

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



**PROGRAMME SPECIFICATION  
INTERNATIONAL BUSINESS**

**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	:	Bachelor of Science in International Business
Programme title	:	B.S. Programme of International Business
Programme code	:	7340120
Delivery mode	:	FULL TIME

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## **I. Programme specification**

### **I.1. Programme description**

The International Business programme will provide students with 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 learning 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**

<b>STT</b>	<b>Information checklist</b>	<b>Content</b>
1	Name of programme	International Business
2	Title	College graduate
3	Certification	Bachelor of Science
4	Programme code	7340120
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. Students will be 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. Goals:**

- ***Knowledge:***

- PO1: Understand and master the basic knowledge of domestic and foreign business activities, and corporate administration.
- 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 export, import and logistics operations.

- ***Skills***

- PO4: Know how to organize, implement and manage business activities of enterprises in a global business environment.
- PO5: Know how to organize, implement and manage import and export activities such as market research, negotiation, drafting contracts, delivery planning, payment, and customs.
- 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.
- PLO2: Know how to set goals, make business plans in the field of supply chain management, logistics and import-export services.
- PLO3: Know how to manage human resources in a global integration environment.
- PLO4: Understand about the corporate finance and accounting and know how to monitor and manage financial activities and debts.
- PLO5: Know how to manage human resources in a global integration environment.
- PLO6: Acquire skills in teamwork, organization and management of research activities in the workplace.
- PLO7: Know how to plan self-study activities, do independent research, and build up systematical collection of the science of management.
- 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 institutions, industrial associations, trade promotion institutes, and universities in the field of international business. They will be accepted into job opportunities such as: Import-Export Specialist; Logistics Management Specialist; Specialist in Financial Management and Supply Chain Management in a global environment and other key and functional positions in the international business environment.

In addition, graduate students of International Business, with the knowledge and skills trained at the school, can continue their post graduate education in the country at prestigious institutions such as university of Foreign Trade, university of Economics, and university of Law and Economics, ect.,. they can also be well-prepared and confident to transfer oversea training with the qualifications and language competence acquired during their time studied 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 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 of admission: According to current regulations of the Ministry of Education and Training. Conditions to be considered for admission

- High school graduate or equivalent.
- Participating 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.

After completing the course of study at the school, the students are considered to graduate if they meet the following 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 leaning 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:**

STT	Knowledge		Credits			Notes
			Compulsory	Optional	Total	
1	<b>General knowledge</b>					
		- Theories of politics	X		11	
		- Introduction to law	X		2	
		- Foreign languages	X		31	
		- Computer science	X		3	
		- Physical education	X		165 tiết	
		- National defense education	X		165 tiết	
2	Professional Education	- Programme based- modules				
		- Essential academic skills	X		2	
		- Introduction to business	X		2	
		- Micro economics	X		3	
		- Macro economics	X		3	
		- Applied mathematics	X		2	
		- Business Statistics	X		3	
		- International economics relations	X		3	
		- Management	X		3	
		- Business communication	X		3	
		- Research methodology	X		3	
		- Basic Marketing	X		3	
		- Business ethics	X		2	
		<b>Additional knowledge</b>				
		- Commercial correspondence		X	2	
		- How to write business administration document		X	2	
		- E-commerce		X	2	
		- Retail management		X	3	
		- Listening and note taking in business	X		3	
		- The art of public speaking	X		2	
		- Business translation		X	2	
	- Business interpretation		X	2		
	- International business law		X	2		
	- Intellectual property Laws		X			
	<b>Graduation</b>					
	- Internship	X		3		
	- Project-based research		X	3		
	- Organizational behavior		X	3		
	- Graduation paper		X	6		

## II.2. Module checklist

### II.2.1. General knowledge (47 credits)

#### II.2.1.1. Political theory (11 credits)



No	Code	Name of module	Total	Theory (hours)	Discussion and practice	Total of hours
1	1010443	Marxist – Leninist philosophy	3			45
2	1010462	Science socialism	2			30
3	1010092	Ideology of Hochiminh	2			30
4	1010472	History of Communist Party of Vietnam	2			30
5	1010452	Marxist – Leninist political economy	2			30
<b>Tổng cộng:</b>			<b>11</b>			<b>165</b>

### 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
<b>Tổng cộng:</b>			<b>31</b>		

### II.2.1.3. Physical education and national defense education.

Số TT	Code	Module title	Total	Hour	Note
1	1010042	Physical education 1	2	60	accumulation credits excluded
2		Choose one out of the following:		90	
	1010602	Physical education 2 (athletics- aerobics)	3	90 tiết	
	1010612	Physical education 2 (Aerobic)	3	90 tiết	
	1010622	Physical education 2 (Vovinam martial arts)	3	90 tiết	
	1010632	Physical education 2 (Yoga)	3	90 tiết	
	1010642	Physical education 2 (Sport dance)	3	90 tiết	

	1010652	Physical education 2 (Swimming)	3	90 tiết
3	1010034	National defense- security education	3	165
<b>Tổng cộng:</b>			<b>08</b>	

#### II.2.1.4. Socio Economics (2 credits)

No	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			
<b>Tổng cộng:</b>			<b>2</b>	<b>30</b>				

#### 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			
<b>Tổng cộng:</b>			<b>3</b>	<b>45</b>				

#### II.2.2. Specilized knowledge (93 credits)

##### II.2.2.1 (30 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

<b>Tổng cộng:</b>	<b>36</b>	<b>540</b>			compulsory	
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### II.2.2.2. Specialized knowledge (38 credits):

No	Code	Module title	Total	Total hours	Category	Compulsory module	Prior module taken	Taught in foreign languages
1	1422053	Foreign Trade Operation	3	45	compulsory			X
2	1422033	Transportation and Insurance in Foreign Trade	3	45	compulsory			X
3	1422102	Negotiation	2	30	compulsory			X
4	1411193	Business Management	3	45	compulsory			X
5	1424183	Logistics Management	3	45	compulsory			X
6	1422073	International Payment	3	45	compulsory			X
7	1422113	International Business	3	45	compulsory			X
8	1422092	Stock Exchange	2	30	compulsory			X
9	1424053	Strategic Management	3	45	optional			X
10	1425253	Project Management						X
11	1421263	Principle of Accounting	3	45	compulsory			X
12	1421123	Corporate Finance	3	45	compulsory			X
13	1422063	International Investment	3	45	compulsory			X
14	1424022	Risk Management	2	30	optional			X
15	1421132	Monetary policy - Banking						X
16	1421122	Entrepreneurship						X
17	1422122	Change Management	2	30	optional			X
18	1422132	Knowledge Management						X
		<b>Tổng cộng:</b>	<b>38</b>	<b>540</b>				

### 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	1425122	E-commerce	2	30	optional			X
4	1425172	Retail Management						X

5	1410303	Listening and note taking skills in business	3	45	compulsory			X
6	1421273	Public Speaking	3	45	compulsory			X
7	1420052	Business Interpretation	2	30	optional			X
8	1421162	Business Translation						X
9	1421072	International Business Laws	2	30	optional			
10	2320002	Intellectual property Laws						
11	1410292	Essential Academic Skills	2	30	compulsory			
		<b>Total</b>	<b>16</b>	<b>240</b>				

#### II.2.2.4 Graduation knowledge (9 credits)

No	Module code	Module title	Credits	Category	Note
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			

#### II.2.3. Matrix between module 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

No	Module code	Module title	Respond to PLOs							
			PL O1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8
<b>I. General modules:</b>										
1	1010443	Marxist – Leninist philosophy	-	-	-	-	-	-	-	-
2	1010462	Science socialism	-	-	-	-	-	-	-	-
3	1010092	Ideology of Hochiminh	-	-	-	-	-	-	-	-
4	1010472	History of Communist Party of Vietnam	-	-	-	-	-	-	-	-
5	1010452	Marxist – Leninist political economy	-	-	-	-	-	-	-	-
6	1410242	English Writing 1	-	L	-	-	L	-	L	L

7	1410282	English Writing 2	-	M	-	-	M	-	M	M
8	1410173	English Writing 3	-	H	-	-	H	-	H	H
9	1410232	English Reading 1	L	-	-	-	L	-	L	L
10	1410272	English Reading 2	M	-	-	-	M	-	M	M
11	1410163	English Reading 3	H	-	-	-	H	-	H	H
12	1410222	English Speaking 1	-	-	L	-	L	L	-	L
13	1410262	English Speaking 2	-	-	M	-	M	M	-	M
14	1410153	English Speaking 3	-	-	H	-	H	H	-	H
15	1410212	English Listening 1	L	-	L	-	L	L	-	L
16	1410252	English Listening 2	M	-	M	-	M	M	-	M
17	1410143	English Listening 3	H	-	H	-	H	H	-	H
18	1410132	Business English 1	L	L	L	L	L	L	L	L
19	1410142	Business English 2	M	M	M	M	M	M	M	M
20	1410192	Business English 3	H	H	H	H	H	H	H	H
21	1010122	Introduction to the law system in Vietnam	L	-	L	-	-	-	-	-
22	1010083	General computer science	L	L	-	L	L	-	L	H
<b>II. General major-based modules</b>										
23	1410292	Essential Academic Skills	M	-	-	-	-	M	H	H
24	1410122	Introduction to business	-	-	-	-	-	-	H	H
25	1421053	Micro economics	H	-	L	H	-	-	M	H
26	1421063	Macro economics	H	-	L	H	-	-	M	H
27	1424172	Applied maths	H	-	-	H	-	-	H	H
28	1424043	Business statistics	M	L	-	H	H	L	-	H
29	1410033	International economics relation	L	-	-	-	L	-	L	-
30	1421103	Business management	-	-	H	-	L	H	H	H
31	1421023	Business communication	-	-	H	-	H	M	H	H
32	1411113	Research methodology	M	M	L	-	H	H	L	H
33	1411153	Basic Marketing	L	-	-	-	M	M	H	H
34	1421012	Business ethics	-	-	H	-	-	M	-	H
<b>III. Specialized modules:</b>										
35	1422053	Foreign trade skills	-	H	L	-	M	-	-	H
36	1422033	Transportation and Insurance in Foreign Trade	-	H	L	-	M	-	-	H
37	1422102	Negotiation	L	M	L	L	H	M	-	H
38	1411193	Business Management	H	H	-	M	M	L	L	H
39	1424183	Logistics management	M	H	-	M	L	-	-	H
40	1422073	International Payment	M	M	-	H	M	-	-	H
41	1422113	International Business	M	L	M	M	H	M	L	H
42	1422092	Stock Exchange	H	-	-	H	L	L	-	H
43	1424053	Strategic management	M	L	-	M	L	-	L	H
44	1425253	Project management	M	L	-	M	L	-	L	H
45	1421263	Principles of accounting	L	L	-	H	L	-	-	H

46	1421123	Corporate finance	H	L	-	H	L	-	-	H
47	1422063	Foreign investment	L	L	-	H	L	-	-	H
48	1424022	Risk management	L	L	-	H	M	L	-	H
49	1421132	Monetary policy- banking	L	-	-	H	L	-	-	H
50	1421122	Entrepreneurship	L	L	L	L	M	M	-	H
51	1422122	Change management	L	L	M	M	-	H	-	H
52	1422132	Knowledge management	-	-	L	-	-	-	M	H
<b>IV. Additional knowledge</b>										
53	1421282	Commercial Correspondence	-	-	-	-	H	L	H	H
54	1422142	How to write business administration documents	-	H	-	-	H	-	-	H
55	1425122	E-commerce	-	H	-	H	H	-	L	H
56	1425172	Retail Management	L	L	M	L	H	H	-	H
57	1410303	Listening and note taking skills in business	-	-	-	-	-	-	-	H
58	1421273	Public Speaking	-	-	-	-	H	-	-	H
59	1420052	Business Interpretation	-	-	-	-	-	-	-	H
60	1421162	Business Translation	-	-	-	-	H	-	-	H
61	1421072	International Business Laws	-	-	-	L	-	-	L	-
62	2320002	Intellectual property Laws	-	-	-	L	-	-	L	-
<b>V. Graduation knowledge</b>										
63	1430063	Internship	-	-	-	-	-	-	-	H
64	1430016	Graduation Paper	-	-	-	-	-	-	-	H
65	1430053	Specialized Research Project	-	H	H	-	H	H	H	H
66	1430023	Organization Behaviors	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				
		1010122	Introduction to the law in Vietnam	2				
<b>Total</b>		<b>9 modules/ semester</b>		<b>19</b>				

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
<b>Total</b>		<b>9 modules/ semester</b>		<b>18</b>				
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				Choose 1 out of 2
		1421162	Business interpretation	2				
		1010042	Physical education 1	60 hours				
<b>Total</b>		<b>9 modules/ semester</b>		<b>17</b>				
II	4	1010472	History of Communist Party of Vietnam	2				
		1421053	Micro economics	3				
		1421273	Public speaking	3				
		1410303	Listening nad note taking in business	3				
		1421103	Business sttistics	3				
		1421263	Priciples of accounting	3				
		1421282	Commercial correspondance	2				Choose 1 out of 2
		1422142	How to write business letters	2				
		1010182	Physical education 2	90 hours				
<b>Total</b>		<b>8 modules/ semester</b>		<b>19</b>				
II	5	1421063	Macro economics	3				
		1421023	Business communication	3				
		1411113	Research methodology	3				
		1010092	Ho Chi Minh Idealism	2				
		1422113	Business management	3				

		1422053	Basic Marketing	3				
		1424043	Business law	3				
		1425122	Intellectual property law	2				Choose 1 out of 2
		1425172	Retail management	2				
<b>Total</b>		<b>8 modules/ semester</b>		<b>22</b>				
III	6	1411153	Basic marketing	3				
		1421123	Corporate finance	3				
		1422063	Foreign investment	3				
		1422033	Logistics management	3				
		1422102	Negotiation	2				
		1422122	Change management	2				Choose 1 out of 2
		1422132	Knowledge management	2				
		1421132	Money- banking	2				Choose 1 out of 3
		1424022	Risk management	2				
		1421122	Entrepreneurship	2				
		1430063	Internship	3				Summer semester
<b>Total</b>		<b>7 modules/ semester</b>		<b>18</b>				
III	7	1411193	Business management	3				
		1424183	Logistics management	3				
		1422073	International payment	3				
		1422092	Stock exchange	2				
		1424053	Strategic management	3				Choose 1 out of 2
		1425253	Project management					
<b>Total</b>		<b>5 modules/ semester</b>		<b>14</b>				
IV	8	1421012	Business ethics	2				
		1421072	International business law	2				Choose 1 out of 2
		2320002	Intellectual Property law	2				
		1430016	Graduation paper	6				Choose 1 out of 2
		1430053	Specialized project research	6				
		1430023	Organizational behavior	(3 +3)				
<b>Total</b>		<b>4 modules/ semester</b>		<b>10</b>				

### II.2.6 Courses description:

No	Module	Credit	Course description
<b>SEMESTER 1</b>			
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, ...
<b>SEMESTER 2</b>			
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: - 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: Basic terminology 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: - 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: - 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.
<b>SEMESTER 3</b>			

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
<b>SEMESTER 4</b>			
23	Micro Economics	3	This module aims to provide students with 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	<p>The module provides students with some knowledge to help them know the way to...</p> <ul style="list-style-type: none"> <li>- Prepare their speech to speak in the public include speech delivery, argument, discussion, interview....</li> <li>- Appraise the audience before the speech, prepare a speech effectively, present in public with the support of technology (power-point) to attract the audience.</li> </ul>
25	Listening and note taking skills in business	3	<p>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 ...</p> <p>Upon completion of the module, students can further enhance their tactics for listening and note-taking.</p>
26	Commercial Correspondence	2	<p>The module provides knowledge to help students:</p> <ul style="list-style-type: none"> <li>- Become familiar with the format, language and style of business correspondence, which is very important for their work in future.</li> <li>- Understand how to write common types of letters such as: Inquiry letter; Inquiry response letter; Sales letters; Order; Reservation letter; Complaining letter; ...</li> </ul>
27	How to write business administration documents	2	<p>The module provides knowledge to help students:</p> <ul style="list-style-type: none"> <li>- To classify and write business administration documents.</li> </ul>
28	Management	3	<p>The module is designed to provide a basic introductory:</p> <ul style="list-style-type: none"> <li>- The management process and functions in an organization.</li> <li>- Tasks are performed by managers. Managers need to monitor employees by allocating human resources; operating process; input, output.</li> <li>- Emphasis on this module aims to achieve goals by planning, organizing, leading, controlling as well as managing change in an organization.</li> </ul>
29	Principle of Accounting	3	<p>This module provides students with specialized knowledge to help understand and know:</p> <ul style="list-style-type: none"> <li>- 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.</li> <li>- The fundamentals of double-entry accounting, financial statements, debt balances, public statements, special reports, bookkeeping adjustments.</li> </ul>
<b>SEMESTER 5</b>			
30	Macro Economics	3	<p>This module offers knowledge and understandings for students 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,</p>

			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.
34	Foreign Trade Operation	3	The module provides knowledge to help students understand and be aware of: - Basic knowledge of import and export operations, skills in negotiation and drafting of international sale contracts. - In addition, students also learn about legal documents related to foreign economic activities in particular and international business in general.
35	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.
36	International Business	3	The module aims to provide students with: - 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.
37	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.

38	Retail Management	2	<p>The module provides knowledge to help students understand and know:</p> <ul style="list-style-type: none"> <li>- 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.</li> </ul>
<b>SEMESTER 6</b>			
39	Corporate Finance	3	<p>The module provides knowledge to help students understand:</p> <ul style="list-style-type: none"> <li>- The issues related to an overview of financial management and decisions related to long-term investment in enterprises</li> <li>- Concepts related to financial management. related to an activity in business management – financial management; factors affecting financial management decisions: Macro-environment, Microenvironment, currency fluctuation, the effects of profit and risk in decision making</li> <li>- The foundations of long-term investment decision making, how to establish cash flows, calculate discount rates and common problems when building cash flows in practice. This is one of the three most important decisions of financial management and the decision to create value for business.</li> </ul>
40	Basic Marketing	3	<p>The module provides students with in-depth knowledge of Basic Marketing including:</p> <ul style="list-style-type: none"> <li>- The business philosophies from which will strongly impact on the market penetration activities of both the private &amp; state owned organizations. These above mentioned originatley consists of market understanding for marketing mix decissions (4Ps) of product, price, place &amp; promotions</li> <li>- Basic concept of marketing and related marketing ones. The theoretical knowledge of strategic marketing of market segmentation, targeting &amp; positioning shall be necessary for marketing mix decission. The marketing mix concept of 4Ps is a crucial content of this module.</li> <li>- The understanding of market knowledge, the marketing environmental factors, the analysis of the customer’s behaviours, and the the marketing information system shall be crucial parts of the basic marketing module.</li> </ul>
41	International Investment	3	<p>The module provides knowledge to help students understand and know:</p> <ul style="list-style-type: none"> <li>- Basic and practical theoretical and practical knowledge about international investment activities in general and foreign investment in Vietnam particularly.</li> </ul>
42	Negotiation	2	<p>The module provides knowledge to help students understand and be aware of:</p> <ul style="list-style-type: none"> <li>- Principles and skills in negotiation for business managers to develop strategies and plans so as to sign contracts with their partners.</li> </ul>

			<ul style="list-style-type: none"> <li>- Basic knowledge of negotiation, strategy formulation, negotiation, negotiating stance, assessment of negotiation skills, factors affecting pricing in negotiation... to conclude the contract with a partner.</li> </ul>
43	Transportation and Insurance in Foreign Trade	3	<p>The module provides knowledge to help students understand and be aware of</p> <ul style="list-style-type: none"> <li>- Knowledge of freight forwarding and insurance in foreign trade activities. Students will be equipped with knowledge relating to chartering, means of loading and unloading goods at seaports and airports, cargo insurance operations, applicable international insurance terms, calculation of loss and claim for compensation, etc.</li> </ul>
44	Money - Banking	2	<p>The module provides knowledge to help students understand and know:</p> <ul style="list-style-type: none"> <li>- The basics understanding of: currency, money supply and demand and inflation; financial markets and interest rates, the system of financial institutions; central banks and monetary policy.</li> <li>- The fundamental macro theory of money and banking in the market economy, as a basis for the study of professional subjects.</li> </ul>
45	Risk Management	2	<p>The module provides knowledge to help students understand and know:</p> <ul style="list-style-type: none"> <li>- Risk management is a necessary activity not only for the business but also for other areas of normal life.</li> <li>- Effective risk management will help businesses keeping stable operations, more proactive and avoid many losses coming from earlier preparation.</li> <li>- Details of the steps in the Risk Management process: from identification, measurement, to control and financing if damage occurs.</li> <li>- Qualitative and quantitative analysis techniques are also introduced for risk assessment and rating.</li> <li>- Some specific risks such as operational risk, financial risk, risk in project management, exchange rate risk, investment risk... are introduced to help students gain more understanding and specific experience in Risk Management.</li> </ul>
46	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>
47	Change Management	2	<p>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</p>

			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.
48	Knowledge Management	2	The module provides knowledge and background to help students understand and know about: <ul style="list-style-type: none"> <li>- Knowledge is considered as a valuable resource to improve competitiveness and ensure the sustainable development of all countries and organizations.</li> <li>- Understanding this resource and exploiting and managing this knowledge capital well is an important key to the success of any organization, contributing to the economic development of a country in the direction of increasing the knowledge content, and bring more value to people's lives.</li> </ul>
49	Internship	3	The module provides knowledge to help students understand and know: <ul style="list-style-type: none"> <li>- Review of professional knowledge equipped in the course.</li> <li>- How to apply knowledge in practice at the enterprise.</li> <li>- How to complete reports on the working process at the enterprise in the short term.</li> </ul>
<b>SEMESTER 7</b>			
50	Business Management	3	The module provides knowledge to help students understand and know: <ul style="list-style-type: none"> <li>- 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.</li> </ul>
51	Logistics Management	3	The module provides knowledge and skills to help students: <ul style="list-style-type: none"> <li>- Understand logistics operations such as: determining and forecasting demand as well as material needs, warehouse management, inventory management, freight forwarding operation, customer service and information system management.</li> <li>- Develop critical thinking and apply it into solving logistics problems.</li> </ul>
52	International Payment	3	The module provides knowledge to help students understand and be aware of: <ul style="list-style-type: none"> <li>- Knowledge of international payment operations in foreign trade activities. Students will be equipped with knowledge relating to international payment methods via banks, types of documents in international payment and in import and export activities.</li> </ul>



53	Stock Exchange	2	The module provides knowledge to help students understand and know: <ul style="list-style-type: none"> <li>- General knowledge of the organizational structure and operation of the securities market, including the equity market, debt market and derivatives market.</li> <li>- the activities of intermediary financial institutions in the securities market such as securities companies, securities investment funds, depository...</li> </ul>
54	Strategic Management	3	The module is designed to provide key strategy concepts: basic process of strategic planning management, implement and formulation. Students are expected to integrate and apply their learning to develop business strategy in the future.
55	Project Management	3	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...
<b>SEMESTER 8</b>			
56	Graduation Paper	6	The module provides knowledge to help students understand and know: <ul style="list-style-type: none"> <li>- Systematic collection of specialized knowledge learned during the course.</li> <li>- Scientific research, and critical thinking skills at a mature level for university students.</li> </ul>
57	Specialized Research Project	3	The module provides knowledge to help students understand and be aware of: <ul style="list-style-type: none"> <li>- Analyzing commercial problems and conducting scientific research to solve problems.</li> <li>- How to conduct research projects in business context</li> <li>. Research methods;</li> <li>. How to select samples, collect and analyze data for the research process;</li> <li>. How to write a research paper according to the format required and relevant issues related to research ethics and standards.</li> </ul>
58	Organization Behaviors	3	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;

59	Business Ethics	2	<p>The module provides knowledge and background to help students understand and know about:</p> <ul style="list-style-type: none"> <li>- 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.</li> <li>- The building of culture in an organization and the development of standards in business, and the operation of domestic and foreign enterprises.</li> <li>- 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.</li> </ul>
60	Business Laws	2	<p>The module provides knowledge to help students understand</p> <ul style="list-style-type: none"> <li>- Legal status of business entities: legal status of enterprises, cooperatives, business households and business entities with foreign elements outside.</li> <li>- Law on contracts in commercial business: concept and classification of contracts, effective conditions of contracts, conclusion and performance of contracts in commercial business.</li> <li>- 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.</li> <li>- Law on bankruptcy Enterprises and cooperatives: the concept of Enterprises and cooperatives falling into bankruptcy, the subject has the right and obligation to file a request to open bankruptcy proceedings, the competent authority settlement of bankruptcy procedures, order of bankruptcy procedures, property obligations after a decision to declare the enterprise or cooperation is bankrupt</li> </ul>
61	Intellectual property Laws	2	<p>The module provides knowledge to help students understand</p> <ul style="list-style-type: none"> <li>- Basic knowledge of Intellectual Property Rights and related legal issues, thereby helping students to have a correct and comprehensive view of intellectual property rights. copyright issues, trademarks, trade secrets, etc.</li> </ul>