes, courtesy letters, business letters, reports... - Present reports and business letters in business sectors
12	Business English 2	2	The module provides knowledge to help students understand and know: Specialized terms in the fields of management, marketing, finance, accounting
13	International Economics Relations	3	The module provides knowledge and background to help students understand and know about: The fundamental knowledge about the world economy, and the necessary knowledge to study specific issues taking place in economic relations between a country and other countries. International Economic Relation is a subject that has close relationships with other subjects; using categories and concepts of those subjects; and also presenting new concepts and categories that help the study of these subjects to be studied easier.
14	General computer science	3	The module provides knowledge to help students understand and know: <ul style="list-style-type: none"> - Theory: basic knowledge and terms in IT. - Practice: Through practical exercises on computers, students will review the theory that has been learned. On the other hand, by doing practice, students will practice skills in handling quickly and accurately the areas that have been taught such as presentation of texts, math problems. Hands-on practices that students will use for office work in the future. - Students have easy access to information technology and proficiently use office computing.

SEMESTER 3

15	English Listening 3	2	The module is designed to develop students' listening skills, to help the learners with pre-listening, while- listening, and post-listening activities (activating, note-taking and summerizing) in order to gather right information related to business field. Upon completion of the module, students can further enhance students' tactics for listening and note-taking.
----	------------------------	---	---

16	English Speaking 3	2	The module provides students with some knowledge to help them: - Develop communication skill, speaking English fluently and accurately via getting involved in practicing theme activities such as business communication, interviews, negotiations, arguments, opinion expressions, presentation -as a preparation for the next module: Public Speaking
17	English Reading 3	2	The module provides knowledge to help students understand and know: - Specialized terms in the fields of management, marketing, finance, accounting, import – export, insurances, money banking, stock exchange...
18	English Writing 3	2	The module is designed to: - Practice effective writing descriptive, narrative, cause-effect, argumentative paragraphs - Develop the skills for essay writing related to business management topics
19	Business English 3	3	The module provides knowledge to help students understand and know: Basic terms in the fields of import and export, transportation, insurance, currency and banking, investment in the stock market...
20	Business Translation	2	The module is designed to equip students with basic knowledge of E-V and V-E interpretation, to help them learn the differences and similarities between two languages. Also, the learners will improve their listening and speaking skills in order to quickly grasp the information from such media as CNN, VOA, VOH...
21	Business Interpretation	2	The module provides knowledge to help students: Understanding and know how to translate from English to Vietnamese and from Vietnamese to English in the contexts of business, commerce, economics...
22	Applied Mathematics	2	The module provides knowledge to help students understand and know: - Mathematical tools on differentials, integrals, matrices, determinants as the basis for application in calculation and analysis of econometric models
SEMESTER 4			
23	Micro Economics	3	The module offers students general concepts of microeconomics: how scarce resources are allocated in effective and efficient ways; a brief theory of consumer behaviour is also introduced in order to understand consumer's decisions in consumption. This paper also examine different types of markets, roles of companies in these markets, how they make prices and use effective resources in market mechanism.
24	Public Speaking	3	The module provides students with some knowledge to help them know the way to... - Prepare their speech to speak in the public include speech delivery, argument, discussion, interview.... - Appraise the audience before the speech, prepare a speech effectively, present in public with the support of technology (power-point) to attract the audience.
25	Listening and note taking skills in business	3	The module is designed to equip students with knowledge of note-taking in English, to help them master the usage of symbols and abbreviation related to business field such as economics, commerce, trading... Upon completion of the module, students can further enhance their tactics for listening and note-taking
26	Commercial Correspondence	2	The module provides knowledge to help students: - Become familiar with the format, language and style of business

	nce		correspondence, which is very important for their work in future. - Understand how to write common types of letters such as: Inquiry letter; Inquiry response letter; Sales letters; Order; Reservation letter; Complaining letter;...
27	How to write business administration documents	2	The module provides knowledge to help students: - To classify and write business administration documents.
28	Business Statistics	3	The module provides knowledge to help students: - Understand the basic knowledge of statistical theory (levels of statistical phenomena, sample investigation, regression correlation, time series data, statistical index), knowledge statistics in business.
29	Principles of Accounting	3	The module provides students with specialized knowledge to help understand and know: - How to analyze, classify and record business transactions using books and computers; focus on knowledge of the completion of the accounting cycle and the preparation of financial statements, balances and payrolls. - The fundamentals of double-entry accounting, financial statements, debt balances, public statements, special reports, bookkeeping adjustments.
SEMESTER 5			
30	Macro Economics	3	The module offers students knowledge and understandings in terms of: general macroeconomic activities, with a focus on national income, macroeconomics issues such as unemployment, inflation, the growth of economy, factors causing economic fluctuations, interests, savings, investments, exchange rates, balance of consumption, roles of state bank and government in controlling economic activities via monetary policies
31	Business Communications	3	The module provides knowledge to help students: - Communicate in English in a multicultural environment, as well as using telephone, presenting problems, meeting techniques, negotiating, working in team, interviewing.
32	Research Methods	3	The module provides knowledge to help students: - Understand the methods of the researcher, formulate and develop a research problem, design a research framework, translate the problem into a research question, and collect and analyze data to answer the research question, and write a complete research report. - Understand many different ways to conduct research, and the way the research is done influencing the way the problem solved. - Conduct an actual scientific study organized as a group study, with drafting of the protocol, data collection, data processing, and research report writing.
33	Management	3	The module is designed to provide a basic introduction to: - The management process and functions in an organization - Tasks are performed by managers. Managers need to monitor employees by allocating human resources; operating process; input, output. - Emphasis on this module aims to achieve goals by planning, organizing, leading, controlling as well as managing change in an organization

34	Business Laws	2	<p>The module provides knowledge to help students understand and know:</p> <ul style="list-style-type: none"> - Legal status of business entities: legal status of enterprises, cooperatives, business households and business entities with foreign elements. . - Law on contracts in commercial business: concept and classification of contracts, effective conditions of contracts, conclusion and performance of contracts in commercial business. - Law on dispute settlement in commercial business: concepts, forms of dispute settlement in business; concepts, settlement principles, types of commercial arbitration and the order of business dispute resolution at commercial arbitration. Concept, principles of settlement and order of business dispute settlement at Court and some contents of dispute settlement in commercial business involving foreign elements. - Law on bankruptcy of enterprises and cooperatives: the concept of enterprises and cooperatives falling into bankruptcy, the entity having the right and obligation to file a request to open bankruptcy proceedings, the competent authority settle and proceed with bankruptcy procedures, order of bankruptcy procedures, and property obligations after a decision is issued to declare the enterprise or cooperative bankrupt.
35	Intellectual property Laws	2	<p>The module provides knowledge to help students understand and know:</p> <ul style="list-style-type: none"> - Basic knowledge of Intellectual Property Rights and related legal issues, thereby helping students have a correct and comprehensive view of the issue. Copyrights, trademarks, trade secrets...
SEMESTER 5			
Marketing			
36	Basic Marketing	3	<p>The module provides students with in-depth knowledge of Basic Marketing including:</p> <ul style="list-style-type: none"> - The business philosophies from which will strongly impact on the market penetration activities of both the private & state owned organizations. These above mentioned originatley consists of market understanding for marketing mix decissions (4Ps) of product, price, place & promotions - Basic concept of marketing and related marketing ones. The theoretical knowledge of strategic marketing of market segmentation, targeting & positioning shall be necessary for marketing mix decission. The marketing mix concept of 4Ps is a crucial content of this module. - The understanding of market knowledge, the marketing environemental factors, the analysis of the customer’s behaviours, and the the marketing information system shall be crucial parts of the basic marketing module.
SEMESTER 5			
Human Resource Management			
36	Organization Behaviors	3	<p>The module provides knowledge to help students understand and know:</p> <ul style="list-style-type: none"> - The basic nature of behavioral organization. - Theories of organizational behavior are always - inherent in the organizational performance of every company; behavior of an individual or groups, groups in the company
37	Strategic Management	3	<p>This module introduces the concept of strategic management through case analyses, and considers the basic direction and goals of an organization, the environment (social, political, technological, economic, and global factors), industry and market structure, and organizational strengths and weaknesses. The emphasis is on the development and successful implementation of strategy in different</p>

			types of firms across industries. The Strategic Management course is designed to explore an organization's vision, mission, examine principles, techniques and models of organizational and environmental analysis, discuss the theory and practice of strategy formulation and implementation such as corporate governance and business ethics for the development of effective strategic leadership.
SEMESTER 6			
Marketing			
37	International Business	3	In this module, students are expected to understand and learn: - Foundation knowledge about economics, specialized modules such as import-export and international payment, transportation and insurance in foreign trade - Principles economic theories such as: classical to modern economic theories, financial and monetary theories, international market entry strategies of multinational companies, firm management theories. Additionally, this course helps students to supplement their knowledge about the current state of the global economy.
38	International Marketing	3	The module provides students with in-depth knowledge of International Marketing including: - Various concepts and tools for analysing international marketing strategies, external environment, the development of international marketing programs from state owned bodies and private organization, and the determination of international financial embodies asl well as conditions and methods of credit international organization through the execution of research, advertising, distribution, and production activities. - Also consider the changes in international marketing systems, the global segmentations, targeting & positioning strategies, the competitive advatages analysis, the market entry strategies, international marketing orientation, and the adoption of international marketing philosophies and practices to fill conditions in different countries at the corporate, international and local levels firmly grounded in the realities of the global marketplace.
39	Marketing Research	3	The module is designed to provide students with the fundamentals of marketing research. In essence, this research course helps students understand the key principles and methods required for a marketing research project. Through a series of practical projects, students will be provided with hands-on experience in applying research procedures and tools from problem definition, alternative research designs, qualitative and quantitative methods, survey methods, questionnaire design and measurement, data collection and foundational techniques for data analysis and discussions. These findings can help students make better decisions on pricing, cost reduction, forecasting and evaluating marketing promotion efforts or adverting campaign, as well as distribution strategies in a marketing perspective.
40	Service Marketing	3	The module is designed to: Provide knowledge to students to understand theories and concepts of services marketing in determining marketing objectives and strategies that are appropriate to the characteristics of service organizations. The main contents of this course include: overview of services marketing; services positioning; demand management; services process delivery; pricing strategy; promotion of services; implementation of marketing activities for services.

41	Price Strategy	2	The module provides knowledge to help students understand and know: - Price is not an option that a firm want to make or not; instead, every organization must obligately set the price for its products and services – even if all manufacturers and companies operate in the controlled environment with the controlled price as well. Price is the only element of marketing mix generating sale revenues. In the process of creating customer value, other marketing tools often drive costs, which can be compensated by an effective pricing strategy. Nowadays, in the context of rapidly-changing and complex globalizing environment together with unlimited customer choice and explosive technological innovation, pricing strategies and tactics are decisive factors to stronger competitive position, more success and ultimately profitability.
42	E-commerce	2	The module provides knowledge to help students: - Understand basic knowledge of e-commerce and online business including: concepts, classifications, e-sales, e-marketing, social networks and legal environment for e-business activities . - How to apply business theories into practice with the Internet, and lessons learns.
43	Retail Management	2	The module provides knowledge to help students understand and know: - Basic knowledge of sales profession, understand consumers psychology and behaviors; how to create effective retail processes and methods; improve communication skills and persuasive sale presentation skills; enhance problem-solving skills in replying and rejecting customers requirements.
SEMESTER 6 Human Resource Management			
38	Human Resource Management	3	The module is designed to provide basic knowledge: - the functions of human resource management: planning, recruitment, selection, training and development and retaining talent. Besides, students will be learned human skills such as job analysis, performance management, job interview...After this module, students are able to make prediction and solve problems related to human resource in an organazition
39	Human Resource Staffing	3	This module introduces students to the basic principles and techniques of staffing the workplace. Students will be introduced to basic and intermediate level theories and strategies utilized in staffing, planning, recruiting, and selection. Topics covered include: job analysis, recruitment, selection, and performance assessment. The objective of this course is to give you an opportunity to put theory in action primarily through the use of challenging exercises and case analyses. Moreover, the major project for the course is a demanding one that will require you to apply much of the material covered to an organization you are familiar with.
40	Leadership	2	This module is designed to provide a basic knowledge: the relationship between managment and leadership, focusing on what it means to be a good leader. Emphasis in the module is on the practice of leadership . The module will examine topics such as: understanding leadership; recognizing leadership traits; engaging followers' strengths; developing leadership skills, creating a vision; listening to out-group members; handling conflict. Students understand and distinguish strengths and criticisms of each leadership styles. After this module, students will know how to apply leadership styles in particular setting in

			order to achieve high performance in an organization.
41	Managerial Psychology	2	<p>This module provides you with a theory-based, integrative, hands-on, practical view of leadership from individual and organizational perspectives. This course will provide a broad foundation of the psychological (social, cognitive, industrial and organizational) foundations underpinning leadership thinking and theory. This course will focus on material that will prepare students to think critically about their roles as leaders and expand their skillset to operate more effectively as future leaders. Over the course of the semester, students will be exposed to relevant examples, discussion, and cases that emphasize the application of leadership models and theory to practice. A main goal for the course is that each student ends the course with a deep understanding of the psychological academia and practices of leadership and a defined personal sweet spot for future leadership aspirations. A blend of in class lectures, guest lectures, field studies, group discussions and student papers will together unfold the psychology and human factor of leadership</p>
42	Basic Marketing	3	<p>The module provides students with in-depth knowledge of Basic Marketing including: The business philosophies from which will strongly impact on the market penetration activities of both the private & state owned organizations. These above mentioned originatley consists of market understanding for marketing mix decissions (4Ps) of product, price, place & promotions Basic concept of marketing and related marketing ones. The theoretical knowledge of strategic marketing of market segmentation, targeting & positioning shall be necessary for marketing mix decission. The marketing mix concept of 4Ps is a crucial content of this module. The understanding of market knowledge, the marketing environemental factors, the analysis of the customer’s behaviours, and the the marketing information system shall be crucial parts of the basic marketing module.</p>
43	International Business	3	<p>In this module, students are expected to understand and learn: - Foundation knowledge about economics, specialized modules such as import-export and international payment, transportation and insurance in foreign trade - Principles economic theories such as: classical to modern economic theories, financial and monetary theories, international market entry strategies of multinational companies, firm management theories. Additionally, this course helps students to supplement their knowledge about the current state of the global economy.</p>
44	Business Management	3	<p>The module provides knowledge to help students understand and know: - How to set up and manage a business. Course topics include theoretical and practical knowledge of management skills, steps in preparing a business plan, financial needs, marketing strategies, and legal issues</p>
45	Project Management	3	<p>The module provides knowledge to help students understand and know: Methods to prevent risks, overcome obstacles and complete projects on time and within the budget. Organize different stages of the project to deploy products, services or marketing strategies...</p>
46	Internship	3	<p>The module provides knowledge to help students understand and know: - Review of professional knowledge equipped in the course. - How to apply knowledge in practice at the enterprise. - How to complete reports on the working process at the enterprise in the</p>

			short term.
SEMESTER 7 Marketing			
44	Marketing Management	3	The module is designed to provide students with the principles of marketing management including assessing marketing opportunities, developing marketing strategies and implementing plans in the new technology era. This marketing management course also helps students analyze and implement marketing activities on a strategic perspective from planning and segmenting markets, targeting and positioning, designing, implementing, and controlling a marketing mix strategy of 4P's frame of product, price, place, and promotion. Through a combination of interactive discussions, cases, practical examples, individual assignments, and a hands-on group project, this course provides students with significant experience in communicating and defending their marketing recommendations and building on the applied ideas in practices.
45	Marketing Communications	3	This module provides knowledge and skills related to the principles and practices of integrated marketing communications (IMC). Students will be able to demonstrate a comprehensive understanding of IMC theories and concepts; analyse the target market and audiences to develop measurable marketing communications objectives and strategies; evaluate appropriate IMC tools (advertising, PR, events, digital marketing, content marketing, etc.) for various communication environments to assess the effectiveness of an IMC campaign and achieve identified outcomes.
46	Distribution Channels Strategy	3	This module provides the students with marketing major the practical knowledge to build a distribution strategy, methodology to deploy the distribution strategy and the measures to implement them effectively. Adding in details are the design and implementation process in business practice aiming to help the students a better competitive and professional advantage in their future work and higher learning.
47	Consumer Behaviors	3	The module provides knowledge and background to help students understand and know about: Basic issues of psychology and customer psychology, and psychological factors that affecting customer to shop and spend, and how to effectively apply these factors to business activities.
48	Brand Management	3	The module provides students with in-depth knowledge of strategic brand management including: The foundation of brands, the concept of brand equity, and the advantages of strong brands, how to create brand equity, measure brand equity and sustain brand equity to expand business opportunities over time and space. Especially, the focus on good conceptual understanding of contemporary brand management grounded in the reality, will be adapted on setting, implementing and controlling a Brand plan at the corporate levels.
49	Digital Marketing	2	The module provides knowledge to students to understand: The importance of digital marketing, the differences between digital and traditional marketing, ways to approach different digital channels and online platform; the development of digital ideas and solutions to incorporate into overall marketing strategy and business strategy to achieve business goals.

			<p>The main contents of this course include: overview of digital marketing; content management; social media marketing; SEO & SEM; Google Analytics; digital marketing plan.</p> <p>The digital environment in Vietnam is growing rapidly with more than thirty million users. “Digital Marketing” course therefore is gaining immense popularity as more and more businesses want to establish a stronger online presence in this challenging and opportunistic environment.</p>
50	Crisis Management	2	<p>The module provides knowledge to students to understand: The role of crisis management in business practice. The nature and classification of crises. Understanding and analyzing the role of the media in crisis management. Listing and analyzing the steps in the crisis management process</p>
51	Entrepreneurship	2	<p>This module provides the students the basic understanding on Start-up such as business nature, business forms, start-up formats as well as the basic skills for start-up entrepreneurs. The course also provides knowledge on the processes, preparation steps for a successful start-up while minimizing the risks. The applied start-up formats in the course are compatible to the international formats.</p> <p>The course especially provides students an opportunity to synthesize all their business management learning courses from fundamentals of management, marketing research, branding, marketing to strategy, project, risk management etc. into a specific business project.</p>
<p>SEMESTER 7</p> <p>Human Resource Management</p>			
47	Human Resource Training and Development	3	<p>The aims of this module goes beyond training and development activities to conduct training needs assessment, identify the gaps and drop a pin point focus on individual’s key development areas as well as walk the employee through to a journey of Continuous Professional Development. This course will examine the role of human resource development in maintaining an organization's competitive position in today's environment. In doing so, it will identify assessment techniques that will assist the manager in determining the general training needs of the organization and the specific needs of the employees and it will introduce practices that help managers to successfully transfer training to the workplace so that organizational efficiency and effectiveness improve. The course will also examine special topics of interest, such as diversity training and career management. At the end of this course, students could be able to: Research and describe recent approaches to training and development; List current issues facing the training profession; Apply theories of learning to the training function; Develop a training module; and Describe what an effective employee training and development program should look like.</p>
48	Business Ethics	2	<p>The module provides knowledge to help students understand and know: The influence of socio-psychological factors such as personality, diverse social groups, demographic changes, social class and culture. in shaping employee attitudes in the enterprise.</p> <p>The building of culture in an organization and the development of standards in business and operations of domestic and foreign enterprises. Some general issues on business ethics; Building business ethics; Case studies on business ethics; Some general issues about corporate culture; Building and case study of corporate culture.</p>

49	Compensation and Benefits Management	2	This module aims to clarify the principles and basic concepts of compensation management in organizations, including the role of human resources management in dealing with employees, and methods used to provide compensation like job analysis, job evaluation, external market analysis, pay structures, salary administration, motivation theories and legal principles. This course is designed to provide the student with a thorough knowledge of various methods and practices of Compensation Management. It enables students to understand and perform job evaluation for various job positions of different fields. It covers the concept of total compensation by examining the integrated roles of base pay, employee benefits, and incentive programs within an organization. It is intended for people who will design, develop, implement and/or administer compensation programs
50	Performance Management	2	The aims of the module is to understand the importance of Performance Management in business and how it can contribute to measure the level of strategy implementation towards results of a company or institution. Students will therefore obtain a basic understanding about the critical aspects, when developing a performance management & measurement system. Students will learn how to set clear goals, motivate employees to do their best, prepare formal performance appraisals, and face people problems head on.
51	Entrepreneurship	2	The module provides the students the basic understanding on Start-up such as business nature, business forms, start-up formats as well as the basic skills for start-up entrepreneurs. The course also provides knowledge on the processes, preparation steps for a successful start-up while minimizing the risks. The applied start-up formats in the course are compatible to the international formats. The module especially provides students an opportunity to synthesize all their business management learning courses from fundamentals of management, marketing research, branding, marketing to strategy, project, risk management etc. into a specific business project.
52	Change Management	2	The module provides students with concepts and existing needs of change management in the context of transforming from resistance to change towards proactive participation in implementing the change management process. This course also covers the nature of change, the challenges and problems caused by change pressures, personal and psychological resistance to change, and change management models. a combination of interactive discussions, cases, practical examples, individual assignments, and a hands-on group project, this course emphasizes tools and techniques to reduce change resistance, to control the change procedures, and to encourage employees to voluntarily participate in the transformation process.
53	Quality Management	2	The module provides students with theories and concepts of quality management in organizations. This course also focuses on key tools and techniques used in the management and measurement of assuring, controlling, and improving quality. Upon completion of the course, students know how to identify and apply quality management and continuous improvement process as well as the use of statistical tools in evaluating and improving organizational quality systems in an organization.
SEMESTER 8			
56	Graduation	6	The module provides knowledge to help students understand and know:

	Paper		<ul style="list-style-type: none"> - Systematic collection of specialized knowledge learned during the course. - Scientific research, and critical thinking skills at a mature level for university students.
57	Specialized Research Project	3	<p>The module provides knowledge to help students understand and be aware of:</p> <ul style="list-style-type: none"> - Analyzing commercial problems and conducting scientific research to solve problems. - How to conduct research projects in business context . Research methods; . How to select samples, collect and analyze data for the research process; . How to write a research paper according to the format required and relevant issues related to research ethics and standards.
SEMESTER 8			
Marketing			
52	Organization Behaviors	3	<p>This module outlines the behaviors of individuals, groups in the organizations, application of the organizational behavior in HRM practice and providing the basic knowledge of psychology, sociology for the managers. Enhancing knowledge for the future managers on the causes, internal & external impacts on the behaviors of the individuals and groups in the organizations and hereafter learning certain management solutions relating to human issues in organizations;</p>
53	Business Ethics	2	<p>The module provides knowledge and background to help students understand and know about:</p> <p>The influence of psycho-social factors such as personality, diverse social groups, demographic changes, social class and culture in shaping employee attitudes in the enterprise.</p> <p>The building of culture in an organization and the development of standards in business, and the operation of domestic and foreign enterprises.</p> <p>Some general issues in business ethics as: Conducting Business Ethics; Case studies on Business Ethics, The common problems of Organizational Culture, Assuming and Studying to Corporate Culture.</p>
54	Public Relations	2	<p>The module provides students with in-depth knowledge of Public Relations including:</p> <p>The public relations process and career skills of public relations professionals, the importance of community relations organizations, as well as the role of public relations partners provided.</p> <p>Specifically, the context in this course is promotional campaigns in which public relations plays indispensable roles and, students will learn the special skills and tools used in the field of public relations.</p>
55	Event Management	2	<p>This module provides knowledge and skills of specific Marketing issues related to the process of managing and marketing events from conceptualisation, planning and feasibility analysis to staging and evaluating an event.</p> <p>Students will be able to describe the special nature of events and their significance for sustainable business development, identify the available tools to implement event management systems and procedures.</p>
SEMESTER 8			
Human Resource Management			
54	Employees	2	<p>This module teaches best practices for how to manage employee</p>

	Relations Management		relations issues when they arise, but more importantly, the ways to effectively manage relationships and employee culture proactively to prevent issues from occurring. Participants learn about how to work with the federal laws and agencies regulating employee relations, and do a deep dive into creating an effective organizational structure. This course aims at introducing students to the concept and purpose of management of employee relations practices. The course shall cover among others: employee relations strategies rules and regulations. This course identifies the processes used to maintain effective relationships between employees and management, as well as to manage the performance of employees to meet the requirements of the organization. The focus is on the role of human resources in the mediation and negotiation of labor relations and settlement of employee disputes and grievances, along with the role of evaluation and feedback to help employees achieve higher levels of performance. Specific topics include collective bargaining, negotiations, alternative dispute resolution, and performance evaluation.
55	Labor Laws	3	The module provides the knowledge to help students understand and know - About Labor Contract, Collective Labor Agreement, Working time - Rest, Salary, Occupational Safety and Hygiene, Discipline and material liability, Social insurance, Labor dispute – strike. Students will understand labor relations, the rights and obligations of employees and employers, and resolve disputes in labor relations; From there, students can protect their own interests when participating in labor relations, or advise individuals and legal entities to protect their interests in labor relations and comply with labor laws.
58	Human Resource Information System Management	3	This module is designed to provide an introduction to the use of technology in the administration of human resources, and how new technologies can contribute significantly to the efficiencies in the management of a company’s human capital. At the end of the course, the students should be able to List the organizational benefits of Human Resource Information System (HRIS); Explain the characteristic features of HRIS; Describe the applications of HRIS in the HR functional areas or practices; and Identify and describe the perspectives in managing automated Human Resource data/information.