

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



EDUCATION PROGRAM
TOURISM AND TRAVEL SERVICES MANAGEMENT
(Applied from 2021)

Hồ Chí Minh City, September/2021

UNIVERSITY EDUCATION PROGRAM

(Pursuant to the Decision of 433/QĐ-ĐNT dated 30/11/2021

Of The Principal of HUFLIT)

Programme name : Tourism Management
Level : Undergraduate
Majority : Tourism and Travel Services Management
Course code : 7810103
Type of training : Full time

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1. Introduction of the training programme

1.1. Introduction of the training programme

The undergraduate programme of Tourism and Travel Services Management trains bachelors to be possessed of politically quality, patriotic, sense of serving people, good ethnic, good health, having the basic knowledge of humanities, about the country, people, history and culture of Vietnam, having knowledge and ability to manage professional hotel and restaurant operations, having qualifications and competence sufficient English communication to operate in the field of domestic hotel and restaurant business or joint ventures with foreign countries, capable of self-study and continue to study to reach a postgraduate level in this field.

1.2. General information

Order	Information	Contents
1	Programme name	Tourism and Travel Services Management
2	Level	Undergraduate
3	Type of degree	Bachelor
4	Course code	7810103
5	Type of training	Full time
6	Training duration	4 years
7	Number of Credits	138 Credits (excluded Physical education and defense education)
8	Faculty	Faculty of Tourism and Hospitality
9	Website	https://huflit.edu.vn/
10	Telephone	(028) 39707905
11	Date of issue	November 30 th , 2021

1.3. HUFLIT's mission – vision

Mission

HUFLIT trains eager learners to become citizens who are able to meet the continuous requirements of the labour market, have a sense of responsibility towards society, a sense of self-development, have necessary vocational knowledge and skills, especially in foreign languages and computer science acquired from experiments.

Vission

HUFLIT is striving for being one of the leading universities in foreign language and computer science applied vocations training as a strategic tool to heighten vocational knowledge and skills by 2030 in Vietnam.

Goals

To build up HUFLIT as a multidisciplinary university meeting the requirements of training well-qualified manpower who is competent in regional and global integration.

1.4. Faculties' vision and mission

Mission

Faculty of Tourism and Hospitality focuses on training competent manpower in the administration sphere, especially in tourism and hospitality meeting recruiters' continuous demands, having a sense of responsibility towards communities, a progressive spirit, eagerness to learn, well-equipped with discipline, necessary knowledge and skills in the administration sphere of hospitality, tourism and travel service, and fluent in foreign languages.

Vision

Faculty of Tourism and Hospitality strives for becoming one of top five leading units in labour forces training in hospitality, tourism and travel administration with virtues of being vocationally-qualified, professional, and fluent in foreign languages by 2030 in Ho Chi Minh City.

1.5. Program Objectives(POs)

1.5.1. General Objectives:

Bachelor programme of Tourism and Travel Services Management aims to train human resources as high- quality tour guides and tour operators that have knowledge, skills, working methods and foreign qualifications appropriate in domestic and international tourism. In addition, graduates can also work as researchers in the field of culture and history.

1.5.2. Detail Objectives:

Knowledge

PO1: Understand the environment and the main development trends of the “tourism industry”, especially the field of Tourism and Travel services in Vietnam.

PO2: Apply knowledge of tourism, especially Tourism and **Travel Management** to implement, deploy the work and serve the community .

Skill

PO3: Practice proficiently the professional skills of Tour Guide Major as well as master professional English communication.

PO4: Well organize and manage events related to tourism, especially service management, travel business.

Autonomy and responsibility

PO5: Clearly express political views and positions, comply with laws, organization consciousness, discipline, attitude, morals, behavior in accordance with the requirements of society, national cultural standards and career requirements of the tour guide, tourism service management, travel business, as well as is capable of lifelong learning and higher research.

1.6. Program Learning Outcomes (PLOs)

PLO1: Students understand and present the basic features of current political institutions, characteristics of economic, social, political, legal, cultural and environmental in Vietnam.

PLO2: Students apply communication skills, presentations, teamwork, problem solving and professional skills in tour guide major.

PLO3: Students correctly use and can explain specialized terms in English, communicate and handle professional issues in English, and use proficiently Office Informatics (get a TOEIC certificate of 550 points and MOS certificate in Word and Excel).

PLO4: Students can apply in-depth knowledge of tourism such as: fine art architecture, tourist attractions, religions and beliefs, Vietnam's tourism resources, world geography; presentation skills at destinations and routes, problem solving skills, eCredit. of the tour guide major.

PLO5: Students apply fluently the principles of business administration, especially in service quality management, tourism marketing, travel agency and travel business.

PLO6: Students can present thinking system, critique in professional activities in general and master event organization skills, animation skills, tourism product introduction skills, eCredit.

PLO7: Students understand and apply the main knowledge of the major to start up a business, make business plan, design and operate a specific array of work to manage tourism services.

PLO8: Students know how to respect the law, abide by the guidelines and policies of the nation, express clearly political opinions, understand the requirements of work ethics, sense of community service, protect public property and the environment, make fully rights and obligations to society.

PLO9: Students know how to respect the historical and traditional culture values of the country, the nation, business culture.

PLO10: Students integrate well with the professional working environment, know how to abide by labor discipline in the industry; well implement the operating principles of the workplace; confident and proactive at work; know how to accept, adapt and withstand pressure with special regulations on working time; live honestly, modestly, unitedly, friendly.

The relationship between Program Objectives and Program learning Outcomes:

Objectives	Program learning Outcomes (PLOs)									
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
PO1	x	x				x				
PO2		x			x	x		x	x	

PO3			x	x			x	x		x
PO4			x		x		x	x	x	x
PO5	x			x			x		x	x

1.7. Job opportunities and study after graduation

Graduates from the Training Program in Tourism and Travel Management can:

1. Working for travel businesses as a tour guide (Domestic, Inbound and Outbound); a tourism manager; an employee in travel business,...
2. Working in the field of tourism business (human resources, administration, marketing, product sales, reception, ...) with positions as an employee, specialist, supervisor, team leader, department manager in a professional working environment, especially using English.
3. Working in other professional fields, taking on positions in: Human resource management, administrative - office management, strategic management, customer service, customer care.. ..
4. Researching and teaching in general management, tourism & travel service management at institutes, research centers, universities, colleges and vocational schools.
5. Starting up, establishing businesses in the fields of service management and tourism.
6. Graduate study to enhance qualifications.

1.8. Admission criteria, training process and graduation conditions

Admission Criteria:

The hotel management training program accepts candidates who meet the following conditions:

1. Graduated from high school;
2. If you want to enter the hotel management industry, register for the national high school exam block D01 (Literature, Math, English) or A1 (Math, Physics, English), D15 (Literature, Geography, English).), D14 (Literature, History, English). In which Foreign Language (English) calculates the coefficient of 02;
3. Having a national exam score higher than or equal to the matriculation score of the University of Foreign Languages and Informatics of Ho Chi Minh City. Ho Chi Minh City and Hotel Management.

Training process:

To comply with the University training regulations promulgated under Decision No.

08/2021/TT-BGDDT dated March 18, 2021, of the Minister of Education and Training.

The training process is organized by course and academic year. A school year has 02 main semesters (semester I and II) and 01 sub-semester (semester III). Each main semester has at least 12 weeks of practical study, and the second semester has at least eight weeks of practical study.

Graduation conditions:**Students are considered for graduation if they meet the following conditions:**

- Accumulate 138 Credits specified for the major in the training program;
- Achieve a cumulative GPA of 2.00 (scale of 4) or higher - Having a certificate of National Defense Education, completing the modules of Physical Education;
- Have a TOEIC certificate of 550 points or more (or equivalent) - Have a MOS certificate in Word and Excel
- Not being prosecuted for penal liability and not being disciplined at the level of academic suspension until the time of graduation;

The university grants a Bachelor's degree in Hotel Management according to the regulations of the Ministry of Education and Training of Vietnam graduates.

1.9. Teaching and Learning Strategies

Students are required to comply with the dress code set by the Department of Tourism and Hospitality when attending classes , taking part in practical activities and doing internships .The strategies and teaching methods used in the training program are as follows:

1.9.1. Direct teaching strategy

Direct teaching is a teaching strategy in which information is transferred to the learners in a direct way. Teachers talk and students listen. This teaching strategy is often applied in traditional classrooms and it proves to be effective when it comes to transmitting basic information to learners, explaining a new skill.

The teaching methods that follow this strategy include Explicit Teaching, Lecture and Guest Lecture.

1. Explicit Teaching: This is a method of direct teaching strategy in which the lecturer guides and explains in detail the content relating to the lesson, which helps students achieve the teaching goals, gain knowledge and skills.
2. Lecture as an instructional strategy: The lecturer presents and explains the lesson content. Lecturers are people who present and give lectures. Students listen attentively to lectures, take notes, and use knowledge acquired from the lectures to explain further. This method is suitable for introducing new concepts, models, methods or techniques.
3. Guest lecture: According to this method, students can take courses where the speakers and presenters are from businesses - not university lecturers. The experience and knowledge of the speaker help students form general or specific knowledge about their training major.

1.9.2. Indirect teaching strategy

Indirect teaching is a teaching strategy in which students are considered as a center of the learning process , lecturers take on the role of facilitators or supporters and do not directly convey the lesson content to the students. They are encouraged to participate in learning

process ,use critical thinking skills to solve problems. The teaching methods that follow this strategy are inquiry, problem-solving and case study.

1. Inquiry- based teaching: Inquiry-based teaching is an approach where the lecturer uses open-ended questions or give problems and guides the students to find answers to the questions given step- by- step. Students work in groups to solve the problem given by lecturers.

2. Problem Solving based approach

In a problem- solving method, learners learn by working on the problems which enables the students to learn new knowledge by facing the problems to be solved. Through the process of finding solutions to the problems posed, students gain the knowledge and skills required by the course. In the current training context, this method is divided into three stages: stage one: applying theories: flexibly applying problem-solving methods on the basis of existing theories to solve real -life problems . (Problem Solving strategies in this section) Stage 2 – Solve more complicated real-life situations that require group collaboration (Scenario Learning strategy) - and Stage 3 – (Essay strategy, event organization, major coursework) analyze and solve complex real-world problems.

3. Case Study- based approach

Case study is a teaching method in which students are placed at the center of the learning process. This model gives students the opportunity to develop critical thinking, and communication skills. Lecturers give students real-life situations, problems or challenges to solve for the purpose of developing problem -solving skills, decision -making skills and research skills.

1.9.3. Experiential learning model

Experiential learning model is a teaching strategy in which learners acquire knowledge and skills through what they experience through practice, observation and perception- Learning through doing and experiencing.

This teaching strategy includes Practice- based teaching, Model- based teaching ,Field Trip strategy , and Teaching Research Team.

1. Practice -based teaching: It is a teaching method in which the lecturer uses the manipulations of the sample exercises, and students observe and practice with diverse situations under the supervision of the lecturer. Thanks to this, students learn how to apply their knowledge to solve real-life problems on a small scale.

2. Models: Model- based teaching: Model-based teaching is an instructional strategy in which students learn by observing, and analyzing a system of restaurants, hotels, bars. chosen by lecturers in order that they can gain content knowledge and skills described by the lecturers.

3. Field Trip strategy: A field trip is a way of teaching in which students are sent to visit a place outside the regular classroom or doing an internship at tourism and hotel businesses, which is designed to help students understand the actual working environment of the training industry after graduation, know skills and knowledge used in the real world, form professional skills and work culture in a professional environment. This strategy not only helps students to form knowledge and skills but also creates career opportunities for students after graduation.

4. Teaching Research Team: Students are encouraged to participate in projects, research groups and faculty's teaching, which helps them to build research competence and creative skills that are necessary for them to continue their advanced learning for Master's degree, doctorate degree after completing their program in university.

1.9.4. Interactive teaching

This is a teaching and learning strategy in which the teacher combines many classroom activities such as posing problems or provoking questions and asking students to discuss and debate in groups to solve that problem. The teacher has the role of guiding students to solve the problem step-by-step. Thereby helping students achieve their teaching goals. Students can learn from classmates or faculty to develop social skills, critical thinking skills, communication and negotiation skills to make decisions.

Techniques and methods applied by CREDITE according to this strategy include: Debate, Discussions, Peer Learning.

11. Debates: is a teaching process in which the lecturer raises an issue related to the lesson content, and students with opposing views on that issue must analyze, explain, persuade the audience to support your point of view. Through this teaching activity, students develop skills such as critical thinking, negotiation and decision-making, or public speaking.

12. Discussion: Is a teaching method in which students are divided into groups and participate in discussions about views for a certain problem posed by the lecturer. Unlike the debate method, in the discussion method, students share the same point of view, common goals and find additional ways to improve their views and solutions.

13. Peer Learning: Students are organized into small groups to solve problems together and present the group's results through reports or presentations before other groups and lecturers. The subjects in the program emphasize learning and teamwork through grouping to work on the subject's project throughout the semester. Each team member plays a different role and contributes to the implementation of the subject's project.

1.9.5. Self learning

Self-study strategies are understood as all learning activities of learners carried out by individual learners with little or no guidance from instructors. This is a process that helps

students self-direct their learning according to their own learning experiences, have autonomy and control their learning activities through exercises, projects or problems that the lecturers provide. suggestions and instructions in class.

This strategic learning method is applied mainly by the homework method (Work Assignment) and the course project (Course project).

1. Work Assignment: According to this method, students are assigned to work at home with the content and requirements set by the lecturer. By completing the assigned tasks at home, students learn to self-study, as well as acquire the required content of knowledge and skills.

2. Course project: In this method, a group of students will work on a project during the semester. Through the project, students undertake the process of analyzing, designing, and organizing an event that is required by the faculty to achieve the content knowledge and skills set forth. Student groups have to work on their own and submit reports on each stage. The instructor will comment on the report of each phase and give guidance to the student group to take steps to improve and adjust the next implementation process. At the end of the semester, the group of students must submit a report book. Depending on the level of the project, the lecturer can mark the report directly or ask the students to present to the panel, implement the pilot program and answer the panel's questions (from 2 to 3 years old). 3 lecturers). Through this learning plan, students will creatively apply what they have learned to solve a real-world problem. This work requires self-study efforts and is the work of students, under the supervision, guidance and evaluation of lecturers.

1.10. The Assessment method

1.10.1. Assessment methods

Evaluating ouCreditomes of learning students is the process of recording, storing and providing information about learners' progress throughout the teaching process. The evaluation ensures the principle of clarity, accuracy, objectivity and differentiation, regularity, continuity and periodicity. Specific requirements and evaluation criteria are designed and announced by the Faculty of Tourism - Hospitality for learners before going to school .

Information about assessment ways is provided and shared in a timely manner to stakeholders including teachers, learners, and administrators. From there, timely adjustments can be made to teaching activities, ensuring consistent learning. direction and achievement of teaching goals.

The Faculty has developed and applied many different assessment methods. Depending on the strategies, teaching methods and requirements to meet the output standards of each subject, appropriate assessment methods can be selected, ensuring sufficient information is provided to assess the progress of learners. learning as well as the effectiveness of the teaching process.

The assessment methods used in the faculty's training program are divided into two main categories: On-going/Formative Assessment and Summative Assessment

☐ On-going/Formative Assessment

The purpose of progress assessment is to provide timely feedback to teachers and learners on progress as well as points for improvement that appear in the teaching process.

Specific assessment methods with the type of progress assessment applied by CREDITE include: Attendance Check, Work Assignment, and Oral Presentation.

1. Attendance

In addition to self-study time, the regular participation of students as well as the contributions of students in the course also reflect their academic attitudes towards the course. The due diligence assessment is carried out according to the regulations.

2. Work Assignment

Students are required to do some content related to the lesson during or after class. These exercises can be done individually or in groups.

3. Oral Presentation

In some subjects of TCE's training program, students are required to work in groups to solve a problem, situation or content related to the lesson and present their group's results to the audience. other groups. This activity not only helps students gain specialized knowledge but also helps students develop skills such as communication, negotiation, and teamwork skills.

☐ Summative Assessment

The purpose of this type of assessment is to draw conclusions and ratings about the achievement of the goals and the quality of the outputs, the progress of the learners at the specified time in the teaching process, including the end-of-chapter evaluation. curriculum, mid-semester assessments, and end-of-semester assessments.

The assessment methods used in this type of assessment include: Writing Exam, Multiple choice Exam, Oral Exam, Writing Report, Oral Presentation, Teamwork Assessment.

4. Writing

According to this assessment method, students are asked to answer a number of questions, exercises or personal opinions on issues related to the output standards of the Credit and are assessed on the basis of the pre-designed answers. The rating scale used in this assessment method is a scale of 10. The number of questions in the assessment is designed depending on the content knowledge requirements of the module.

5. Multiple choice test

This assessment method is similar to the written test method; students are asked to answer related questions based on pre-designed answers. Another point is that in this assessment method, students answer the required questions based on the answer prompts also designed and printed in the exam.

6. Oral Exam

In this assessment method, students are assessed through interviews, direct questions and answers.

7. Writing Report

Students are assessed through the student's report product, including the content presented in the report, the way the presentation is presented, the drawings/images in the report.

8. Oral Presentation

This assessment method is exactly the same as the presentation assessment method in the process assessment type. Evaluation is done periodically (midterm, end of term, or end of course).

9. Peer Assessment

Group work assessment is applied when implementing group teaching activities and is used to assess students' teamwork skills.

1.10.2. Evaluation tools and criteria

On the basis of assessment methods, the Department of Tourism - Hospitality has developed specific tools and criteria to conduct student assessment, using Rubrics. Depending on the requirements, objectives and characteristics of each subject, to choose appropriate assessment methods as well as rubrics. The same assessment method can apply different assessment rubric to different modules. As follows:

Professional assessment, specifically:

1. In case students leave school without permission

Total points of attendance/module: 10/100

- Students who take 1 day off: 1 point will be deducted and have 9 points
- Students take 2 days off: 5 points will be deducted and have 5 points
- Students take 3 days off: Attendance score equals 0 points

2. In case students are absent from school with permission (good reason, no more than 30% of class hours), the lecturer can flexibly calculate the attendance score, two absent days with permission equals to one absent day without permission.

3. For students who are late to class after 15 minutes at the beginning of the lesson, depending on the regulations of each lecturer, students can be counted as absent for no more than a half of the class session.

4. In case a student misses school for 7 or more sessions/module, the accumulated points during the learning process will be zero..

1.11. Scoring System

Students enrolled in the Hospitality Management program are evaluated according to a scoring system that applies uniformly to the University of Foreign Languages and Information Technology in Ho Chi Minh City. HCM is regulated by the Ministry of Education and Training, specifically:

- A 10-point scale is used to evaluate the course including the component scores, final exam scores and course grades. The course grade is equal to the sum of the component scores multiplied by the respective weights.
- Letter scale is used to classify learning results based on course scores
- The 4-point scale is used when calculating the semester average and the cumulative GPA to evaluate student learning outcomes.

Table 11.1 HUFLIT's Scoring system

Score are scored on a 10-point scale, with a score of 4.0 or higher. After that, the score is converted to a letter scale, the score is to calculate the average score and grade the academic performance.

Score Scale 10	Letter Scale	Score Scale 4	Note
9.0 – 10	A+	4.0	Pass
8.5 - 8.9	A	4.0	
8.0 – 8,4	B+	3.5	
7.0 - 7.9	B	3.0	
6.0 – 6,9	C+	2.5	
5.5 – 5.9	C	2.0	
5.0 - 5.4	D+	1.5	
4.0 – 4.9	D	1.0	
Lower 4	F	0.0	Fail

Table 11.2 The classification sheet of the study result.

Students are graded according to their semester grade point average school year average or cumulative grade point average as follow (according to the 4 -Score Scale):

From 3,6 to 4,0:	Excellent;
From 3,2 lower 3,6:	Good;
From 2,5 lower 3,2:	Fair;
From 2,0 lower 2,5:	Average;
From 1,0 Lower 2,0:	Weak;
Lower 1,0:	Least.

2. Outcome Standard Matrix Of Component Modules

2.1. Programme structure:

Order	Volume of knowledge		Credits			Percentage rate
			Compulsory	Elective	Total	
1	General training		19	0	19	13,77%
2	Specialized training	Major core courses	20	08	28	20,29%
		Main courses	63	05	68	49,27%
		Subsidiary courses	08	06	14	10,15%
		Graduation	03	06	09	6,52%

		Total			138	
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2.2. Courses list

2.2.1. General Education (19 Credits)

2.2.1.1. Political education (11 Credits)

Order	Module code	Course name	Credits	Theory (period)	Practice	Total of periods
1	1010443	Philosophy of Marxism and Leninism	3			45
2	1010452	Political economics of Marxism and Leninism	2			30
3	1010462	Scientific socialism	2			30
4	1010472	History of Vietnamese Communist party	2			30
5	1010092	Ho Chi Minh Ideology	2			30
Total:			11			

2.2.1.2. Physical Education and Military Education (8 Credits)

Order	Course code	Course name	Credit	Period	Note
1	1010042	Physical Education 1	2	60	Not included into accumulated grades
2		Students choose 01 among these courses:		90	
	1010602	Physical Education 2 (Gymnastic-Bodybuilding)	3	90	
	1010612	Physical Education 2 (Aerobic)	3	90	
	1010622	Physical Education 2 (Vovinam)	3	90	
	1010632	Physical Education 2 (Yoga)	3	90	
	1010642	Physical Education 2 (Dance sport)	3	90	
	1010652	Physical Education 2 (Swimming)	3	90	
3	1010034	Military Education - Security	3	165	
Total:			08		

2.2.1.3. Culture - Society (5 credits):

Order	Course code	Course name	Credit	Period	Course type	Previous course	Training course
1	1010052	Introduction to Vietnamese Laws	2	30	Compul		
2	1310133	World civilization history	3	45	Compul		
		Total:	5				

2.2.1.4. Computing education (3 credits):

Order	Course code	Course name	Credit	Period	Course type	Previous course	Training in foreign language
1	1010083	Computer skill	3	45	Compul		
		Total:	3				

2.2.2. Specialized education knowledge (120 Credits):

2.2.2.1. Specialized knowledge (28 Credits):

Order	Course code	Course name	Credit	Period	Course type	Previous course	Training in foreign language
1	1320243	Introduction to Tourism	3	45	Compul		
2	1320693	Vietnam tourism culture	3	45	Compul		
3	1312393	Tourism Geography	3	45	Compul		
4	1322483	Tourism economics	3	45	Compul		X
5	1331083	The history of Vietnam	3	45	Compul		X
6	1322573	Religions and Beliefs	3	45	Compul		X
7	1331092	Vietnamese traditional customs and festivals	2	30	Compul		
Choose 02 among 03 courses							
1	1320702	Culture of Gastronomy	2	30	Elec	Vietnam tourism culture	
2	1312532	Vietnamese traditional customs and festivals	2	30	Elec	Vietnam tourism culture	
3	1312522	Culture of ASEAN countries	2	30	Elec	Vietnam tourism culture	
Choose 02 among 03 courses							
1	1322452	The art of public speaking	2	30	Elec		
2	1322462	Fine art architecture in tourism	2	30	Elec		
3	1322472	Office administrative skills	2	30	Elec		
Total			28				

2.2.2.2. Specialized knowledge and skills (68 credits):

Main specialized knowledge (40 credits)

Order	Course code	Course name	Credit	Period	Course type	Previous course	Training in foreign language
1	1322433	Tourist destination and route in Northern Vietnam	3	45	Compul	Tourism geography	X
2	1322423	Tourist destination and route in Central Vietnam	3	45	Compul	Tourism geography	X
3	1322413	Tourist destination and route in Southern Vietnam	3	45	Compul	Tourism geography	X
4	1331153	Tourism human resource management	3	45	Compul		X
5	1331203	Travel business administration	3	45	Compul	Tour itinerary design and operations	X

							Tour guiding 1 and 2.	
6	1312512	Destination management		2	30	Compul	Tourism geography, Marketing DL	X
7	1322503	Tourism events		3	45	Compul		X
8	1322493	Tour guiding 1		3	45	Compul	Tourist destination and route in Southern Vietnam, Tourism geography.	X
9	1331103	Tour guiding 2		3	45	Compul	Tourist destination and route in Southern Vietnam, Tourist destination and route in Central Vietnam, Tourism geography.	X
10	1312413	Tourism marketing		3	45	Compul	Tourism economics.	X
11	1331213	Tourism selling skills		3	45	Compul	Tourism marketing, The art of public speaking.	
12	1331163	Tour itinerary design and operations		3	45	Compul	Tourist destination and route in Southern Vietnam, Tourist destination and route in Central Vietnam, Tourist destination and route in Northern Vietnam.	X
Choose 01 among 02 courses								
1	1322213	Strategic management		3	45	Elec		X
2	1331183	Risk management in tourism		3	45	Elec	Tour guiding 1 and 2	X
Choose 01 among 02 courses								
1	1322522	Ecotourism and sustainable development		2	30	Elec	Introduction to tourism	X
2	1322532	M.I.C.E tourism		2	30	Elec	Introduction to tourism	X
		Total:		40				

Specialized foreign language skills (22 credits):

Order	Course code	Course name	Credit	Period	Previous course
1	1310843	General English 1	3	45	
2	1310853	General English 2	3	45	
3	1310864	English for communication 1	4	60	
4	1310874	English for communication 2	4	60	English for communication 1
5	1310884	English for tourism 1	4	60	English for communication 1, English for communication 2
6	1310894	English for tourism 2	4	60	English for tourism 1
Total:			22		

Specialized skills (06 credits):

Order	Course code	Course name	Credit	Course type	Previous course
1	1322442	Field trip	2	Compul	Tourism geography
2	1331122	Tourism internship 1	2	Compul	Tourist destination and route in Southern Vietnam, Tourist destination and route in Central Vietnam, Tourism geography.
3	1331142	Tourism internship 2	2	Compul	Tourist destination and route in Central Vietnam, Tourist destination and route in Northern Vietnam, Tour guiding 1, Tour guiding 2, Tourism geography.
Total:			06		

2.2.2.3. Subsidiary knowledge (14 credits):

Order	Course code	Course name	Credit	Period	Course type	Previous course	Training in foreign language
1	1331173	Research methods for tourism	3	45	Compul	Introduction to tourism	X
2	1331113	Tourist psychology and communication arts	3	45	Compul	Vietnam tourism culture	
3	1310212	Tin học ứng dụng trong du lịch lữ hành	2	30	Compul	Computer skill	
Choose 01 among 02 courses							
1	1322512	Cheerleading in tourism	2	30	Elec		
2	1322132	E-commerce	2	30	Elec		
Choose 01 among 02 courses							
1	1330192	Professional ethics	2	30	Elec	Tourist psychology and communication arts	
2	1331132	Soft skills	2	30	Elec	Tourist psychology and communication arts	
3	1330232	Diplomatic protocol	2	30	Elec		
Total:			14				

2.2.2.4. Knowledge for graduation (09 credits):

Order	Course code	Course name	Credit	Period	Course type	Previous course	Training in foreign language
1	1331293	Internship in travel agency	3		Compul		
2	1330016	Graduation thesis	6		Elec		X
Students write Graduation thesis or learn 02 subsidiary courses							
1	1322193	Startup	3	45	Elec		X
2	1320593	Quality management of tourism services	3	45	Elec		X

		Total:	9				
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2.2.3. Expectative training plan

Year	Semester	Course code	Course name	Credit	Theory	Exercise	practice	Total
I	1	1310843	General English 1	3				18
		1310864	English for communication 1	4				
		1010443	Philosophy of Marxism and Leninism	3				
		1010052	Introduction to Vietnamese Laws	2				
		1320243	Introduction to Tourism	3				
		1320693	Vietnam tourism culture	3				
	2	1310853	General English 2	3				17
		1310874	English for communication 2	4				
		1010452	Political economics of Marxism and Leninism	2				
		1010083	Computer skill	3				
		1310133	World civilization history	3				
		1331092	Vietnamese traditional customs and festivals	2				
		1010034	Military Education - Security	165				
2	3	1310884	English for Tourism 1	4				17
		1322442	Field trip	2				
		1010462	Scientific socialism	2				
		1312393	Tourism Geography	3				
		1310212	Information technology in tourism	2				
		1010042	Physical Education 1	60				
		Choose 02 among 03 courses						
		1320702	Culture of Gastronomy	2				
		1312522	Culture of Asean countries	2				
		1312532	Culture of Ethnic groups in Vietnam	2				
	4	1310894	English for Tourism 2	4				19
		1322573	Religions and Beliefs	3				
		13224113	Tourist destination and route in Southern Vietnam	3				
		1331083	The history of Vietnam	3				
		1010092	Ho Chi Minh Ideology	2				
		1010182	Physical Education 2	90t				
		Choose 02 among 03 courses						
		1322452	The Art of public speaking	2				
		1322462	Fine art architecture in tourism	2				

	5	1322472	Office administrative skills	2				
		1322423	Tourist destination and route in Central Vietnam	3				12
		1010472	History of Vietnamese Communist party	2				
		1322493	Tour Guiding 1	3				
		1331122	Tourism internship 1	2				
		Choose 01 among 02 courses						
		1322512	Cheerleading in tourism	2				
		1322132	E-commerce	2				
3	6	1322433	Tourist destination and route in Northern Vietnam	3				19
		1331103	Tour Guiding 2	3				
		1322483	Tourism economics	3				
		1312413	Tourism marketing	3				
		1331113	Tourist psychology and communication arts	3				
		Choose 02 among 03 courses						
		1330192	Professional ethics	2				
		1331132	Soft skills	2				
		1330232	Diplomatic Protocol	2				
	7	1331153	Tourism human resource management	3				18
		1331163	Tour itinerary design and operations	3				
		1322503	Tourism Events	3				
		1331173	Research methods for tourism	3				
		1331213	Tourism selling skills	3				
		Choose 01 among 02 courses						
		13311183	Risk management in tourism	3				
		1322213	Strategic Management	3				
	8	1331203	Travel business administration	3				9
		1312512	Destination Management	2				
		1331142	Tourism internship 2	2				
		Choose 01 among 02 courses						
		1322522	Ecotourism and sustainable development	2				
		1322532	M.I.C.E tourism	2				
4	9	1331293	Internship in travel agency	3				9
		1330016	Graduation thesis	6				
		Students write graduation thesis or learn 02 subsidiary courses						
		1320593	Quality management of tourism services	3				
		1322193	Startup	3				

2.2.4. Course Description:
General English 1:

After finishing the course, students will have had the vocabulary at the Intermediate level and basic knowledge about themes relating to cultures, society, and science in the country and in the world. They will develop the skimming and scanning reading skills to get the main ideas and detailed information in a passage, and the ability to guess the meanings of words in contexts. Students will also have had skills to work in groups, to solve problems through various types of tasks in each unit. They are conscious of the application aim of the course and self- studying. In addition, students will have had the knowledge of a paragraph pattern in English. They have ability to write a descriptive or narrative paragraph of about 200-250 words with the topics about daily activities or jobs at the Intermediate level. These paragraphs are ensured the coherence, cohesion, and the unity. Students will know how to arrange their ideas logically with transitional words /phrases. Besides, they can use their background knowledge, vocabulary, and dictionary to do the writing tasks. Students are able to work individually or in groups effectively, to obtain good communication skills, and to form carefulness in writing, and a positive and confident learning attitude. Finally, they will build up a professional style in their study and life, and an ability to do research.

General English 2:

After finishing the course, students will have had skills to scan and skim passages to get main ideas and detailed information, and what the authors imply. They can guess the meanings of words/ phrases in contexts, use their background knowledge, vocabulary, and dictionary to do the reading tasks at the Upper- intermediate level. They will obtain skills to work individually and in groups, to get communication skill, logical thinking, critical thinking, and problem solving skills. In addition, they will build up a professional style in their study and life, a positive and confident learning attitude and finally the consciousness of self-studying.

What's more, students are able to use the vocabulary they have to write different kinds of a 5-paragraph essay with common topics relating to society, daily life at the Upper- intermediate level. They know and understand English grammar, kinds of sentences and then use them appropriately in writing an essay. They also have ability to communicate in written form, to solve problems, to form the carefulness, logical thinking, and critical thinking in writing.

English for Communication 1:

After finishing the course, students will have had ability to listen and understand a speech or a dialogue relating to cultures, society, daily life ... in English at the Intermediate level. They are also familiar with various tasks and listening activities in situations relating to the themes. Besides, students will obtain the skills to guess the main ideas and detailed information while listening. At the same time they can recognise the linking sounds, slangs, idioms, or dialects used by native speakers.

In addition, students are able to work individually or in groups effectively, to obtain good communication skills, to form critical thinking and logical thinking, and a positive and confident learning attitude. Finally, they will build up a professional style in their study and life.

What's more, students are able to communicate with their classmates the topics relating to their major in English at the Intermediate level. They have the competence to use right words in contexts, and the expressions in real situations. They are also formed the pair/group work skill and a confident attitude in communication.

English for Communication 2:

After finishing the course, students will have had ability to improve their vocabulary in communication, ability to listen and understand a long speech or dialogue in English at the Upper- intermediate level. They get familiar with various tasks and listening activities in situations relating to the themes. At the same time they can recognise the English intonation, the

linking sounds, slangs, idioms, or dialects used by native speakers. Besides, students will obtain the skills to guess the main ideas and detailed information while listening, to work individually and in groups.

In speaking skill, students are able to make a word list relating to a certain theme before and after studying the new lesson. They can present the basic knowledge about the themes in the syllabus. Applying such knowledge in simulation models in a certain context, students will show their English competence in business and their career. At the same time they can accumulate the communication skill and group work skill to carry out the speaking tasks effectively at the Upper- intermediate level. Then they are able to speak English fluently and naturally.

English for Hospitality 1

After finishing the course, students will have had the knowledge and vocabulary relating to hospitality. Such knowledge can be presented in the themes in the syllabus, and can be applied in simulation models in hospitality business. Students will show their English competence in business and their career. At the same time they can accumulate the communication skill and group work skill to carry out the speaking tasks effectively at the Upper- intermediate level. Then they are able to speak English for Tourism and Hospitality fluently and naturally.

What's more, students will have developed the skimming and scanning skills in reading passages to get main ideas and detailed information, and what the authors imply, to guess the meanings of words/phrases in contexts. They will apply their knowledge, specialized vocabulary, and dictionary to do the reading tasks at the Upper- intermediate level. Next, students are able to work individually or in groups effectively, to obtain good communication skills, to form critical thinking and logical thinking, and a positive and confident learning attitude. Finally, they will build up an active and professional style in their study in class and self-study.

English for Hospitality 2

At the end of the course, students will have had improved their vocabulary in their major. They are able to present fluently the basic knowledge about the topics relating to the themes in the syllabus at the Upper- intermediate level, and to apply such knowledge in simulation models in hospitality business. Students will show their English competence in business and their career. At the same time, they can accumulate the communication skill and group work skill to carry out various tasks effectively at their level. Then they are able to use English for Tourism and Hospitality fluently and naturally in real situations.

What's more, students can read and understand different passages with complex content relating to Hospitality at the Upper- intermediate level. Skimming and scanning skills will help students get main ideas and what the authors imply. They will also develop the reading speed, vocabulary, and knowledge in their major and related services. Taking part in studying activities, students themselves form the ability to work independently, to think critically, and to solve problems. In addition, they will build up a professional style, an active and confident learning attitude, and finally the consciousness of self-studying.

Introduction to Vietnamese Laws:

The subject helps to equip students with the most basic knowledge about the state and law, including: general theory of the state and law (origin, nature, function, basic characteristics of the state); origin, form, concept, properties of law); legal system and legal relations, violations of the law and liability; basic legal regulations of some important branches of law such as: Constitutional Law, Labor Law, Civil Law and Civil Procedure, Criminal Law and Criminal Procedure, Tourism Law.

World civilization history:

After completing this module, students can acquire basic knowledge about the formation and development of typical civilization centers in the world. Thereby, students master the foundation of the building and outstanding achievements of several world civilization centers; learn about approaches to and study a civilization to draw some general laws about the formation and development of human culture. Thence, the subject helps students build an excellent humanistic outlook, improve their pride, appreciate human society's spiritual and material values, and know how to use them usefully. In specific jobs, be aware of the factors that need to be inherited, promoted, or eliminated in world integration.

Vietnam tourism culture

The subject provides knowledge about culture and tourism culture, understanding of the elements of Vietnamese culture, the historical process of Vietnamese culture, typical cultural and tourist products of Vietnam, and the cultural background for practical tourism activities. The subject provides issues about the culture of the tourist subject, the culture of the tourist object, the culture of the tourism business, and exploiting the culture's values to serve the tourism industry in the future.

Research methods for tourism:

After completing the module, students will have a sense of scientific research, thinking and choosing cherished tourism topics for research; Students can list the steps carried out in the research paper, the layout of the research paper. Have the skill to collect, read documents related to the topic and then write a summary. Can make survey questionnaires, collect and analyze necessary data for research results. Interpret the meaning of the numbers, organizing ideas logically. Complete a detailed outline of the research topic. Solve advanced report writing assignments. In addition, students have skills to work in groups, practice carefulness, and focus on reading documents. Build a professional working style in the profession.

Tourism economics

The subject provides learners basic knowledge about market mechanism including: 1) Micro-economics: briefly introduce a typical market mechanism and firm behavior; 2) Macro-economics: present key macro variables and determinants affecting these macro variables through basic concepts and frameworks; 3) Theory application to analyze and evaluate impacts of economics in tourism. Then learners are able to understand the importance of governmental economic policies towards tourism at national level.

Introduction to Tourism:

Introduction to Tourism is a required module of the tourism major. Thereby, students will apply the equipped knowledge of Introduction to Tourism to analyze, make practical contacts and propose ideas related to the fields of economics, management and tourism business. About the knowledge that provides students with a clear understanding of the concepts and knowledge of the tourism service industry; clearly understand the conditions for tourism development; understand the relationship between tourism and other sectors. In terms of skills, students know how to apply the above basic knowledge to apply to their major.

The Art of public speaking:

This course helps students majoring in Tourism develop skills in developing and interpreting tourism topics. Through practical exercises, the subject helps students know how to work and communicate with customers in a professional manner, how to deal with situations in tourism activities in the most convincing way. Since then, helping students have confidence in communicating and explaining to visitors. The course will focus mainly on language skills,

presentation construction, presentation skills, communication skills and practical communication activities.

Diplomatic Protocol:

The subject provides learners theories and characteristics about diplomatic protocol, then learners are able to understand basics of diplomacy art that is necessary to be developed and maintained for any diplomatic relationship. Learners are able to recognize the importance of diplomatic protocol in applying necessary communication etiquette and rituals. Besides, learners also know how to evaluate and handle communication scenarios in social relationship and diplomatic relationships.

Soft skills:

The subject provides learners concepts about life skills, leadership, teamwork, time management, crisis management, creativity, eCredit. Then learners are able to recognize, distinguish different ways to have right attitude at work, have effective communication with customers, having good business relationships between service employees and customers.

The history of Vietnam:

The subject practically systematizes knowledge about the history of Vietnam through stories with events, well-known people of the nation in order to perform the tourism narration. The subject also helps learners love the country, being proud of the national history, and understand cultural differences within our country. Then learners are able to apply the learned theories and skills into their jobs such as tourism conversations, tourism narration with tourists so that tourists get a better understanding about the history of Vietnam and traditional values about our country.

Tourism Geography

It is one of the compulsory courses in the educational program of students having major as tourism. The course provides students with knowledge about: the objects, duties and research methodologies of tourism geography; factors influencing the formation and development of tourism, organizing of tourism territories and tourism areas in Vietnam. This course will also introduce tourism geography, the elements affecting the development of tourism, territorial differentiation and knowledge of the various tourism areas of Vietnam. This course helps students to have the ability to correctly analyze and evaluate the organization of tourism territory of Vietnam; therefore, executing tourism planning work suitably. To sum up, a comprehensive course in tourism geography aims to introduce famous tourism areas in the world as well as the tendencies of all over the world tourism development. Subsequently, students could be able to introduce destinations in any region for tourists who wish to explore there

Risk management in tourism:

The subject provides students with the concepts of risk and risk management, the risk management process and the factors that make up the success of the risk management process. Students will understand the methods of risk identification and assessment, and how to respond, handle risks, as well as recover from risks in the most optimal way, with the main focus on the Tourism & Hospitality industry.

Strategic Management:

The course provides students with an understanding of the process of specifying organizational goals, developing policies and plans to achieve these goals, and allocating resources to implement policies and plans to achieve these goals, achieve the stated goal. Since then evaluating the competition and establish goals and strategies to caCredith and surpass all current and potential competitors and then re-evaluate each strategy annually or quarterly to determine if how have these strategies been implemented and the company has implemented them

successfully or need to be replaced by another strategy to promptly adapt to change conditions, new technology, new competitors, business environment, new business, or new social, financial or political environment.

Tourism marketing:

The subject provides learners basic knowledge about marketing in tourism industry. Then learners are able to understand briefly about marketing activities in tourism industry and to obtain some necessary skills related to marketing activities in tourism industry; theories related to setting up objectives, processes and principles of marketing activities. Then learners are able to apply the learnt marketing theories flexibly in different fields of service sector.

Tourism Events:

The subject provides learners theories and practice opportunities in organizing an event from defining an event, classifying different events, developing necessary procedures to plan, organizing and managing risks before, during and after an event. Then learners are able to understand clearly and have professionalism standard and right attitude towards tourism

Tourism selling skills

The subject provides learners overall understanding and necessary skills related to presenting, promoting tourism product/service in tourism industry. The subject also provides some common scenarios in tourism product/service presenting, selling, promoting. Then learners are able to apply the learnt theories and skills to make some short product introduction such as narration, introduction, promotion and customer persuasion applicable at different work places.

Tourism human resource management:

The course analyzes the main functions of human resource management including human resource planning, job analysis and design, recruitment, training and development, performance management, salary and benefits. Students know the basic concepts, principles and current trends of human resource management in the field of tourism - hotel management and have the ability to plan strategies, make decisions and organize rationally, guide and control effective human resource management activities. The focus of the course is to equip students with knowledge of people management in organizations to achieve the best results for the organization and increase the satisfaction and development of employees working in the tourism & hospitality industry. The training program of the subject enhances group activities and discussions of human resource management activities, thereby developing practical approach, strengthening practical capacity and developing management skills for future human resource management.

Ecotourism and Sustainable development:

This module introduces students to theoretical and practical issues of ecotourism throughout the world as well as in Vietnam, including the conditions, the current situation of ecotourism development in Vietnam, and how to design and manage ecotourism development sites. As a consequence, students will have a broad understanding of sustainable development and will be able to apply what they've learned to the expansion of ecotourism in Vietnam.

M.I.C.E tourism:

The course covers the fundamentals of M.I.C.E tourism, a growing kind of tourism, as well as the essential factors that contribute to M.I.C.E's success. Students will understand how to undertake a preliminary evaluation assessment of an organizational proposal's feasibility, as well as how to apply theory to the execution of particular concepts in organizing conferences. Furthermore, the course teaches students how to analyze risk management, hire talented individuals, and organize effective conferences.

Tourist psychology and communication arts :

The course provides students with basic concepts of human psychology and psychological science, the relationship between specific psychological phenomena in the unified psychological life of human. Students can realize the meaning of psychology in both daily life and working environment. In addition, the course also helps students present and explain the basic needs of tourists such as their mood, preferences, features of tourists' psychology, relationship between employees and consumers and communication skills. Initially, students are able to form specific skills to analyze, comment, evaluate and explain the situations of tourists in order to come up with appropriate solutions. This helps students fully recognize the meaning of Tourism Psychology in their future career activities, and have a serious learning attitude.

Professional ethics:

This course will provide students with a wide understanding of ethics in the business environment, as well as standards and ethical principles in the profession. Furthermore, the course covers several general corporate culture concepts as well as various case studies of company culture. From there, students learn how to deal with various business difficulties in the most effective way possible.

Fine art architecture in tourism

The subject provides basic knowledge about the history of the formation of world architectural types, identifying features of each typical architectural style commonly found in architectural works in tourism and the key elements. The core is typical Vietnamese architecture, often found in palaces, temples, shrines, or religious and folk beliefs.

Culture of Gastronomy:

The course provides basic knowledge about the characteristics and identification of the culinary culture of the world and each region in Vietnam. Thence, grasp the historical and cultural elements of cuisine and the typical features of each region's cuisine to serve in future travel presentations.

Culture of Ethnic groups in Vietnam

The course provides basic knowledge about the history, culture - language, cuisine, costumes, customs, folk belief... of the typical ethnic minorities of Vietnam. Thereby equipping students with in-depth knowledge that contributes to building additional knowledge for the subjects of Tourist Attraction and Tourism Guidance in the future.

Culture of ASEAN countries

The subject provides students with knowledge about many cultures, creating cultural diversity in Southeast Asia. Southeast Asia has similarities due to the shared cultural background, forming similar thoughts and behaviors, even in different countries. Students explore the customs, festivals, religions, beliefs, cuisines, and famous tourist destinations in Southeast Asian countries. This provides an actual amount of knowledge for students' future outbound travel work.

Religions and Beliefs

The subject provides knowledge about beliefs and religions popular in tourism in Vietnam and the world. From there, provide students with specific knowledge about religious history, worship rituals, architecture, and philosophy of each typical belief and religion of Vietnam that are applied in theding the students. Later travel through the scenic spots of the three regions.

Vietnamese traditional customs and festival

The subject provides students with knowledge about the Vietnamese people's customs, habits, and traditional festivals. Gain knowledge about the festival. Vietnamese folk festival. They recognize the basic features of the national culture through traditions and folk festivals. From

there, students can distinguish the types of celebrations and grasp the essential elements of each typical festival type.

Tourist destination and route in Southern Vietnam:

The course provides a system of concepts, geographical locations, tourism resources, culture - cuisine, anecdotes - legends, ... and tourist routes with a systematic calculation in the Southern region in the most proficient way. Students are provided with knowledge that shows the valuable content of each destination in each travel route. After completing this course, students might be able to apply to work as a tour guide in the southern region.

Tourist destination and route in Central Vietnam:

The course provides a system of concepts, geographical locations, tourism resources, culture - cuisine, anecdotes - legends, ... and systematic tourist routes in the Central region in the most proficient way. Students are provided with specific content values of each destination in each travel route. After completing this module, students can apply to work as a tour guide in the Central region - especially prominent on the Central heritage road.

Tourist destination and route in Northern Vietnam:

The course provides a system of concepts, geographical locations, tourism resources, culture - cuisine, anecdotes - legends, ... and systematic tourist routes in the Northern region in the most proficient way. Students are provided with specific content values of each destination in each travel route. After completing this module, students can apply to work as a tour guide in the Northern region, focusing on heritage and destinations in the Northwest and Northeast.

Tour Guiding 1:

The course provides the knowledge, requirements and necessary qualities of a tour guide, how are the similarities and differences between on-site guides and step-on guides. The course focuses on providing professional skills of an on-site & step-on tour guide (Domestic, Inbound). As a result, students are able to apply their practical knowledge and skills to introduce some famous attractions in Ho Chi Minh City as well as the Central Highlands region in the most proficient way. In addition, the knowledge, learning style and skills of the subject can help students have a realistic view for the job of a tour guide and tourism operator in the future.

Tour Guiding 2:

This course provides the knowledge and professional skills of an international tour guide and team leader for the Outbound market. Since then, student students are able to apply their practical knowledge and skills to introduce some famous attractions in the Mekong Delta as well as Southeast Asian countries in the most proficient way. In addition, the knowledge, learning style and skills of the subject can help students have a realistic view for the job of a tour guide and tourism operator in the future.

E-commerce

The course provides students with knowledge about the role and function of e-commerce in business activities. Business strategies and the practical applications for e-commerce include: e-sales, e-marketing, B2B, B2C, social enterprises, m-commerce, e-payment, e-government, e-commerce infrastructure architecture, safe and secure information for business transactions carried out over the internet.

Office administrative skills

The course provides general knowledge about office administration, helping students to carry out some basic office operation tasks such as, building schedules, making work plans, knowing how to organize meetings, arranging business trips; as well as to compose and draft business contents and other main tasks related to office administration such as, issuance and management of

documents, filling work, administrative communication and organizational skills for the workplace.

Cheerleading in tourism

The subject provides learners technical skills in camping, onstage performance, onboard cheerleading activities, team building activities. Then learners are able to develop skills supporting for their tour guide career in future.

Tour itinerary design and operations

The course provides basic knowledge for specific components of a tourism-major program as well as the main factors contributing for the success of a tourism program for nowadays travel agency businesses. Then, students would be able to be aware about the process of these main activities, such as, designing new tourism products, evaluating tourism programs, as well as other practical applications later. Moreover, the course also provides students with basic knowledge for travel agency's job characteristics. Therefore, students can make a bridge from theory to practice for the tourism career's activities.

Destination Management:

Students will learn about the idea and attributes of a tourist attraction, as well as how well-known destinations throughout the world are developed and administered successfully. Following that, students will learn about developing strategies, planning, marketing tourism destinations, tourism quality, and destination crisis management. Finally, students will be aware of the challenge of utilizing the destination properly and sustainably.

Travel business administration

The subject provides learners theories about tourism business management in Vietnam, helping learners understanding features and principles in tourism business management. Learners are able to present a tourism corporate report, examining factors affecting tourism business; exploring markets, investigating, collecting and analyzing business data.

Field trip

The course is designed to help students observe and experience the reality of travel services, the short route for a tour program (from 02 days or more). The main goal of this course is to create a team-building program, boosting students ability to work with teams or in community as well as encouraging the interest in studying higher levels for students. After this course, students could achieve a better insight about careers in tourism, working in groups well, forming group activities for the possibilities of learning later.

Tourism internship 1

The course is designed to help students observe and experience the reality of travel services, experiencing the Middle-region route of tourism focusing on heritage, at the same time, encouraging students to apply students' acquired knowledge to equip the profession as tour guides. Thanks to this, students gain career insights, shaping passion for this career, as well as developing future career strategies in a suitable way.

Tourism internship 2

The course is designed to help students discover the reality of the Northern-region destination tourism program commuting via railways and airlines (with duration of trip as 7 days and more) in order for students to apply knowledge from theory to practice. The main goal is to improve the skills of a tour guide, knowing how to design tourism products, how to operate a tour and how to organize Gala Dinner Event. After that, students can be able to gain a precise look about the profession of tourism as well as prepare for the essential skills in these kinds of career in the future.

Internship in travel agency:

The curriculum is designed to help students get practical experience and expand their skills in the tourism business and profession. Students who come to businesses (that have been in operation for at least three years) practice for at least three to six months. Students are aware of how to identify their key learning objectives.

Graduation thesis:

Graduation thesis of Tourism and Travel Services Management provides students with the opportunity to access the working environment; practice and improve scientific research skills; apply research methods to actual business and administrative activities. Besides, in order to better adapt to the requirements of the future in the working environment, the thesis creates conditions for students to practice professional work, acquire ethical values and raise awareness of personal development in future career.

Quality management of tourism services:

The module teaches learners about service quality ideas and service quality management in tourism, as well as measurement methods for service quality, management models for enhancing the quality of tourism services, and the quality management system for tourism services in a market economy

Startup:

The course covers the principles of entrepreneurship as well as the important factors that contribute to the success of an entrepreneur. Students understand how to conduct a preliminary assessment of the viability of a company plan as well as how to apply theory to the execution of specific business concepts. Furthermore, the course educates students to identify talented persons based on their traits and abilities; how to recruit brilliant people; and how to deploy capital flexibly when needed. This subject finally helps students understand more about successful models of developing enterprises all over the world.