

Decision No.: **1037** /QĐ-ĐHTCM

Ho Chi Minh City, **28** March 2025

DECISION

**Issue the training programmes - Advanced Programme in English
at the undergraduate level, formal education format**

RECTOR OF THE UNIVERSITY OF FINANCE - MARKETING

Pursuant to the Law on Higher Education dated June 18, 2012, and the Law Amending and Supplementing several Articles of the Law on Higher Education dated November 19, 2018;

Pursuant to the Government's Decree No. 99/2019/NĐ-CP dated December 30, 2019 specifying and guiding the implementation of the Law Amending and Supplementing several Articles of the Law on Higher Education;

Pursuant to Prime Minister's Decision No. 1982/QĐ-TTg dated October 18, 2016 approving the Vietnamese Qualifications Framework;

Pursuant to Circular No. 08/2021/TT-BGDĐT dated March 18, 2021 of the Minister of Education and Training on promulgating Regulations on higher education;

Pursuant to Circular No. 17/2021/TT-BGDĐT dated June 22, 2021 of the Minister of Education and Training on Regulations on training program standards; development, appraisal, and issuance of training programs for higher education levels;

Pursuant to Resolution No. 13/NQ-ĐHTCM-HĐT dated September 28, 2021 of the University Council issuing the Regulations on organization and operation of the University of Finance - Marketing; Resolution No. 160/NQ-ĐHTCM-HĐT dated January 09, 2025 of the University Council on amendments and supplements the Regulations on organization and operation of the University of Finance – Marketing;

Pursuant to Decision No. 1911/QĐ-ĐHTCM dated July 17, 2024 of the President of the University of Finance - Marketing promulgating regulations on developing, appraising and promulgating training programs; reviewing, evaluating and improving training programs at all training levels at the University of Finance - Marketing;

At the request of the Head of the Academic Affairs Department.

DECIDES:

Article 1. Issued together with this Decision are the training programmes, advanced programme in English at the undergraduate level, formal education format.

(List attached)

Article 2. The training programmes in Article 1 shall be applied starting from the 2025 enrollment period.✓

Article 3. This Decision takes effect from the date of its signing. The Head of the Department of Academic Affairs, the Deans of faculties that offer the training standard programs in Article 1, and the Head of the Department of Testing and Quality Assurance are responsible for implementing this Decision./.

Recipients:

- Board of Rectors;
- As in Article 3;
- Archive: Admin, Academic Affairs.



RECTOR

Pham Tien Dat

MINISTRY OF FINANCE
UNIVERSITY OF
FINANCE MARKETING



SOCIALIST REPUBLIC OF VIETNAM
Independence - Freedom - Happiness

**LIST OF UNDERGRADUATE TRAINING PROGRAMMES, ADVANCED
PROGRAMME IN ENGLISH, FORMAL EDUCATION FORMAT**

*(Issued together with Decision No.: **1037** /QĐ-ĐHTCM dated **28** March 2025
of the Rector of the University of Finance – Marketing)*

No.	Training Field
1	Business Administration
2	Marketing
3	International Business
4	Finance - Banking

Total: 04 majors./.

MINISTRY OF FINANCE
UNIVERSITY OF FINANCE - MARKETING



ADVANCED PROGRAM IN ENGLISH
UNDERGRADUATE LEVEL

Major: Marketing

Application-Oriented

Ho Chi Minh City, 2025

MINISTRY OF FINANCE
UNIVERSITY OF FINANCE - MARKETING

ADVANCED PROGRAM IN ENGLISH
UNDERGRADUATE LEVEL

Major (in Vietnamese): Marketing

Major (in English): Marketing

Degree level: Undergraduate/Bachelor (Application-Oriented)

Major code: 7340115

Ho Chi Minh City, 2025

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MINISTRY OF FINANCE
UNIVERSITY OF
FINANCE – MARKETING

SOCIALIST REPUBLIC OF VIETNAM
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ACADEMIC PROGRAMME

*(Issued pursuant to Decision No. 1037 /QĐ-ĐHTCM 28 March, 2025
by the Rector of the University of Finance – Marketing)*

A. PROGRAMME DESCRIPTION

1. LEGAL BASIS

Law on Higher Education dated 18 June, 2012 and the Law Amending and Supplementing A number of Articles of the Law on Higher Education dated 19 November, 2018

Decree No. 99/2019/NĐ-CP dated 30 December, 2019 of the Government detailing and guiding the implementation of some provisions of the Law Amending and Supplementing A number of Articles of the Law on Higher Education;

Decision No. 1982/QĐ-TTg dated 18 November, 2016 on the Approval of the Vietnamese National Qualification Framework by the Prime Minister;

Circular No. 17/2021/TT-BGDĐT dated 22 June, 2021 of the Minister of Education and Training stipulating the standards for training programmes; development, evaluation, and issuance of training programmes for higher education levels

Circular No. 08/2021/TT-BGDĐT dated 18 March, 2021 of the Minister of Education and Training issuing the Regulation on Undergraduate Training;

Decision Decision No. 3279/QĐ-ĐHTCM dated December 3, 2024 of the Rector of the University of Finance - Marketing issuing the Regulation on Full-time Credit-based Undergraduate Training.

Decision No. 2651/QĐ-ĐHTCM, dated October 27, 2024, issued by the Rector of the University of Finance and Marketing, concerning the establishment of the Training Regulations for the Integrated Program, Full Program in English, and Talent Program, applied to the Full-time Credit-based Undergraduate training program.

2. PROGRAMME OVERVIEW

The programme is updated with a new approach to meet the needs of stakeholders, including employers, lecturers, alumni, and current students, who are surveyed regularly. It also aligns with changes in competency standards according to state regulations on educational program, changes in educational philosophy, and the autonomous operational structure of the University.

The entire program is delivered in English. The programme is designed to take an average of 4 years and 134 credits to complete, with 6 credits required for graduation. The entire program is delivered in English.

The Head of the Faculty responsible for the programme must organise its evaluation. Drafting content for amendments and updates to the programme must be carried out according to current regulations. The Rector issues the updated programme based on recommendations from the Scientific and Training Council after the programme has been evaluated.

3. GENERAL INFORMATION

- 3.1. Major name:** Marketing
- 3.2. Qualification level:** Undergraduate/Bachelor
- 3.3. Training orientation:** Application-Oriented
- 3.4. Degree/Graduation degree:** Bachelor's degree
- 3.5. Major code:** 7340115
- 3.6. Programme duration:** 4 years
- 3.7. Mode of study:** Full-time
- 3.8. Required credit:** 134 (excluding credits for National Defense and Security Education and Physical Education as required by the Ministry of Education and Training)
- 3.9. Faculty in charge:** Faculty of Marketing
- 3.10. Languages of instruction:** English
- 3.11. Quality certification:** No 753/QĐ-KDCLGDSG on 15/09/2024
- 3.12. Website:** <https://khoamarketing.ufm.edu.vn/>
- 3.13. Reference/Benchmarking programmes:** HELP Malaysia, Concord University (USA)
UWE Bristol (UK), Thompson River University (Canada)
- 3.14. Year of review and update:** 2025
- 3.15. Job Positions:**

Graduates of the Marketing program can work in various positions within agencies and organizations, including media agencies, government ministries or departments in charge of information and communication, marketing departments of business enterprises, and companies providing consulting services in marketing and communication, as well as consulting, education, and training organizations in marketing, with the following job positions:

- Marketing staff, market development staff, market research analyst, communication consultant, communication specialist, media staff, external communication staff, PR-communication staff, event communication staff, advertising communication staff; event organizer, event management specialist, copywriter; etc.

- Management/Leadership positions such as Marketing Department Head/Deputy Head, Communication Director, Head of Marketing Communications, Head of Internal Communication, Head of Communication Department, Public Relations (PR) Department Head, Event Management Director, Creative Director, Advertising Director, Business Director in companies.

- Starting your own business to create employment opportunities for yourself and others.
- Advancing qualifications: Pursuing a second degree, master's, or doctoral programs in Marketing, Business Administration, or related fields at domestic or international higher education institutions.

4. TRAINING OBJECTIVES

4.1. Overall objectives

The Bachelor's program in Marketing, fully taught in English with a practical orientation, equips students with the knowledge, skills, and the ability to independently develop specialized expertise to meet the demands of the marketing field in businesses and organizations, within the context of a dynamic environment and global integration. Students receive a comprehensive foundation in economics, finance, social sciences, management, and business, along with a solid understanding of the principles and processes involved in planning, implementing, and evaluating marketing activities within businesses, all within the framework of legal regulations and ethical standards in business operations. Additionally, students are trained to apply the outcomes of their learning, scientific research, technology, and foreign languages to address tasks, handle situations, and propose creative marketing solutions; they also develop independent research skills. Upon graduation, students will possess autonomy and accountability for their decisions, as well as the ability to conduct research, engage in continuous learning, and supplement knowledge in accordance with career demands. They will also cultivate lifelong learning and research skills, alongside an entrepreneurial mindset and capabilities.

4.2. Detailed objectives

- **PO1:** Flexibly apply knowledge of politics, ideology, natural and social sciences, law, economics, finance, accounting, management, foreign languages, and information technology to effectively solve issues in marketing activities.

- **PO2:** Apply and creatively use in-depth knowledge to analyze and evaluate marketing activities, develop expertise in marketing management, branding, and marketing communication, and have the capability to work in a global environment.

- **PO3:** Develop personal competencies and qualities, including social responsibility, professional ethics, entrepreneurial skills, and a commitment to lifelong learning.

5. PROGRAMME LEARNING OUTCOMES (PLOs)

❖ Knowledge:

- PLO1: Apply knowledge of social sciences, political science, law, and general professional knowledge of the industry to assess and critically evaluate issues in the workplace.
- PLO2: Apply knowledge of information technology, economics, data analysis, and entrepreneurship to perform tasks within the trained field.
- PLO3: Analyze and evaluate economic, financial, management, and marketing knowledge in practice, develop specialized marketing skills to effectively solve issues in businesses or multinational organizations and on a global scale.
- PLO4: Make decisions to address practical issues in businesses, multinational organizations, and on a global scale based on the analysis and evaluation of in-depth knowledge in marketing management, marketing communications, and brand management.

❖ Skills:

- PLO5: Proficiently address situations related to social sciences, political science, and law; apply specialized English to resolve tasks within the trained field.
- PLO6: Proficiently address situations involving the application of technology, resolve economic challenges, and develop and implement entrepreneurial business plans.
- PLO7: Master the necessary skills for marketing activities within businesses or multinational organizations on a global scale, including planning, organizing, implementing, monitoring, evaluating, and resolving issues in the marketing domain.
- PLO8: Proficiently resolve issues and lead others to effectively address situations in marketing management and marketing communications within businesses and organizations in the global business environment.

❖ Autonomy and Responsibility:

- PLO9: Demonstrate self-direction, draw informed professional conclusions, and effectively apply critical thinking to defend personal viewpoints.
- PLO10: Work independently or collaboratively in dynamic environments, taking both personal and group responsibility; provide guidance and supervision to others in completing tasks.

6. TOTAL PROGRAMME CREDITS: 134 Credits

No.	Application Orientation		
	Programme	Credits	Percentage
1	General Education modules	38	28%
1.1	<i>Political Theory</i>	11	
1.2	<i>Legal Studies</i>	3	
1.3	<i>Foreign Language</i>	18	
1.4	<i>Mathematics and Informatics</i>	6	
2	Professional Education modules	90	67%
2.1	<i>Fundamental Discipline Knowledge</i>	45	34%
2.2	<i>Core Discipline Knowledge</i>	24	18%
2.3	<i>Specialised Discipline Knowledge</i>	15	11%
a	<i>Compulsory Modules</i>	15	
b	<i>Elective Modules</i>	15	
2.4	<i>Supplementary Discipline Knowledge</i>	6	4%
3	Graduation	6	4%
	<i>Graduation Thesis/Graduation Project</i>	6	4%
	or		
	<i>Professional Internship</i>	3	
	<i>Alternative Modules/Replacement Modules</i>	3	
	Total	134	100%

7. ADMISSIONS

Each year, the University develops an admissions plan detailing the target student demographics and enrolment quotas for the programme, in accordance with the University's training capacity and the admissions regulations issued by the Ministry of Education and Training.

8. PROGRAMME CONTENT

No.	Module code	Module name (in English)	Application-oriented programme			Online Training <i>(Place an "X" next to the courses that have online teaching)</i>
			Total credits	Credits Allocation		
				Theory credits	Practical Credits	
1. General Education modules			38	38	0	
<i>a</i>	<i>Political Theory Knowledge</i>		11	11	0	
1	100258	Marxist – Leninist Philosophy	3	3	0	X

No.	Module code	Module name (in English)	Application-oriented programme			Online Training (Place an "X" next to the courses that have online teaching)
			Total credits	Credits Allocation		
				Theory credits	Practical Credits	
2	100259	Marxist Leninist Political Economics	2	2	0	X
3	100260	Scientific Socialism	2	2	0	X
4	100261	History of Vietnamese Communist Party	2	2	0	X
5	100262	Ho Chi Minh Ideology	2	2	0	X
b	Legal Studies		18	18	0	
6	100263	English 1 (Listening-Speaking)	3	3	0	X
7	100264	English 2 (Listening-Speaking)	3	3	0	X
8	100265	English 3 (Listening-Speaking)	3	3	0	X
9	100266	English 4 (Listening-Speaking)	3	3	0	X
10	100267	Business English	3	3	0	X
11	100268	Advanced Business English	3	3	0	X
c	Foreign Language		3	3	0	
12	100044	Business Law	3	3	0	
d	Mathematics - Informatics		6	6	0	
13	100269	Digital Literacy	3	3	0	X
14	100270	Mathematics for Business and Economics	3	3	0	X
2. Professional Education modules			90	90	0	
a	Fundamental discipline knowledge		45	45	0	
15	100062	Taxation	3	3	0	X
16	100271	Customer behavior	3	3	0	X
17	100030	Principles of Microeconomics	3	3	0	X
18	100047	Principles of Macroeconomics	3	3	0	X
19	100272	Essential of Business Statistics	3	3	0	X
20	100041	Principles of Management	3	3	0	X
21	100042	Principles of Marketing	3	3	0	X
22	100297	Introduction to Business	3	3	0	X
23	100273	Strategic Management	3	3	0	X
24	100274	Sustainable Development	3	3	0	X
25	100048	Financial Management	3	3	0	X

No.	Module code	Module name (in English)	Application-oriented programme			Online Training <i>(Place an "X" next to the courses that have online teaching)</i>
			Total credits	Credits Allocation		
				Theory credits	Practical Credits	
26	100172	Financial Accounting	3	3	0	X
27	100233	Entrepreneurship and Innovation	3	3	0	X
28	100275	Artificial Intelligence in Business	3	3	0	X
29	100293	Managerial Accounting	3	3	0	X
b	Core discipline knowledge		24	24	0	
30	100077	International Business Law	3	3	0	
31	100312	International Business Management	3	3		
32	100089	Marketing Management	3	3	0	
33	100326	Global Marketing	3	3	0	
34	100309	Digital Marketing	3	3	0	
35	100090	Marketing Metrics	3	3	0	
36	100310	Competitive Marketing Planning & Strategy	3	3	0	
37	100311	Marketing Research	3	3	0	
c	Specialised discipline knowledge		15	15	0	
Marketing Management Orientation						
38	100327	Service Marketing	3	3	0	
39	100313	Content Marketing	3	3	0	
40	100081	Innovative Product and Pricing Strategy	3	3	0	
41	100083	Distribution & Logistics Management	3	3	0	
42	100075	Integrated Marketing Communications	3	3	0	
Brand & Communication Orientation						
43	100314	Brand Management	3	3	0	
44	100315	Digital Branding	3	3	0	
45	100316	Corporate Communication	3	3	0	
46	100317	Advertising management	3	3	0	
47	100318	Digital marketing communication	3	3	0	
d	Supplementary discipline knowledge		6	6	0	

No.	Module code	Module name (in English)	Application-oriented programme			Online Training <i>(Place an "X" next to the courses that have online teaching)</i>
			Total credits	Credits Allocation		
				Theory credits	Practical Credits	
48	100063	Business Ethics & Social Responsibility	3	3	0	X
49	100306	Managing Human Resources	3	3	0	
3. Graduation Requirements			6	0	6	
50	100328	Graduation thesis	6	0	6	
Total Course Credits			134	128	6	

9. TEACHING AND LEARNING METHODS

9.1. Teaching methods

❖ Theory-based teaching methods

- Lecture: The lecturer presents and explains the content of the lesson. The lecturer is responsible for delivering and elaborating on the material. Students listen to the lecture, take notes to absorb the knowledge conveyed by the instructor, and may ask questions or seek clarification on any unclear points.

- Discussion/Dialog: This teaching method involves the lecturer presenting a problem related to the lesson's content. Students express their personal viewpoints and provide detailed explanations and analyses to persuade others of their perspectives. Through this method, students develop skills such as critical thinking, negotiation, decision-making, and public speaking.

- Group-Based Teaching Method: This is a highly regarded active learning method that enhances students' teamwork skills, responsibility, and communication abilities. The lecturer introduces the topic, defines a common task for the groups, and organizes them. Students plan their tasks, establish group working rules, handle assigned duties, and report their results. Subsequently, each group presents their findings, which are evaluated by the lecturer.

- Problem-Based Learning (PBL): The goal of Problem-Based Learning (defined as in-depth study of a learning topic) is to gain a comprehensive understanding of a subject rather than merely finding correct answers to questions posed by the teacher. In PBL, students acquire new knowledge while also learning the methods to acquire that knowledge, fostering proactive and creative thinking, preparing them for societal adaptation, and effectively identifying and solving emerging issues.

- Role-Playing Method: This teaching method involves the lecturer setting up and presenting scenarios for students to role-play different roles. The primary aim of this method

is to create an experiential learning environment, allowing students to learn more effectively through participation in real or hypothetical situations. Role-playing provides students with opportunities to interact with each other through their roles, thereby developing important skills such as communication, interpersonal skills, and teamwork. The variety of scenarios encourages students to be proactive and creative, while also providing mental engagement and enjoyment, which can enhance the retention and depth of the material compared to traditional teaching methods.

❖ **Practical teaching methods**

- **Problem-Based Learning (PBL):** The goal of Problem-Based Learning (defined as an in-depth study of a learning topic) is to gain a deeper understanding of a subject, rather than merely finding correct answers to questions posed by the instructor. In PBL, students acquire new knowledge while also learning the methods for obtaining that knowledge, which fosters proactive and creative thinking. This approach prepares students to adapt to societal demands and effectively identify and resolve emerging issues.

- **Project-Based Learning (PBL):** This method places students in specific real-world situations and requires them to apply their knowledge to solve problems. It helps students connect theoretical knowledge with practical reality, making the learning process more meaningful. In this approach, students must integrate and apply knowledge from various fields to tackle project challenges. This encourages students to develop skills in linking different subjects and connecting knowledge when engaging in internships, practical exercises, real-world surveys, or market research, and in writing reports based on the data they observe and collect, leading to well-founded conclusions on the issues at hand.

9.2. Learning methods

❖ **Self-directed learning guidance**

- The instructor guides students by providing materials, outlining self-study requirements, and communicating evaluation criteria and expectations for deliverables resulting from the self-study process (such as reports, presentations, questions, assignments, etc.).

- The instructor may form groups and specify the number of members in each group, designate or require the group to select a leader who will be responsible for coordinating group activities, serving as the point of contact with the instructor, and monitoring the self-study within the group.

❖ **Self-study**

- In the case of individual self-study: Students work individually or in groups as specified by the instructor, conducting independent research on the lecture materials and fulfilling the instructor's requirements for content and deliverables.

- In the case of group self-study:

- The group leader represents the group and is responsible for the group's work. The leader is tasked with assigning tasks and evaluating the performance of group members.
- Groups are responsible for researching self-study content and meeting the instructor's requirements. The deliverables are completed and evaluated according to the criteria set by the instructor.

9.3. Practical guidance methods

Students undertake practical training or internships at businesses under the guidance of instructors. The aim is to identify marketing issues within the company and apply relevant theories and methods to collect data, analyze, and evaluate real-world marketing problems in order to propose solutions for addressing these marketing issues effectively.

9.4. Matrix of alignment between teaching and learning methods and programme learning outcomes

Teaching and Learning methods	PLOs									
	Knowledge				Skills				Autonomy and Responsibility	
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
Lecture	X	X	X	X					X	
Group Discussion			X	X				X		X
Specific Report			X	X				X		X
Group Presentation			X	X				X		X
Role-Playing/ Visual presentation			X	X			X	X	X	X
Homework/ Assignment			X	X	X	X	X	X	X	X
Project-Based Learning			X	X	X	X	X	X	X	X
Practice			X	X	X	X	X	X	X	X

10. METHODS OF ASSESSMENT

The testing and evaluation method and evaluation scale are implemented according to the Decision No. 3347/QD-DHTCM dated December 30, 2022 signed by the Principal of the University of Finance - Marketing that promulgates the regulations on testing and evaluating learning outcomes following the credit system at the University of Finance - Marketing.

10.1. Theory modules:

+ Attendance: Students are required to attend class sessions under the guidance of the instructor.

+ Continuous Regular Assessments: Students complete individual tests and group

discussion exercises during class.

- + **Final Examination:** Students undertake a final exam for the course, which may include multiple-choice questions, essay questions, or individual research papers.

10.2. Practical modules:

+ Practical Tests: Students complete practical exercises as required and guided by the instructor.

+ Final Assessment: Students present topic reports, practical reports, or internship reports at the end of the course.

10.3. Matrix of Alignment between Methods of Assessment and Programme Learning Outcomes

[illegible]

11. GUIDELINES FOR IMPLEMENTING THE TRAINING PROGRAMME

11.1. Training process

The training program in the Major... is proclaimed to learners before enrollment period and at the beginning of the course; changes and adjustments related to the training program are made according to updated regulations and are announced before taking effect, without causing adverse impacts on learners.

The training program is carried out for 4 years. The maximum extension is 7 years.

Learners are trained in a full-time form according to the Regulations on high education training of the Ministry of Education and Training and the University's rules and principles.

11.2. Organisation of Training, Duration of Training, and Training Plan

a) Organizing and timing the training program:

- The university organizes training program according to the credit system, students can register for modules credit class, allowing them to accumulate credits for each module and carry out the training program according to their individual studying plan, in accordance with the university's training plan.

- Credits are used to calculate the learner's studying load. One credit equals 50 hours including theory, practice, internship and self-study.

b) Planning the training program:

First year:

No.	MODULE NAME	CREDITS	PREVIOUS MODULES	NOTES
1	Marxist - Leninist phylosophy	3		
2	English 1 (Listening-Speaking)	3		
3	Marxist Leninist political economics	2	Marxist - Leninist phylosophy	
4	Digital literacy	3		
5	Principles of Microeconomics	3		
6	Scientific socialism	2	Marxist - Leninist phylosophy; Marxist Leninist political economics	
7	Business Law	3	Marxist - Leninist phylosophy	
8	Ho Chi Minh Ideology	2	Marxist - Leninist phylosophy; Marxist Leninist political economics, Scientific socialism	
9	History of Vietnamese Communist Party	2	Marxist - Leninist phylosophy; Marxist Leninist political	

No.	MODULE NAME	CREDITS	PREVIOUS MODULES	NOTES
			economics, Scientific socialism, Ho Chi Minh Ideology	
10	English 2 (Listening-Speaking)	3	English 1 (Listening-Speaking)	
11	Principles of Macroeconomics	3	Microeconomics	
12	Mathematics for Business and Economics	3	Microeconomics, Macroeconomics	

Second year:

No.	MODULE NAME	CREDITS	PREVIOUS MODULES	NOTES
1	English 3 (Listening-Speaking)	3	English 2 (Listening-Speaking)	
2	Essential of Business Statistics	3		
3	Business English	3		
4	Principles of Management	3		
5	Principles of Marketing	3		
6	Introduction to Business	3		
7	Financial Management	3		
8	Customer behavior	3	Principles of Marketing	
9	English 4 (Listening-Speaking)	3	English 3 (Listening-Speaking)	
10	Sustainable Development	3	Principles of Microeconomics Principles of Macroeconomics	
11	Financial Accounting	3		
12	Taxation	3		
13	Advanced Business English	3		

Third year:

No.	MODULE NAME	CREDITS	PREVIOUS MODULES	NOTES
1	Strategic Management	3	Principles of Management	
2	Marketing Research	3	Principles of Marketing	
3	International Business Management	3		

No.	MODULE NAME	CREDITS	PREVIOUS MODULES	NOTES
4	Managerial Accounting	3	Financial Accounting	
5	International Business Law	3		
6	Artificial Intelligence in Business	3		
7	Entrepreneurship and Innovation	3	Microeconomics Principles of Management	
8	Marketing Management	3	Principles of Management Principles of Marketing	
9	Global Marketing	3	Customer Behavior, Marketing Management	
10	Digital Marketing	3	Customer Behavior, Marketing Management	
11	Marketing Metrics	3	Customer Behavior, Marketing Management	
12	Competitive Marketing Planning & Strategy	3	Customer Behavior, Marketing Management	

Fourth year:

(1) Marketing Management Orientation:

No.	MODULE NAME	CREDITS	PREVIOUS MODULES	NOTES
1	Service Marketing	3	Customer Behavior, Marketing Management	
2	Content Marketing	3	Customer Behavior, Marketing Management	
3	Innovative Product and Pricing Strategy	3	Customer Behavior, Marketing Management	
4	Distribution & Logistics Management	3	Customer Behavior, Marketing Management	
5	Integrated Marketing Communications	3	Customer Behavior, Marketing Management	
6	Business Ethics & Social Responsibility	3	Principles of Management	
7	Managing Human Resources	3	Principles of Management	
8	Graduation thesis	6	According to the regulations regarding the conditions for completing the Graduation Project of the University	

(2) Brand & Communication Orientation:

No.	MODULE NAME	CREDITS	PREVIOUS MODULES	NOTES
1	Brand Management	3	Customer Behavior, Marketing Management	
2	Digital Branding	3	Customer Behavior, Marketing Management	
3	Corporate Communication	3	Customer Behavior, Marketing Management	
4	Advertising management	3	Customer Behavior, Marketing Management	
5	Digital marketing communication	3	Customer Behavior, Marketing Management	
6	Business Ethics & Social Responsibility	3		
7	Managing Human Resources	3		
8	Graduation thesis	6	According to the regulations regarding the conditions for completing the Graduation Project of the University	

11.3. Organisation of the end-of-module examination

The final exam organization is carried out according to the current regulations issued by the University of Finance – Marketing.

11.4. Graduation Eligibility Criteria and Recognition**a) Graduation Eligibility Criteria****❖ Requirements for Accumulation of Credits and Grades for Modules:**

Conforming to the Decision No. 2651/QĐ-DHTCM dated October 27, 2024 signed by the Principal of the University of Finance - Marketing on promulgating the training regulations of the credit based full-time integrated programs, in English training programs and talent training programs at the University of Finance - Marketing.

❖ Requirements for soft skills:

Students must obtain a certificate confirming they have acquired (or achieved a passing grade in) 3 out of the following 6 soft skills:

- Work Organisation and Time Management
- Presentation and Teamwork
- Effective Communication

- Problem-solving and Decision-making
- Career Planning and Job Search
- Creative Thinking

❖ **Requirements for Foreign Language skills:**

Students must possess one of the recognised certificates equivalent to Level 3 out of 6 of the Vietnamese Foreign Language Proficiency Framework, as issued in Circular No. 01/2014/TT-BGDĐT dated January 24, 2014, by the Minister of Education and Training.

❖ **Requirements for computer skills:**

Students must possess one of the following qualifications or certificates:

- A basic information technology applications certificate - according to Circular No. 17/2016/TTLT-BGDĐT-BTTTT dated June 21, 2016, issued by the Ministry of Education and Training and the Ministry of Information and Communications, regarding the regulations on organization of exams and issuance of IT application certificates - issued by educational institutions authorised by the Ministry of Education and Training.

- An International MOS Office Specialist certificate (MS Word, MS Excel) issued by Microsoft.

- A Bachelor's or Associate's degree in Information Technology or Management Information Systems from an educational institute within the national education system.

b) Degree Issuance, Academic Transcripts Issuance

- Degree Issuance: When students meet all the requirements according to the current regulations of the University and the State.

- Academic Transcripts Issuance: When students meet all the requirements according to the current regulations of the University and the State, or upon student request.

B. SUMMARY DESCRIPTIONS OF PROGRAMME MODULES

1. Marxist-Leninist Philosophy

Credits: 03

❖ Previous modules: None

❖ Summary of module's objectives and contents:

▪ *General objectives:*

After completing this course, students will be able to: Comprehend the basic, systematic knowledge of Marxist-Leninist philosophy, utilize the dialectical materialist worldview and methodology in studying other subjects, and understand and evaluate various issues at work. This will enable them to have confidence in their viewpoints and the ability to defend them

▪ *Contents summary:*

The course is structured into three chapters. It equips students with the basic contents of the worldview and philosophical methodology of Marxism-Leninism for the study and

learning of other subjects in the training program, as well as other human knowledge; for the application of student knowledge to practical life; and serves as a direct premise for studying other components of Marxism-Leninism. From the knowledge acquired in the course, learners will understand the methodological significance of applying Marxist-Leninist philosophy to the practicalities of the Vietnamese revolution and the benefits they gain from engaging with this course.

- ❖ In relevance to the PLOs: PLO1(R), PLO5(M), PLO9(M).

2. Marxist Leninist Political Economics

Credits: 2

- ❖ Previous modules: Marxist - Leninist philosophy
- ❖ Summary of module's objectives and contents:

- *General objectives:*

After completing this course, students will be equipped with the basic, core knowledge of Marxist-Leninist Political Economy. They will be capable of developing skills to apply, analyze, and evaluate socio-economic issues during the country's development and in their personal lives. This contributes to helping students build appropriate social responsibilities in their job positions and life after graduation, as well as establishing a stance and consciousness of the Marxist-Leninist ideology.

- *Contents summary:*

The course provides core knowledge of Marxist-Leninist Political Economy and some economic issues during the transitional period to socialism in Vietnam. The content of Marxist-Leninist Political Economy in the course focuses on commodities, markets, surplus value production, competition, and monopoly. The economic issues during the transition selected in the course include a socially oriented market economy, economic interest relations during the transition, industrialization, modernization, and Vietnam's international economic integration.

- ❖ In relevance to the PLOs: PLO1(R), PLO5(M), PLO9(M).

3. Scientific socialism

Credits: 2

- ❖ Previous modules: Marxist - Leninist philosophy, Marxist Leninist political economics.

- ❖ Summary of module's objectives and contents:

- *General objectives:*

After completing this course, students will be equipped with a foundational system of knowledge about Science Socialism. They will be able to use the knowledge gained to examine and explain the political-social issues of the country and the path to socialism in Vietnam; to build correct political attitudes and thoughts, and to reinforce their belief in the goals, ideals, and success of the socialist construction in Vietnam.

▪ *Contents summary:*

The course content presents the basic introductory issues of Science Socialism to clarify the process of formation and development of Scientific Socialism; the research subject, research methods, and the significance of studying Scientific Socialism; the basic theoretical issues of Science Socialism, which are: the historical mission of the working class; socialism and the transitional period to socialism; socialist democracy and the socialist state; social structure - class and class alliances during the transitional period to socialism; and issues of nationality, religion, and family during the transitional period to socialism.

❖ In relevance to the PLOs: PLO1(R), PLO5(M), PLO9(M).

4. History of Vietnamese Communist Party

Credits: 2

❖ Previous modules: Marxist - Leninist philosophy, Marxist Leninist political economics, Scientific socialism, Ho Chi Minh Ideology.

❖ Summary of module's objectives and contents:

▪ *General objectives:*

After completing the course on the History of the Communist Party of Vietnam, students will have a systematic understanding of the Communist Party of Vietnam and its policies and directions in leading the revolution from its inception to the present; students will be able to select research materials, study the subject, and apply the historical knowledge learned to practical work, critiquing incorrect notions about the Party's history. This will enhance their political determination, consolidate their belief in the Party's leadership, and make them aware of their personal responsibility in studying and training to contribute to the construction and defense of the socialist nation of Vietnam.

▪ *Contents summary:*

The course consists of 4 chapters, providing students with an understanding of the objectives, tasks, research methods, and study of the History of the Communist Party of Vietnam, as well as basic, systematic knowledge about the founding of the Communist Party of Vietnam (1920 - 1930), the Party's leadership for independence solvency (1930 - 1945), leading two resistance wars against foreign invaders, completing national liberation, unifying the country (1945 - 1975), leading the entire country in the transition to socialism and carrying out the renewal process (from 1975 to the present). This confirms the successes, highlights the limitations, and summarizes the experiences of the Party's revolutionary leadership to help learners enhance their awareness, trust in the Party, and the ability to apply the knowledge learned to practical work, contributing to the construction and defense of the socialist nation of Vietnam.

❖ In relevance to the PLOs: PLO1(R), PLO5(M), PLO9(M).

5. Ho Chi Minh Ideology

Credits: 2

❖ Previous modules: Marxist - Leninist philosophy, Marxist Leninist political economics, Scientific socialism.

❖ Summary of module's objectives and contents:

▪ *General objectives:*

After completing this course, students will be able to: Understand the basic knowledge about the concepts, origins, formation, and development of Ho Chi Minh's thoughts; the basic contents of Ho Chi Minh's ideology; the application of the Communist Party of Vietnam in the national democratic people's revolution and in the socialist revolution; Develop independent thinking, analysis, evaluation, and creative application of Ho Chi Minh's ideology to solve practical life issues; Enhance political determination, patriotism, loyalty to the goals, ideals of national independence associated with socialism; Recognize the role and value of Ho Chi Minh's ideology for the Party and the Vietnamese nation; Realize personal responsibility in studying and training to contribute to the construction and defense of the homeland.

▪ *Contents summary:*

The course consists of 6 chapters, equipping students with basic knowledge about the concepts, subjects, research methods, and the significance of studying Ho Chi Minh's ideology; the foundation, process of formation, and development of Ho Chi Minh's ideology; about national independence and socialism; about the Communist Party of Vietnam and the state of the people, by the people, for the people; about national unity and international solidarity; about culture, ethics, and humanity.

❖ In relevance to the PLOs: PLO1(R), PLO5(M), PLO9(M).

6. English 1 (Listening-Speaking)

Credits: 03

❖ Previous modules:

❖ Summary of module's objectives and contents:

▪ *General objectives:*

This introductory course focuses on building foundational listening and speaking skills in English. The course aims to enable students to understand and participate in basic conversations, express simple opinions, and describe experiences related to daily topics, reaching a B1 level of proficiency. In addition, this course equips students with fundamental skills in teamwork, communication, and English language usage. Through the course, students develop an understanding of professional ethics, environmental awareness, and a professional work style.

▪ *Contents summary:*

This course focuses on developing foundational listening and speaking skills through engaging in everyday topics. Students will learn to understand and participate in basic

conversations, express simple opinions, and describe experiences. Outcomes include improved comprehension of everyday conversations, increased confidence in speaking about familiar subjects, and a broader vocabulary base.

- ❖ In relevance to the PLOs: PLO5(R), PLO10(I).

7. English 2 (Listening-Speaking)

Credits: 03

- ❖ Previous modules: English 1 (Listening-Speaking)

- ❖ Summary of module's objectives and contents:

- *General objectives:*

Building upon the foundation established in English 1, this course aims to enhance students' communicative competence. Students will further develop their listening comprehension of more complex spoken materials, improve their speaking skills through discussions, presentations, and more nuanced conversations, and refine their pronunciation, vocabulary, and grammar. The course aims to empower students to understand and engage in more detailed discussions, present information on familiar topics, and express more nuanced opinions, solidifying their B1 level. Moreover, the course will reinforce their understanding of professional ethics, environmental awareness, and a professional work style, preparing them for academic and professional challenges.

- *Contents summary:*

This course expands students' communicative competence with more complex and thought-provoking themes. This course focuses on increasing fluency, confidence, and critical thinking skills in various real-world communication scenarios. Students will further develop their teamwork, communication, and English language usage skills. Outcomes include improved comprehension of more complex spoken English, enhanced fluency and accuracy in speaking, and the ability to participate effectively in discussions on a wider range of topics.

- ❖ In relevance to the PLOs: PLO5(R), PLO10(I).

8. English 3 (Listening-Speaking)

Credits: 03

- ❖ Previous modules: English 2 (Listening-Speaking)

- ❖ Summary of module's objectives and contents:

- *General objectives:*

Upon completion of the course, students are able to enhance and comprehend spoken English and effectively communicate in different contexts and fields at the B2 level of the CEFR such as behavioral science, biology and genetics, sociology, and earth science. Students also can equip themselves with strategies and techniques to perform well in Listening-Speaking sections of English proficiency tests through a variety of listening types: podcasts, lectures, interviews, and conversations, enabling them to understand and respond to various types of questions (note-taking, gap-filling, multiple-choice questions, matching). They can

also improve speaking skills from controlled practice to final speaking tasks such as group discussion and presentation. Furthermore, they can enhance pronunciation to support clearer communication and better understanding in both listening and speaking tasks; can expand their vocabulary in different topics and apply new grammar structures in conversation, improving their fluency and accuracy in speaking and listening.

▪ *Contents summary:*

This course is structured to help learners improve their Listening and Speaking skills at B2 level according to the CEFR. The main areas covered include: in listening: listening to recognize speakers' attitudes and reviewing the notes, listening for content words and noting who says what, listening for the order of events and noting contrasting ideas, listening to recognize digressions and noting supporting information; in terms of speaking: quoting statistics and asking Rhetorical questions, making suggestions and presenting with others, expressing probability and expressing opinions strongly, answering questions and making eye contact; in pronunciation: question intonation, syllable stress before suffixes, linking, word stress for emphasis; in vocabulary: participial adjectives, using context clues, noticing clues to meaning, using digital tools; in grammar: real and unreal conditionals, adjective clauses, enough and too, passive voice. Overall, the course aims to provide learners with skills, strategies and knowledge to perform well in listening and speaking tasks at the B2 level and apply these abilities in real-world settings.

❖ In relevance to the PLOs: PLO5(M), PLO10(R).

9. English 4 (Listening-Speaking)

Credits: 03

❖ Previous modules: English 3 (Listening-Speaking)

❖ Summary of module's objectives and contents:

▪ *General objectives:*

This course is designed to enhance academic and professional communication skills through engaging topics in different fields (i.e., business, creative design, environmental sciences, and health - medicines). Students can sharpen their listening and speaking skills at B2 Level-CEFR via their interaction with contents presented in lectures, podcasts, and case studies, as well as through their participation in discussions, presentations, and debates. The course features practical activities for development of learning skills (note-taking skills, critical and analytical thinking skills, presentation skills, group-working skills), language competence (academic vocabulary acquisition, grammatical accuracy, and pronunciation ability) and intercultural awareness, thereby enabling students to synthesize information, evaluate arguments, and communicate ideas effectively. By the end of the course, students will develop fluency, confidence, and analytical skills for academic and professional success.

▪ *Contents summary:*

Upon completion of the course, students can demonstrate accuracy and flexibility in using

key grammar structures such as indirect questions, tag questions, and adverb clauses, while expanding their vocabulary through word formation and contextual usage. They can speak with improved clarity, intonation, and effective pausing, enhancing their overall pronunciation. In listening, students can effectively identify key details, make inferences, recognize speaker intent, and take structured notes to enhance comprehension. In terms of speaking skill, students can apply techniques learned from structured discussions, storytelling, and presentations to communicate ideas fluently and persuasively. They can initiate and sustain collaborative discussions, debates, negotiation, turn-taking, and constructive feedback. Additionally, students develop critical thinking by evaluating, analyzing, and summarizing spoken content. By the end of the course, they can develop confidence in communication, independent learning strategies, and cultural awareness, and from there, they can participate actively in academic, professional, and social interactions.

- ❖ In relevance to the PLOs: PLO5(A), PLO10(M).

10. Business English

Credits: 03

- ❖ Previous modules: English 4 (Listening-Speaking)
- ❖ Summary of module's objectives and contents:
 - *General objectives:*

After completing this course, students will understand and apply intermediate-level language and communication skills in business through practicing all skills: listening, speaking, reading, and writing, comprehending documents, developing logical ideas when presenting in a professional environment, writing emails to communicate with colleagues and partners in familiar situations, and using language effectively in discussions on topics such as small talks in business, customer service, business projects, and the global market. Additionally, students are able to apply the knowledge learned to business communication practices in pairs or groups, fostering proactiveness and a sense of responsibility to better prepare for their future careers.

- *Contents summary:*

The Business English course is designed for non-language majors following the Integrated Program. This course provides students with knowledge and language skills in specialized English for economics by using business communication settings. Students are equipped with vocabulary and grammatical structures used in business such as job choices, business sectors, projects, customer service, global market at intermediate level.

- ❖ In relevance to the PLOs: PLO5(M), PLO10(M).

11. Advanced Business English

Credits: 03

- ❖ Previous modules: Business English
- ❖ Summary of module's objectives and contents:

▪ *General objectives:*

After completing this course, students will develop and apply intermediate-level language and communication skills in business through practicing all skills: listening, speaking, reading, and writing. This includes confidently introducing oneself in job interviews; handling communication situations at work; applying learned knowledge to tasks related to understanding documents; developing logical ideas when writing paragraphs, emails; responding to messages in familiar situations; and enhancing students' understanding of the business world. Additionally, students will develop practical skills including negotiation, presentation, relationship building, awareness of communication styles, and best practices for addressing communication issues through pair and group activities, thereby fostering a proactive and positive attitude for better future job performance.

▪ *Contents summary:*

The Advanced Business English is designed for non-language majors following the Integrated Program after completing the English for Business course. This course provides students with knowledge and language skills in specialized English for economics, focusing on topics such as job position descriptions, market and market demand, production work; and activities related to marketing, finance, international business, and work environment. Students are equipped with vocabulary on economic topics to prepare well for specialized studies in subsequent semesters

❖ In relevance to the PLOs: PLO5(A), PLO10(M).

12. Business Law

Credits: 03

❖ Previous modules: Marxist - Leninist philosophy

❖ Summary of module's objectives and contents:

▪ *General objectives:*

This course aims to provide learners with the knowledge and skills to search for and apply relevant legal regulations in business activities, fostering a sense of respect for and compliance with business law.

▪ *Contents summary:*

Business Law is a compulsory course in the training program. The course content focuses on providing an overview of fundamentals of law and business law, including the laws regulating the establishment, organization, and operations of business entities (such as business households, various types of enterprises, and cooperatives); the laws on business reorganization and dissolution; the laws on business contracts; the laws on terminating business activities through bankruptcy; and the laws on resolving business disputes.

❖ In relevance to the PLOs: PLO1(R), PLO5(M), PLO8(M), PLO10(M).

13. Digital literacy

Credits: 03

❖ Previous modules:

❖ Summary of module's objectives and contents:

▪ *General objectives:*

This course aims to provide learners with the knowledge and skills to understand the importance of digital literacy in the workplace, the digital competency framework according to the standards of workers in the Industry 4.0 era. Learners will be able to apply digital competencies in their work, develop digital skills, master digital technologies, enhance self-learning abilities, easily adapt to technological changes, and keep up with the development of the digital age. The system of practical exercises helps learners hone their skills in flexibly applying problem-solving methods to various situations, accumulate experience, and develop digital competencies to serve their careers.

▪ *Contents summary:*

Digital Competency is a mandatory course in the training program. The course content focuses on providing learners with a framework of digital competencies and groups of digital competencies in Vietnam, such as: effectively accessing and evaluating information in a digital environment; the ability to create digital content; applying data analysis; knowing how to exploit, manage information and data creatively and effectively. Additionally, the course equips learners with knowledge about digital safety and security, certain knowledge about specialized tools in their professional field, applying technology to optimize work efficiency, and mastering new technology trends in the industry.

❖ In relevance to the PLOs: PLO2(R), PLO9(R), PLO10(R).

14. Mathematics for Business and Economics

Credits: 03

❖ Previous modules: Principles of Microeconomics, Principles of Macroeconomics...

❖ Summary of module's objectives and contents:

▪ *General objectives:*

Understand how to apply concepts and operations related to matrices, determinants, and systems of equations, and solve some algebraic and linear models in economics. Have a firm and deep understanding of knowledge about limits, continuity, and derivatives of functions to apply in economics and business. Know how to apply integral calculus and its applications to economic and financial problems. Apply knowledge of multivariable functions, extreme values of multivariable functions, and differential equations to solve specific economic problems and models. Master the use of tools and mathematical methods to solve problems, equations, and specific micro and macroeconomic models: equilibrium models, Leontief's input-output model, marginal values, elasticity coefficients, single-variable optimization problems, free extremum models, and conditional extremum in economics and business.

▪ *Contents summary:*

The course provides knowledge of concepts and operations about matrices, determinants, systems of equations, and solving some algebraic and linear models in economics. It ensures a deep understanding of limits, continuity, and derivatives of functions for application in economics and business. It covers the application of integral calculus and its applications to economic and financial problems. It includes knowledge of multivariable functions, extreme values of multivariable functions, differential equations to solve specific economic problems and models; and mastery in using tools and mathematical methods to solve specific problems, equations, and micro and macroeconomic models such as equilibrium models, Leontief's input-output model, marginal values, elasticity coefficients, single-variable optimization problems, free extremum models, and conditional extremum in economics and business.

❖ In relevance to the PLOs: PLO1(R), PLO3(M), PLO4(A), PLO6(M), PLO9(R).

15. Taxation

Credits: 03

❖ Previous modules:

❖ Summary of module's objectives and contents:

▪ *General objectives:*

The course provides students with knowledge and theoretical foundations on taxation to help students understand an overview of taxes; the development process of Vietnam's tax system and the main contents of the current taxes being applied. The course equips learners with basic skills to determine tax obligations; gradually forming a consciousness to comply with the legal regulations of taxpayers and the professional ethics of those implementing tax policies.

▪ *Contents summary:*

This course is a mandatory part of the foundational knowledge in the field at the University of Finance – Marketing. The course provides learners with an overview of taxes and specific taxes in Vietnam, including import-export tax, special consumption tax, value-added tax, corporate income tax, personal income tax, etc. The content of each tax includes the legal regulations on taxable subjects, taxpayers, the basis and methods for calculating tax, deadlines for tax declaration and payment, and basic tax settlement.

❖ In relevance to the PLOs: PLO2(R), PLO5(M), PLO9(R), PLO10(R).

16. Principles of Finance and Money

Credits: 03

❖ Previous modules: Principles of Marketing

❖ Summary of module's objectives and contents:

▪ *General objectives:*

This course provides students have a deep understanding and scientific analysis of customer behavior, fully grasp the factors that affect the customer's purchasing decision-making process, and clearly understand the influence of customer behavior. Customers

towards marketing strategies and analyze behavioral patterns to become an effective marketing manager. In addition, the course also provides students with observation, analysis, and evaluation skills to grasp customers' psychological changes. Furthermore, the subject also helps students develop the ability to be autonomous and responsible through assigned tasks during the learning process.

▪ *Contents summary:*

This course aims to provide students with the knowledge to understand the factors that influence customer purchasing behavior, specifically cultural, social, personal, and psychological factors, as well as the decision-making process for purchasing goods. This course requires understanding individual consumers and the market and behavior of organizational customer groups. Additionally, the course delves into analyzing situations that affect purchase decisions and post-purchase behavior of individual customer groups.

❖ In relevance to the PLOs: PLO3(R), PLO4(R), PLO7(M), PLO8(M), PLO9(R), PLO10(R).

17. Principles of Microeconomics

Credits: 03

❖ Previous modules:

❖ Summary of module's objectives and contents:

▪ *General objectives:*

The objective of the Principles of Microeconomics module is to provide students with the knowledge and skills to understand and analyze economic activities at the micro level.

▪ *Contents summary:*

Students will be provided with knowledge of consumer and business behavior, as well as the ability to analyze different market structures, including competitive markets, monopolies and oligopolies. This course also equips students with skills to apply economic principles to policy analysis and evaluation, using analytical tools such as supply and demand to assess the impact of changes in the market. On the other hand, students will be trained in solving problems of maximizing consumer benefits and analyzing business behavior in different market models. In addition, the course also aims to help students calculate producer surplus and consumer surplus, as well as better understand consumer behavior under conditions of uncertainty.

❖ In relevance to the PLOs: PLO1(R), PLO6(R), PLO9(R).

18. Principles of Macroeconomics

Credits: 03

❖ Previous modules:

❖ Summary of module's objectives and contents:

▪ *General objectives:*

The objective of the Principles of Macroeconomics module is to provide students with the knowledge and skills to understand and analyze economic activities at the macro level.

▪ *Contents summary:*

The course is designed to introduce concepts and methods of measuring macroeconomic activities such as GDP, CPI, inflation rate, unemployment rate. Thereby, students understand the activities of macroeconomics and the relationship between them through basic theories and models. In addition, this course also evaluates how fiscal and monetary policies are used to control the impact of recession and inflation on the domestic and global economic environment. Finally, the course helps students understand the basic macroeconomic relationships of open economies, trade and the impact of international capital flows, the importance of factors contributing to long-term economic growth efficiency.

❖ In relevance to the PLOs: PLO1(R), PLO6(M), PLO9(M).

19. Essential of Business Statistics

Credits: 03

❖ Previous modules:

❖ Summary of module's objectives and contents:

▪ *General objectives:*

The objective of the Essentials for Business Statistics course is to provide for students with the necessary knowledge and skills to apply statistics in the fields of business, economics, finance, management, and scientific research

▪ *Contents summary:*

This module provides students with knowledge of descriptive and inferential statistics, the main topics include: Methods of data presentation using frequency tables, charts, graphs and other visual techniques to describe qualitative and quantitative data, measures of central tendency and dispersion. In addition, students learn about the basic concepts of probability, probability distributions, basic probability distributions and their role in statistical inference. On the other hand, students are also introduced to the knowledge of estimating population parameters based on samples and determining sample size, analyzing the relationship between two variables using linear regression and correlation. The module also focuses on applying software tools such as Microsoft Excel, Stata and SPSS to practice data analysis and interpret results.

❖ In relevance to the PLOs: PLO2(R), PLO3(R), PLO7(M), PLO8(M), PLO9(R), PLO10(R).

20. Principles of Management

Credits: 03

❖ Previous modules:

❖ Summary of module's objectives and contents:

▪ *General objectives:*

Business Management is a foundational course within the Business Administration program and other economic-related majors. This course examines the fundamental functions of management in organizations, including planning, organizing, leading, and controlling. It equips students with the necessary knowledge and skills to apply these managerial functions in real-world organizational settings. Furthermore, this course provides students with a solid foundation for proposing solutions and approaches to addressing organizational management issues in the context of globalization and integration.

▪ *Contents summary:*

The course provides students with a comprehensive theoretical foundation in organizational management, including the role of managers and management work, the development of management thought, the organizational environment, organizational culture and management, management decision-making, planning, organizing, leading and controlling. Beyond fundamental knowledge, this course develops managerial skills such as communication, teamwork, analysis, and problem-solving to enhance organizational efficiency and stability. Students will be able to apply their acquired knowledge and skills to perform various tasks, demonstrating a sense of responsibility and teamwork to improve their professional performance in future work.

❖ In relevance to the PLOs: PLO1(M), PLO6(M), PLO10(R).

21. Principles of Marketing

Credits: 03

❖ Previous modules: None

❖ Summary of module's objectives and contents:

▪ *General objectives:*

The Principles of Marketing course provides students with basic knowledge about marketing including concepts, roles, principles, processes, and marketing mix content. Based on this foundational knowledge, students will be able to explain the essence of marketing and the role of marketing activities for individuals, businesses, and society. Additionally, the course helps students apply basic marketing knowledge to analyze the marketing environment, evaluate marketing activities, and propose marketing solutions for businesses.

▪ *Contents summary:*

The content of the Principles of Marketing course includes 9 chapters, focusing on analyzing basic knowledge about marketing such as concepts, roles, functions, and marketing processes, marketing mix, ethical issues in marketing activities, as well as changes in marketing in the current context. The course also analyzes content related to the implementation of marketing activities such as analyzing the marketing environment, analyzing customer behavior through market research, selecting target markets, and analyzing the basic contents of the marketing mix related to product strategy, pricing strategy,

distribution strategy, and marketing communication strategy.

- ❖ In relevance to the PLOs: PLO1(M), PLO3(M), PLO7(R), PLO9(R), PLO10(M).

22. Introduction to Business

Credits: 03

- ❖ Previous modules:
- ❖ Summary of module's objectives and contents:
 - *General objectives:*

This course aims to give learners an overview of basic business concepts in accounting, finance, marketing, management, globalization, and human resource management. Other topics introduced include managing in a rapidly changing business environment, social responsibilities, environmental issues, and ethics.

- *Contents summary:*

The course includes analyzing the global business environment, applying supply and demand theory, comparing economic systems, evaluating ethics and social responsibility, analyzing managerial roles and functions, developing skills in product development and marketing

- ❖ In relevance to the PLOs: PLO1(I), PLO6(I), PLO10(R)

23. Strategic Management

Credits: 03

- ❖ Previous modules: Principles of Management
- ❖ Summary of module's objectives and contents:
 - *General objectives:*

This course aims to provide knowledge for learners to design a strategic management model. It involves using techniques to identify opportunities and challenges, and to determine the strengths and weaknesses of an organization. It also includes applying techniques to propose and evaluate strategies. Consequently, learners will make strategic decisions and create diagrams for strategy implementation and evaluation.

- *Contents summary:*

This course belongs to the major block of the program, providing students with knowledge, methods, and tools to establish a strategy, organize and implement the strategy, and evaluate the strategy. The main contents of the course include: An overview of strategy, strategic management, and strategic management models; The structure of vision, mission, and value statements; External environment analysis; Internal capability analysis; Business strategy, competitive strategy in the international economic integration environment; Strategy analysis and selection; Balanced scorecard in the implementation and evaluation of strategy.

- ❖ In relevance to the PLOs: PLO1(R), PLO2(R), PLO5(M), PLO9(M).

24. Sustainable Development

Credits: 03

❖ Previous modules: Principles of Microeconomics, Principles of Macroeconomics

❖ Summary of module's objectives and contents:

▪ *General objectives:*

The Sustainable Development course is designed to equip learners with knowledge and attitudes for living, studying, and working in the face of an inevitable trend that cannot be avoided or denied in this era. Through the taught and discussed content, learners become aware of the issues of a development process that meets the needs of all aspects of current society while ensuring the continued development of future generations, thereby having the correct attitude and behavior in all activities of life from personal living to labor, production, business, and other activities.

▪ *Contents summary:*

The course introduces general issues about sustainable development including concepts, principles, and theories. It provides knowledge for learners to understand, discuss, analyze, and evaluate issues based on the United Nations' 17 Sustainable Development Goals. The main content of the course will address sustainable development issues in 7 socio-economic areas such as: Economic Growth; Industry and Infrastructure; Resources; Education and Health; Energy; Social Equality; and Sustainable Development Policies. Through the course content, learners are equipped with methods to assess and analyze aspects of sustainable development in Vietnam, thereby forming independent critical thinking to imply policies for state management levels.

❖ In relevance to the PLOs: PLO2(R), PLO5(R), PLO9(R), PLO10(R).

25. Financial Management

Credits: 03

❖ Previous modules:

❖ Summary of module's objectives and contents:

▪ *General objectives:*

After completing this course, students will be able to acquire knowledge and understanding of the goals of corporate finance; students understand and can calculate time value of money, analyze and evaluate sources of corporate funding, cost of capital (including: weighted average cost of capital and marginal weighted average cost of capital); students can also plan financial resources in enterprises; manage short-term assets, value securities and assessing long-term investments in domestic and international context.

▪ *Contents summary:*

The course provides and develops theoretical framework for understanding and analyzing major corporate finance knowledge, including: Overview of corporate finance, time value of money, financial securities valuation, cost of capital, weighted average cost of capital, breakeven point, capital budgeting, asset management and corporate source of funds.

❖ In relevance to the PLOs: PLO1(R), PLO2(R), PLO5(M), PLO9(M).

26. Financial Accounting

Credits: 03

❖ Previous modules:

❖ Summary of module's objectives and contents:

▪ *General objectives:*

The module provides knowledge about accounting procedures to communicate information for the related parties. Students can inspect, propose the accounting procedures in practice.

▪ *Contents summary:*

The module provides the foundation knowledge about accounting procedures, especially accounting cycle and prepare the financial statements. The students approach accounting principles, characteristics, and accounting methods to solve business transactions. In details, identifying, measuring, classify and recording of transactions in the journal and ledger and preparation of financial statements are focused in this subject.

❖ In relevance to the PLOs: PLO1(R), PLO2(R), PLO5(M), PLO9(M).

27. Entrepreneurship and Innovation

Credits: 03

❖ Previous modules: Microeconomics; Principles of Management

❖ Summary of module's objectives and contents:

▪ *General objectives:*

After completing the course, students will be able to connect and apply basic and technological knowledge to Entrepreneurship and Innovation activities. Furthermore, learners can demonstrate proficiency in using and combining organizational resources, as well as effectively coordinating in teamwork, to achieve Entrepreneurship and Innovation objectives. Based on the knowledge and skills acquired, learners are confident in demonstrating entrepreneurial spirit and self-direction; they are accountable for individuals and groups in Entrepreneurship and Innovation activities.

▪ *Contents summary:*

The Entrepreneurship and Innovation course is a mandatory foundation module of the program that aims to provide students with a comprehensive understanding of Entrepreneurship and Innovation. The course provides essential knowledge of economics, society, and law for entrepreneurial and innovation activities; it develops and strengthens lean startup and design thinking mindsets; provide skills in building business models, discover and validate customers, as well as develop human resources and financial strategies. As a result, learners gain confidence and a positive attitude, as well as critical thinking and business idea development skills, as well as the ability to select and build a complete entrepreneurial plan in terms of structure and meeting content requirements according to course standards.

❖ In relevance to the PLOs: PLO1(R), PLO2(R), PLO7(R), PLO8(M), PLO9(M).

28. Artificial Intelligence in Business

Credits: 03

❖ Previous modules:

❖ Summary of module's objectives and contents:

▪ *General objectives:*

The module provides students with basic knowledge of artificial intelligence, problem in building artificial intelligence model including statistics, data analysing algorithms and applied technology and data sciences practical business issues. After finished the module, students will be able to collect, analyze data, build model to enhance economic, business and management process more effectively.

▪ *Contents summary:*

The module provides students with basic knowledge about definitions and roles of data sciences and artificial intelligence in business and management, statistics methods utilized in artificial intelligence to tackle economic problems. Students are provided technical solutions in artificial intelligence, data layering, data clustering for economics-related sector.

❖ In relevance to the PLOs: PLO2(R), PLO5(R), PLO9(R), PLO10(R).

29. Managerial Accounting

Credits: 03

❖ Previous modules: Financial Accounting

❖ Summary of module's objectives and contents:

▪ *General objectives:*

The subject examines the role of accountants in providing financial and non-financial information to support managerial decision-making in planning, control, and performance evaluation. It focuses on the technical design and operational mechanisms of product costing systems, the formulation and implementation of accounting control systems, and the application of strategic cost management to enhance competitive advantage. Furthermore, the subject explores contemporary issues in management accounting and its development through an interdisciplinary lens, integrating insights from related fields to advance theoretical and practical understanding.

▪ *Contents summary:*

The Managerial Accounting course provides students with fundamental concepts and the critical role of management accounting in supporting managers in planning, controlling, and evaluating organizational performance. Students will explore various management accounting techniques, including product costing methods such as job order costing and process costing, as well as cost allocation techniques, and the preparation of management accounting reports using absorption and variable costing. The course also covers budgeting, including operational and financial budgets, while considering their behavioral implications. By the end, students

will develop technical, computational, and analytical skills to design costing systems and support managerial decision-making.

❖ In relevance to the PLOs: PLO3(R), PLO4(R), PLO5(M), PLO7(R), PLO8(M), PLO9(M), PLO10(M)

❖ **30. International Business Management**

Credits: 03

❖ Previous modules: Strategic Management

❖ Summary of module's objectives and contents:

▪ *General objectives:*

Understanding international business management is essential for students in today's interdependent global world. This module will provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and other social environments in which firms operate. It will examine the international strategies and structures of one organization when doing business internationally and also assess the special roles of each organization's function from an international perspective. It will also prepare students to formulate and execute strategies, plans, and tactics to succeed in international business ventures. Finally, the learners will develop independent work ethics, work with the understanding of a team approach (take responsibility and show leadership skills), be inquisitive, understand diversity, and become well-rounded critical citizens.

▪ *Contents summary:*

This subject will provide learners the in-depth knowledge of international business management including 4 main parts: 1. the world's marketplace where such key points are discussed as an overview of international business; legal, technology, accounting and political environment; ethics, culture and social responsibility issues; 2. the international environments with some key issues as international trade, investment, monetary system and foreign exchange together with the cooperation between nations; 3. managing international business where some key issues are discussed as international strategic management to enter a certain market, alliance strategy, organizational design and leadership in international business management; 4. managing international business operations where international marketing, operation, human resource and financial management are discussed deeply.

❖ In relevance to the PLOs: PLO3(I), PLO4(I), PLO5(R), PLO10(R)

31. Business Ethics and Social Responsibility

Credits: 03

❖ Previous modules: Principles of Management

❖ Summary of module's objectives and contents:

▪ *General objectives:*

This course aims to provide learners with fundamental theoretical issues related to business ethics and corporate social responsibility. Through the course, learners will

understand the importance of implementing ethics in business and fulfilling social responsibility. The course aims to foster creative thinking, a clear understanding of business ethics and social responsibility issues within organizations, and a sense of professional ethical compliance. Based on the knowledge and skills developed, learners will cultivate a sense of responsibility and the ability to collaborate effectively in individual and group work to enhance professional effectiveness in future job-related activities.

▪ *Contents summary:*

Business Ethics and Social Responsibility is part of major block in the training program for Business Administration and other fields within the economic sector. The course provides learners with general issues related to business ethics, including the standards and roles of business ethics in corporate management, corporate culture, corporate social responsibility, and the company's responsibility to stakeholders. Additionally, learners have the opportunity to explore and practice handling real-world situations related to business ethics and corporate social responsibility in the context of integration and globalization.

❖ In relevance to the PLOs: PLO3(R), PLO4(M), PLO7(M), PLO8(M), PLO9(R), PLO10(R).

32. Marketing Management

Credits: 03

❖ Previous modules:

❖ Summary of module's objectives and contents:

▪ *General objectives:*

This course provides an in-depth exploration and practical application of marketing tools. These include product policy, pricing, promotion, distribution, sales management, and customer segmentation and retention. In most classes, we will analyze case studies that require us to identify marketing opportunities, refine value propositions, select customer segments and develop marketing programs for a variety of management situations. The course also includes a number of creative and analytic assignments, including presentation, group discussion and assignment.

▪ *Contents summary:*

Marketing is of interest to everyone, whether they are marketing goods, services, properties, persons, places, events, information, ideas, or organizations. As it has maintained its respected position among students, educators, and businesspeople, Marketing Management has kept up-to-date and contemporary. Marketing management aims at creating, promoting and distributing products or services, at a price and quality deemed valuable by the company's customers, in order to create value and profit for the company. Maintaining a strong and compelling value proposition and long-term relationship with the company's customers is vital for the company's continued success and requires constant monitoring of market, environmental, technological and competitive forces. Marketing is therefore integral to establishing a company's strategic direction. This in turn makes marketing skills and

perspective essential to the success of all business managers in any business

❖ In relevance to the PLOs: PLO3(M), PLO4(A), PLO7(M), PLO8(M), PLO9(M), PLO10(M).

33. Global Marketing

Credits: 03

❖ Previous modules:

❖ Summary of module's objectives and contents:

▪ *General objectives:*

The course analyzes the impact of macroeconomic and cultural variables on the global market environment; techniques for international market research; and the estimation of demand which would allow the development of a Global Marketing Strategy. Students successfully completing this course will be able to analyze elements of the international environment and their inter-relationship and understand their relevance to international marketing strategies; identify international marketing opportunities and threats; plan, implement and control international marketing strategies; formulate effective strategies for international marketing, including market-entry and marketing mix strategies, and understand the changing role and mode of international marketing.

▪ *Contents summary:*

The course is divided into three parts. First, the core concepts of international marketing and the environmental forces that the international marketer has to consider are discussed. The second part focuses on the various activities necessary for international marketing planning and concentrates on the beginning of international marketing activities. Export and import operations are covered here together with elements of the marketing mix that tend to be most important for firms at an initial level of international experience. The third part discusses strategy and marketing management issues most relevant to the expanded global operations of multinational corporations with a key focus on implementation.

❖ In relevance to the PLOs: PLO3(M), PLO4(A), PLO7(M), PLO8(M), PLO9(M), PLO10(M).

34. Digital Marketing

Credits: 03

❖ Previous modules:

❖ Summary of module's objectives and contents:

▪ *General objectives:*

The Digital Marketing course provides foundational knowledge on using digital media and technologies in marketing activities. Learners will be able to apply, analyze, and evaluate the digital business environment; develop strategies and plans for implementing digital marketing activities; create campaigns using digital tools and media to execute marketing programs; and measure and improve marketing performance through internet tools.

▪ *Contents summary:*

The Digital Marketing course plays an important role in the context of today's digital economy as many traditional marketing activities have been transformed into digital forms. The course content provides learners with foundational knowledge of digital marketing; analysis of micro and macro environments affecting a company's digital marketing activities; digital marketing strategies; the impact of digital platforms on the marketing mix; relationship marketing on digital platforms; online customer experiences; digital media marketing campaigns; planning digital media marketing campaigns; digital marketing communication tools; and evaluation and improvement of digital marketing activities.

❖ In relevance to the PLOs: PLO3(M), PLO7(M), PLO9(M), PLO10(M)

35. Marketing Metrics

Credits: 03

❖ **Prerequisite (if any):** None

❖ **Prior courses (if any):** Customer Behavior, Marketing Management

❖ **Summary of goals and content of the course:**

▪ *General objectives of the course:*

The course aims to equip students with a deep understanding of the core concepts and principles of marketing performance measurement. By applying theoretical knowledge, students will develop the ability to implement effective measurement practices. This course also provides specialized and practical insights into various measurement methods, enabling students to enhance marketing performance. Furthermore, it establishes a strong foundation for designing and executing measurement programs, supporting the evaluation and optimization of marketing strategies for businesses and organizations.

▪ *Contents summary:*

This course provides learners with a comprehensive understanding of marketing performance metrics and their role in evaluating and improving marketing strategies. Students will develop the skills to collect and analyze market data, apply key metrics to assess marketing effectiveness, and identify fundamental issues affecting performance. By diagnosing underlying challenges before implementing improvements, learners will make data-driven decisions to enhance marketing outcomes. Through the integration of metrics and implementation processes, they will critically evaluate marketing activities and formulate strategic objectives for continuous performance enhancement.

❖ In relevance to the PLOs: PLO3(M), PLO7(M), PLO9(M), PLO10(M)

36. Competitive Marketing Planning and Strategy

Credits: 03

❖ Previous modules:

❖ Summary of module's objectives and contents:

▪ *General objectives:*

After finishing this subject, students can: - Describe overall the process of developing and implementing a marketing strategy. - Provide the framework for two critical issues on marketing strategy: the choice of market targets and the building of strong competitive

positions - Examine the techniques available for identifying market segments and creating a sustainable competitive position in the marketplace - Explain the implementation issues in more detail such as strategic customer management, corporate social responsibility, strategic alliances and networks and internal marketing.

▪ *Contents summary:*

This course deals with the process of developing and implementing a marketing strategy. It focuses on competitive positioning at the heart of marketing strategy and includes in-depth discussion of the processes used in marketing to achieve competitive advantage within the given context. The course is primarily about creating and sustaining superior performance in the marketplace. It focuses on the two central issues in marketing strategy formulation– the identification of target markets and the creation of a differential advantage. It examines ways in which firms can differentiate their offerings through the recognition of environmental and social concerns and innovation. As for implementation issues, the course examines in detail such issues as strategic customer management, corporate social responsibility as well as strategic alliances and networks and internal marketing.

❖ In relevance to the PLOs: PLO3(M), PLO4(M), PLO6(M), PLO7(M), PLO8(M), PLO9(M), PLO10(M).

37. Marketing Research

Credits: 03

❖ Previous modules: Principles of Marketing

❖ Summary of module's objectives and contents:

▪ *General objectives:*

The Marketing Research module provides basic knowledge about marketing research. The module aim to help students gain knowledge and skills about marketing research, from which they can apply knowledge to correctly identify research problems due to business problem, and choose appropriate research methods as well as how to implement research through appropriate research design to achieve research goals. In addition, the module also helps students develop independent research skills, self-study and supplement knowledge related to marketing issues and form personal qualities such as honesty and ethics in research. research as well as having a sense of responsibility at work.

▪ *Contents summary:*

The Marketing Research module plays an important role in providing information for management. The module provides learners with basic knowledge about Marketing Research, the role of marketing information and research in marketing management activities; data collection and analysis and research methods. Methods of designing data collection tools and organizing marketing research department.

❖ In relevance to the PLOs: PLO3(M), PLO4(A), PLO7(M), PLO8(M), PLO9(M), PLO10(M).

38. Service Marketing

Credits: 03

❖ Previous modules:

❖ Summary of module's objectives and contents:

▪ *General objectives:*

The objective of this course is to supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing of services. The course helps students to recognise the essentials of Service Marketing, to understand the seven elements (7Ps): product, pricing, place, promotion, people, process and physical evidence, thus students can apply to plan the seven strategic levers of Service Marketing, represent the ingredients required to create viable strategies for meeting customer needs profitably in a competitive marketplace.

▪ *Contents summary:*

This subject introduces students to the special characteristics of services and how to develop strategies to deal with those special characteristics of services. Problems commonly encountered in marketing services such as definition of services; categories of services; new perspectives on marketing in the service economy; difficulty in controlling quality will be addressed. Strategies used by successful services marketers to overcome these difficulties will be discussed. These contents include: consumer behaviour in a services context; positioning services in competitive markets; developing service products; distributing services through physical and electronic channels; setting prices and implementing revenue management and promoting services and educating customers; designing and managing service processes; managing people for service advantage and implementing profitable service strategies.

❖ In relevance to the PLOs: PLO3(R), PLO4(M), PLO5(M), PLO6(M), PLO7(M), PLO8(A), PLO9(M), PLO10(M).

39. Content Marketing

Credits: 03

❖ Previous modules: Customer Behavior, Marketing Management

❖ Summary of module's objectives and contents:

▪ *General objectives:*

Upon completing this course, learners will be able to explain the characteristics and roles of content marketing, and apply skills to develop a plan for a content marketing strategy aligned with the customer journey, effectively engaging customers emotionally. Learners will also be capable of designing content and creating articles and images to execute a content marketing strategy for a specific brand or product.

▪ *Contents summary:*

The course provides learners with an overview of content marketing, content marketing strategies according to the customer journey, the content marketing publishing process, and tools for measuring the effectiveness of content marketing campaigns. The course also helps learners develop professional skills in building and executing a content marketing strategy while fostering a sense of responsibility and a positive attitude in their studies and future careers.

❖ In relevance to the PLOs: PLO3(M), PLO4(A), PLO7(M), PLO8(A), PLO9(A), PLO10(A).

40. Innovative Product and Pricing Strategy

Credits: 03

❖ Previous modules: Customer Behavior, Marketing Management

❖ Summary of module's objectives and contents:

▪ *General objectives:*

This course aims to provide learners with the knowledge to understand an overview of product and pricing management and to analyze and evaluate the factors influencing product and pricing decisions. From there, learners can plan decisions related to products and pricing. The course expects learners to be able to perform well in roles within a business such as marketing staff, trade marketing staff, and product development staff.

▪ *Contents summary:*

The course provides learners with an overview of decisions related to products and their pricing. The knowledge of the course is systematically presented, from basic issues in product and pricing management to practical situations. The course studies concepts, objectives, and content related to product and pricing decisions: factors influencing product and pricing decisions, product strategy content, pricing methods, and typical pricing strategies.

❖ In relevance to the PLOs: PLO3(M), PLO4(A), PLO7(M), PLO8(A), PLO9(A), PLO10(A).

41. Distribution and Logistics Management

Credits: 03

❖ Previous modules: Principles of marketing

❖ Summary of module's objectives and contents:

▪ *General objectives:*

Upon completion of this course, students will be able to appreciate the critical role of distribution in retailing and marketing. Furthermore, students will understand channels of distribution, the main participants, and their relative importance. Additionally, students will gain an understanding of how the logistics of retail distribution influences corporate performance. Finally, students will be able to define customer service and recognize the importance of the customer service function to the marketing and logistics efforts of the firm.

▪ *Contents summary:*

This course belongs to the specialized knowledge curriculum, equips students with a practical understanding of the core elements of retail distribution. Students will explore the interplay between these elements and learn how an integrated logistics management system is vital for efficient and effective retail distribution, directly impacting organizational performance.

❖ In relevance to the PLOs: PLO3(M), PLO4(A), PLO7(M), PLO8(A), PLO9(A), PLO10(A).

42. Integrated Marketing Communications

Credits: 03

❖ Previous modules: Customer Behavior, Marketing Research

❖ Summary of module's objectives and contents:

▪ *General objectives:*

The "Integrated Marketing Communication" (IMC) course provides students with fundamental knowledge related to integrated marketing communication, including concepts, roles, functions, and communication process. Based on this foundational knowledge, students can explain the concepts and basic characteristics of communication tools such as advertising, public relations (PR), promotion, direct marketing, personal selling, and internet marketing. Additionally, students can assess the effectiveness of a business's communication activities and, from there, develop an effective integrated marketing communication plan.

▪ *Contents summary:*

The "Integrated Marketing Communication" (IMC) course includes 9 chapters, focusing on the principles and practices of managing integrated marketing communication. The course examines the nature and role of IMC, the communication process, and the establishment of objectives and budgeting for IMC programs. Additionally, it analyzes communication tools and emphasizes integrating these tools into a cohesive marketing communication strategy aligned with organizational goals. Furthermore, it explores practical aspects of IMC, from developing marketing communication plans to evaluating and measuring the effectiveness of communication activities.

❖ In relevance to the PLOs: PLO3(M), PLO4(A), PLO7(M), PLO8(A), PLO9(A), PLO10(A).

43. Brand Management

Credits: 03

❖ Previous modules: Principles of Marketing

❖ Summary of module's objectives and contents:

▪ *General objectives:*

After completing this module, students will be able to apply principles and knowledge in brand management to evaluate brand management in businesses and establish strategies for building and managing brands. The brand can check the effectiveness of brand management and create value for the brand.

▪ *Contents summary:*

Brand management is an elective module in the brand and communication specialization in marketing program. The module content focuses on providing knowledge about the importance of brand management in companies, essential concepts and terms in brand management activities, analyzing and evaluating corporate issues, brand management, the content of the brand-building process, brand protection, and brand extension.

❖ In relevance to the PLOs: PLO3(R), PLO4(M), PLO5(M), PLO6(M), PLO7(M), PLO8(A), PLO9(M), PLO10(M).

44. Digital Branding

Credits: 03

❖ Previous modules: Consumer Behavior, Marketing Management

❖ Summary of module's objectives and contents:

▪ *General objectives:*

After completing this course, students will be able to analyze and apply digital media in brand communication strategies. At the same time, students will be able to use a number of communication tools on the Internet and third-party analysis websites to evaluate the effectiveness of each communication method, interpret data and design brand communication strategies through digital media.

▪ *Contents summary:*

The course consists of 9 chapters, focusing on developing and managing brand strategy in the digital era, a rapidly evolving market driven by continuous innovation and technology. Chapter 1 explores the impact of the digital revolution, theories and techniques for testing and evaluating digital brand touchpoints. Chapters 2 to 7 present the concept of platforms, building appropriate positioning for brands in both the digital space and traditional markets. Chapters 8 to 9 cover the theories and practical applications of digital brand engagement to engage target audiences through content management and online campaigns.

❖ In relevance to the PLOs: PLO3(M), PLO4(A), PLO7(M), PLO8(A), PLO9(A), PLO10(A).

45. Corporate Communication

Credits: 03

❖ Previous modules: Principles of Marketing, Marketing Research

❖ Summary of module's objectives and contents:

▪ *General objectives:*

The course introduces key corporate communications concepts, equipping students with skills to analyze internal and external factors affecting a brand. It covers strategy development, modern communication tools, audience engagement, and relationship management with stakeholders. Students also learn to research, analyze, and evaluate communication strategies in Vietnam and globally for practical career insights.

▪ *Contents summary:*

The Corporate Communications module covers nine chapters, starting with key concepts and communication strategies. It explores Corporate Communications functions, CSR, corporate identity, image, and reputation management. Other topics include corporate advertising, media and investor relations, internal communications, government relations, and crisis communication planning.

❖ In relevance to the PLOs: PLO3(M), PLO4(A), PLO7(M), PLO8(A), PLO9(A), PLO10(A).

46. Advertising Management

Credits: 03

❖ Previous modules: Marketing Management

❖ Summary of module's objectives and contents:

▪ *General objectives:*

The course provides learners with basic knowledge of advertising management theory so that learners can explain the role and relationship of advertising in IMC and IBP, analyze important contents of advertising management activities. Based on theoretical understanding,

learners can creatively implement an advertising campaign, measure and evaluate the effectiveness of advertising activities at the enterprise.

▪ *Contents summary:*

The course belongs to the specialized knowledge block of Marketing Communications. The course provides knowledge about concepts, basic theories and requirements in advertising management activities; analysis of advertising environment and context, advertising strategy establishment process, communication tools used in advertising; methods of evaluating advertising effectiveness.

❖ In relevance to the PLOs: PLO3(M), PLO4(A), PLO7(M), PLO8(A), PLO9(A), PLO10(A).

47. Digital Marketing Communication

Credits: 03

❖ Previous modules: Customer Behavior, Marketing Management

❖ Summary of module's objectives and contents:

▪ *General objectives:*

The Digital Marketing Communication course offers students the opportunity to deeply study and practice not only general marketing but also the application of Industry 4.0 technologies in executing online marketing communication campaigns. The course content provides learners with foundational knowledge of digital tools such as SEO, Ads, Facebook Ads, Email, Mobile Ads, and more, through case studies from businesses operating in the digital technology field in Vietnam. This equips learners with the ability to plan digital marketing communication strategies, identify digital marketing communication tools, and evaluate and measure their effectiveness.

▪ *Contents summary:*

The Digital Marketing Communication course provides foundational knowledge on the use of digital media and technologies in marketing communication activities. Learners can apply, analyze, and evaluate the business environment on digital platforms; develop digital marketing communication plans; and measure and assess the effectiveness of communication plans using digital tools on the Internet.

❖ In relevance to the PLOs: PLO3(M), PLO4(A), PLO7(M), PLO8(A), PLO9(A), PLO10(A).

48. Business Ethics and Social Responsibility

Credits: 03

❖ Previous modules: Principles of Management

❖ Summary of module's objectives and contents:

▪ *General objectives:*

This course aims to provide learners with fundamental theoretical issues related to business ethics and corporate social responsibility. Through the course, learners will understand the importance of implementing ethics in business and fulfilling social responsibility. The course aims to foster creative thinking, a clear understanding of business ethics and social responsibility issues within organizations, and a sense of professional ethical

compliance. Based on the knowledge and skills developed, learners will cultivate a sense of responsibility and the ability to collaborate effectively in individual and group work to enhance professional effectiveness in future job-related activities.

▪ *Contents summary:*

Business Ethics and Social Responsibility is part of major block in the training program for Business Administration and other fields within the economic sector. The course provides learners with general issues related to business ethics, including the standards and roles of business ethics in corporate management, corporate culture, corporate social responsibility, and the company's responsibility to stakeholders. Additionally, learners have the opportunity to explore and practice handling real-world situations related to business ethics and corporate social responsibility in the context of integration and globalization.

❖ In relevance to the PLOs: PLO1(R), PLO3(R), PLO6(M), PLO8(M), PLO10(M).

49. Managing Human Resources

Credits: 03

❖ Previous modules: Principles of Management

❖ Summary of module's objectives and contents:

▪ *General objectives:*

The module provides students with core knowledge of human resource management in organizations. Learners will understand the role of human resource management and know how to design and use appropriate methods and tools such as job analysis, design, and performance evaluation; learn how to implement activities in attracting, using, and maintaining human resources effectively, such as planning, recruiting, selecting, compensating and maintaining good labor relations to ensure the sufficient quantity, quality, and reasonable structure to meet the requirements of business activities of the organization in each specific period. In addition, the course also equips learners with knowledge and skills to apply management methods to meet the employees' comprehensive development needs. Students study solving human resource-related issues through situations of human resource management and developing initiative and creativity in consulting and implementing human resource practices in the workplace.

▪ *Contents summary:*

The Human Resource Management (HRM) module belongs to the field-specific knowledge catalog. HRM module presents knowledge about human resources and solves human-related problems in the workplace. This course also develops plans and implements specific human resources practices, including job design and analysis, labor selection and placement, job performance evaluation, human resource training, and development, remuneration for employees, and resolving labor relations in enterprises to attract, use, and maintain a workforce with sufficient quantity, quality, and suitable structure, meeting the requirements of the activities in particular businesses and organizations in general.

❖ In relevance to the PLOs: PLO3(R), PLO4(M), PLO7(M), PLO8(M), PLO9(M).

50. Graduation thesis

Credits: 03

❖ Previous modules: According to the regulations regarding the conditions for

completing the Graduation Thesis of the University.

❖ Summary of module's objectives and contents:

▪ *General objectives:*

Use a strong theoretical understanding of marketing to assess the market, competition, and marketing environment to inform your creative and strategic commercial marketing initiatives. The ability to think creatively when developing marketing strategies, planning and carrying them out, and managing and running the companies' marketing campaigns. Critical thinking, synthesis, and analysis creativity. Analyze and grow your capacity for creative thought while working independently to provide comments and recommendations on the marketing initiatives of individual companies or groups of related companies. Recognize your responsibilities to social responsibility, maintain a positive outlook, feel accountable at work, and strive for personal growth.

▪ *Contents summary:*

Develop and consolidate the knowledge of each major and the marketing industry. Utilize the expertise and abilities to conduct research and come up with innovative solutions for real-world marketing challenges facing companies, markets, or sectors. Help students acquire professional skills in order to adjust to the real world and tackle real-world marketing challenges. Develop the ability to exercise self-control, self-responsibility, self-research, and self-study in order to better things. It should also be able to access real marketing activities and address marketing-related problems using professional ethics and social responsibility.

❖ In relevance to the PLOs: PLO3(R), PLO4(A), PLO7(A), PLO8(A), PLO9(A), PLO10(A)/.

 **RECTOR**
Pham Tien Dat

DEAN OF MARKETING FACULTY


Bao Trung

C. RESOURCES FOR TRAINING QUALITY ASSURANCE

1. MAIN TEXTBOOKS

No.	Textbook name	Author name	Publisher name	Year of publication	Used for the module
1	Marxist-Leninist Philosophy Textbook	Ministry of Education and Training	National Political Publishing House - Truth	2022	Marxist – Leninist philosophy Marxist – Leninist philosophy
	Marxist-Leninist Philosophy Textbook	Ministry of Education and Training	National Political Publishing House - Truth	2021	
2	Scientific Socialism Textbook	Ministry of Education and Training	National Political Publishing House - Truth	2021	Scientific socialism
3	Textbook of History of the Communist Party of Vietnam	Ministry of Education and Training	National politics	2021	History of Vietnamese Communist Party
4	Textbook of Ho Chi Minh Thought	Ministry of Education and Training	National politics	2021	Ho Chi Minh Ideology
5	Pathways 2: Listening, Speaking and Critical Thinking, 2nd Edition	Rebecca Chase et.al	National Geographic Learning	2018	English 1 (Listening-Speaking)
6	Pathways 2: Listening, Speaking and Critical Thinking, 2nd Edition	Rebecca Chase et.al	National Geographic Learning	2018	English 2 (Listening-Speaking)
7	Pathways 2: Listening, Speaking and Critical Thinking, 2nd Edition	Rebecca Chase et.al	National Geographic Learning	2018	English 3 (Listening-Speaking)
8	Pathways 2: Listening, Speaking and Critical Thinking, 2nd Edition	Rebecca Chase et.al	National Geographic Learning	2018	English 4 (Listening-Speaking)

No.	Textbook name	Author name	Publisher name	Year of publication	Used for the module
9	Business partner B1 Coursebook	O'Keeffe, M., Lewis, L., Wright, R., Frendo, E., & Wright, L	Pearson	2018	Business English
10	Business partner B1 Coursebook	O'Keeffe, M., Lewis, L., Wright, R., Frendo, E., & Wright, L	Pearson	2018	Advanced Business English
11	Anderson's Business Law and the legal environment (24 th edition)	David Twomey, Marianne Jennings and Stephanie Greene	Comprehensive Volume- Cengage Learning	2020	Business Law
12	Năng lực số (Reference Book)	Đỗ Văn Hùng, Phạm Hải Chung, Nguyễn Thị Kim Dung, Phan Thanh Đức, Lê Quốc Hải, Trần Đức Hòa, Mai Anh Thơ, Bùi Thanh Thúy	NXB Đại học Quốc gia Hà Nội	2022	Digital Literacy
13	Basic Mathematics for Economics	Nguyễn Huy Hoàng	Finance Publishing House		Mathematics for Business and Economics
14	Taxation 1	Dr. Lê Quang Cường - Dr. Nguyễn Kim Quyến	Economy	2023	Taxation
15	Principles of Taxation for Business and Investment Planning	Sally M. Jones and Shelley C. Rhoades – Catanach	McGraw-Hill Irwin	2020	Taxation
16	Consumer behavior: buying, having, and being	Solomon, M. R.	Pearson	2023	Customer behavior
17	Principles of Economics	Mankiw, N.	Cengage Learning	2021	Principles of Microeconomics
18	Principles of Economics	Mankiw, N.	Cengage Learning	2021	Principles of Macroeconomics
19	Introductory statistics	Prem S. Mann	John Wiley & Sons.	2018	Essential of Business Statistics

No.	Textbook name	Author name	Publisher name	Year of publication	Used for the module
20	Management International Edition, 14th edition	Richard L. Daft.	CENGAGE Learning	2021	Principles of Management
21	Principles of Marketing	Kotler, P., Armstrong, G., & Balasubramanian, S.	Pearson Australia	2023	Principles of Marketing
22	Introduction to Business	Lawrence J. G et.al	OpenStax. Rice University	2018	Introduction to Business
23	Strategic management: Text and cases	Dess, G. G., Lumpkin, G. T., Eisner, A. B., & McNamara, G.	Mc Graw Hill Education	2014	Strategic Management
24	Successful Algorithmic Trading	Michael L.Halls – Moore	Quantstart	2015	Sustainable Development
25	Corporate Finance (12 th)	Ross, Westerfield, Jaffe	McGraw Hill	2019	Financial Management
26	Financial Accounting, 11th edn	Hoggett, J. et.al	John Wiley & Sons.	2020	Financial Accounting
27	Entrepreneurship and innovation	Mazzarol, T., & Reboud, S.	Melbourne, Australia: Tilde Publishing	2017	Entrepreneurship and Innovation
28	Data Science for Business	Foster Provost and Tom Fawcett	O'Reilly Media	2013	Artificial Intelligence in Business
29	International Trade Law: A comprehensive Textbook.	Raj Bhala	Carolina Academic Press. Durham, North Carolina	2019	International Business Law
	The Law and Policy of the World Trade Organization (5th edn.)	Peter Van den Bossche and Werner Zdouc	Cambridge University Press.	2021	
30	International Business	Griffin W Ricky & Pustay W Michael	Pearson Education Ltd.	2020	International Business Management
31	Marketing Management	Kotler.P & Keller,K	Pearson, USA	2016	Marketing Management

No.	Textbook name	Author name	Publisher name	Year of publication	Used for the module
32	Global Marketing, 8th Edition	Keegan, W.J. & Green M.C	Pearson Education Limited, England	2015	Global Marketing
33	Services Marketing: People, Technology, Strategy (9th ed.)	Jochen Wirtz Christopher Lovelock	World Scientific Publishing	2022	Services Marketing
34	Digital Marketing: Strategy, Implementation and Practice	Chaffey, Dave & Ellis-Chadwick	Pearson	2022	Digital Marketing
35	Marketing Metrics 4th edition	Paul W. Farris et al	Pearson	2020	Marketing Metrics
36	Marketing Strategy & Competitive Positioning	Graham Hooley, Nigel F. Piercy, Brigitte Nicoulaud, John M. Rudd.	Pearson Education Limited,	2017	Competitive Marketing Planning & Strategy
37	Marketing Research: An Applied Orientation, 6 th edition	Malhotra, N. K.	Prentice Hall	2010	Marketing Research
39	The new rules of Marketing & PR. How to use content marketing, podcasting, social media, AI, live video, and new jacking to reach buyers directly.	David Meerman Scott	John Wiley & Sons	2022	Content marketing
40	New Product Development	Merele Crawford, C. & Anthony Di Benedetto, C	McGraw-Hill Education	2014	Innovative product & pricing strategy
	Innovation Management and New Product Development	Paul Trott	Pearson	2021	
41	Contemporary Logistics	Murphy, P.R.Jr. & Wood, D.F.	Pearson Education International	2018	Distribution & Logistics Management

No.	Textbook name	Author name	Publisher name	Year of publication	Used for the module
42	Advertising and Promotion: An Integrated Marketing Communications Perspective, 12 th edition	George E. Belch & Michael A. Belch	McGraw-Hill Education	2020	Integrated Marketing Communications
43	Strategic Brand Management	Keller K.L., and Vanitha Swaminathan	Pearson	2020	Brand Management
44	Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, Tools and Measurement 3 rd edition	Daniel Rowles.	Kogan Page Publisher.	2022	Digital Branding
45	Corporate Communication	Argentina, PA	McGraw-Hill Companies	2023	Corporate Communication
46	Advertising management	Batra, R., Myers, J. G., & Aaker, D. A.	Pearson	2006	Advertising management
47	Digital Marketing: Strategy, Implementation & Practice	Chaffey, Dave & Ellis-Chadwick	Pearson	2022	Digital Marketing Communication
48	Business Ethics: Methods, Theories, and Application. 2 nd edition	Christian U. Becker	Routledge, New York	2024	Business Ethics & Social Responsibility
49	Fundamentals of Human Resource Management. (5th ed.	Dessler, G.	Pearson Education Limited	2019	Managing Human Resources
50	Final internship plan and internship report writing for undergraduate students majoring in Marketing. Papers in the Journal related to the chosen topics.	Faculty of Marketing	University of Finance - Marketing	2024	Graduation Project

2. SELF-STUDY MATERIALS/ OTHER REFERENCE MATERIALS

No.	Textbook name	Author name	Publisher name	Year of publication	Used for the module
1	Những nguyên lý triết học	Nguyễn Thế Nghĩa	Truth National Political Publishing House		Marxist – Leninist Philosophy
2	Thường thức về Kinh tế chính trị Mác - Lênin	Ho Chi Minh National Academy of Politics	Truth National Political Publishing House	2024	Marxist Leninist Political Economics
3	Một số vấn đề lý luận và thực tiễn về chủ nghĩa xã hội và con đường đi lên chủ nghĩa xã hội ở Việt Nam		Truth National Political Publishing House		Scientific Socialism
4	Lịch sử Đảng Cộng sản Việt Nam	Central Council directs the compilation of national textbooks	National Politics	2021	History of Vietnamese Communist Party
5	Văn kiện Đại hội đại biểu toàn quốc lần thứ XIII, Nxb. Chính trị quốc gia, Hà Nội.	Communist Party of Vietnam	National Politics	2021	
6	Hồ Chí Minh, Toàn tập, tập 1 – 15	Hồ Chí Minh	National Politics	2011	Ho Chi Minh Ideology
7	Tư tưởng Hồ Chí Minh và con đường cách mạng Việt Nam	Võ Nguyên Giáp	National Politics	2017	
8	Mindset for IELTS 1	Archer, G., et.al	Cambridge University Press	2019	English 1 (Listening-Speaking)
9	Mindset for IELTS 1	Archer, G., et.al	Cambridge University Press	2019	English 2 (Listening-Speaking)
10	Mindset for IELTS 2	Archer, G., et.al	Cambridge University Press	2019	English 3 (Listening-Speaking)

No.	Textbook name	Author name	Publisher name	Year of publication	Used for the module
	Complete IELTS Bands 5.0-6.5	Brook-Hart, G., & Jakeman, V	Cambridge University Press	2012	
	Basic Ielts (Listening, Speaking, Reading, Writing)	Li Ya Bin	Tong Hop Publishers Ltd.	2014	
	Hackers Ielts basic (Listening, Speaking, Reading, Writing)	Hackers	The Gioi Publishers Ltd	2019	
9	Mindset for IELTS 2	Archer, G., et.al	Cambridge University Press	2019	English 4 (Listening-Speaking)
	Complete IELTS Bands 5.0-6.5	Brook-Hart, G., & Jakeman, V	Cambridge University Press	2012	
	Basic Ielts (Listening, Speaking, Reading, Writing)	Li Ya Bin	Tong Hop Publishers Ltd.	2014	
	Hackers Ielts basic (Listening, Speaking, Reading, Writing)	Hackers	The Gioi Publishers Ltd	2019	
10	Business partner B1 Workbook	McLarty, R.	Pearson.	2018	Business English
	Business vocabulary in practice B1-B2 (Collins Business Grammar and Vocabulary) (3rd ed.)	Capel, W., Flockhart, J., & Robbins, S.	Collins	2012	
	Speak business English like an American.	Gillett, A.	Language Success Press	2018	
11	Business partner B1+ Workbook	Evans, L.	Pearson.	2018	Advanced Business English
	Business vocabulary in use - Intermediate (3rd ed.)	Mascull, B.	Cambridge	2017	

No.	Textbook name	Author name	Publisher name	Year of publication	Used for the module
	Collins English for business (Speaking)	Schofield, J., & Osborn, A.	Harper Collins Publishers	2021	
12	Luật Kinh tế	Nguyễn Thị Dung	Judicial Publishing House	2022	Business Law
	Lý luận chung về nhà nước và pháp luật.	Đào Trí Úc và Hoàng Thị Kim Quế	National University Publishing House	2023	
	Pháp luật đại cương	Lê Minh Toàn	Truth National Political Publishing House	2023	
	Business Law	Henry Cheeseman	Pearson.	2016	
	Business Law- Text and cases (Fifteenth Edition)	Kennnneth W. Clarkson and Roger LeRoy Miller	Cengage Learning	2019	
13	Digital Literacies and Interactive Media. A Framework for Multimodal Analysis	Earl Aguilera	Routledge Research in Literacy Education	2023	Digital Literacy
14	Toán cao cấp	Nguyễn Huy Hoàng	Finance Publishing House	2018	Mathematics for Business and Economics
15	Tax Exercises	Le Quang Cuong, Nguyen Kim Quyen, Dang Thi Bach Van	Economics Publishing House in Ho Chi Minh City.	2022	Taxation
16	Hành vi người tiêu dùng	Nguyễn Xuân Trường et al.	Youth Publishing House	2020	Customer behavior
	Hành vi người tiêu dùng (Customer Behaviour)	Vũ Huy Thông	National Economics University Publishing House	2022	

No.	Textbook name	Author name	Publisher name	Year of publication	Used for the module
	Sustainable consumer behavior	Trudel, R.	Consumer psychology review	2019	
	The nature and role of affect in consumer behavior (In Handbook of consumer psychology)	Cohen, J. B., Pham, M. T., & Andrade, E. B.	Routledge	2018	
17	Economics (14 th)	Parkin, M	Global Edition, Pearson	2022	Principles of Microeconomics
18	Economics (14 th)	Parkin, M	Global Edition, Pearson	2022	Principles of Macroeconomics
19	Statistics for business & economics	Anderson, D. R., Williams, T. A., & Cochran, J. J.	Cengage Learning	2020	Essential of Business Statistics
20	Quản trị học	Nguyễn Thị Liên Diệp & Trần Anh Minh	Finance publishing house	2022	Principles of Management
21	Marketing căn bản	Ngô Thị Thu el al.	Labor - Society	2020	Principles of Marketing
	Giáo trình Nguyên lý Marketing	Dư Thị Chung el al.	Finance	2024	
22	Introduction to Business (1 st ed)	Heidi M. Neck, Christopher P. Neck, Emma L. Murray	Sage	2023	Introduction to Business
23	Quản trị chiến lược: Khái luận & các tình huống	Fred R. David.	Hong Duc Publishing House	2020	Strategic Management
24	Introduction to Sustainable Development Goals (SDGs)	Baker, J	Open Library Publishing Platform	2023	Sustainable Development
25	Financial Management: Principles and Applications (14 th)	Sheridan Titman Arthur J. Keown John D. Martin	Pearson	2021	Financial Management
	Financial Management: Core concepts (3 rd)	Raymond Brooks	Pearson	2016	

No.	Textbook name	Author name	Publisher name	Year of publication	Used for the module
26	Financial Accounting (FA) – Practice & Revision Kit	BPP Learning Media	BPP Learning Media Ltd, London	2024	Financial Accounting
	Accounting principles 15th edition	Jerry J. Weygandt, Paul D. Kimmel and Donald E. Kieso	Wiley	2024	
27	Entrepreneurship: Theory, Process, Practice	Kuratko	Hong Duc Publishing House	2019	Entrepreneurship and Innovation
	The startup way	Ries, E.	Youth Publisher	2020	
	Business plans for small businesses	Barrow, C.	The World Publisher	2018	
	Entrepreneurship: Theory, process, and practice.	Frederick, H., O'Connor, A., & Kuratko, D. F.	Cengage Learning	2016	
	Innovation and entrepreneurship	Kennard, M.	Routledge	2021	
28	Quantitative trading : how to build your own algorithmic trading business	Ernest P. Chan	John Wiley & Sons	2021	Artificial Intelligence in Business
29	Luật Thương mại quốc tế - Phần I.	Hochiminh Law University	Hong Duc Publishing House	2022	International Business Law
	Luật Thương mại quốc tế - Phần II	Hochiminh Law University	Hong Duc Publishing House	2022	
	Luật hợp đồng trong thương mại và đầu tư.	Nguyễn Thị Dung	Truth National Political Publishing House	2023	
	Luật Đầu tư quốc tế	Trịnh Hải Yến	Truth National Political Publishing House	2019	

No.	Textbook name	Author name	Publisher name	Year of publication	Used for the module
	Luật tổ chức thương mại thế giới – Tóm tắt và bình luận án	Mai Hồng Quỳnh, Lê Thị Ánh Nguyệt	Hong Duc Publishing House	2012	
	Giải quyết tranh chấp thương mại trong WTO: Tóm tắt một số vụ kiện và phán quyết quan trọng của WTO	Hochiminh Law University	Labor - Society Publishing House	2010	
	World Trade Law: Text, Materials and Commentary (3rd edn.)	Simon Lester, Bryan Mercurio and Arwel Davies	Hart Publishing. Oxford and Portland, Oregon	2018	
	The World Trade Organization: Law, Practice, and Policy	P Matsushita et.al	Oxford University Press	2015	
30	International Management: Managing Across Borders and Cultures, Text and Cases	Helen Deresky and Steward R. Miller	Pearson	2021	International Business Management
	International Business: Environment and Operations, Global Edition	John D. Daniels and Daniel Sullivan	Pearson	2021	
	International Business: Competing in the Global Marketplace	Charles Hill	McGraw-Hill Interamericana de España S.L.	2021	
31	Principles of marketing, Education, USA	Amstrong, G. and Kotler, P	Pearson	2014	Marketing Management
	Marketing – An Introduction	Armstrong, G. and Kotler, P.	Pearson Education	2006	
	Analysis for Marketing Planning: where marketing meets action	Sorger, S	Pearson	2012	
	Marketing Metrics	Farris, P & Bendle, N et al	Pearson, USA	2010	

No.	Textbook name	Author name	Publisher name	Year of publication	Used for the module
32	International Marketing – An Asia Pacific Perspective. 4 th Ed	Fletcher, R. & Brown, L	Prentice Hall: Frenchs Forest.	2008	Global Marketing
	Global Marketing Management, 7 th Edition	Kotabe, M. & Helsen, K	John Wiley & Sons, Inc.	2017	
33	Essentials of Services Marketing	Wirtz, J., Lovelock, C. & Chew, P.	Pearson	2017	Services Marketing
	Services Marketing: An Asian Pacific and Australian Perspective (6 th ed.)	Lovelock, C. H., Patterson, P. G., & Wirtz, J.	Pearson	2015	
	Marketing Dịch vụ	Ngô Thị Thu & Nguyễn Thị Thùy Linh	Tre Publishing House	2021	
	Marketing Dịch vụ	Phạm Thị Huyền Nguyễn Hoài Long	National Economics University Publishing House	2018	
34	E-Marketing	Frost, Raymond, Fox, Alexa K. & Strauss, Judy	Routledge	2019	Digital Marketing
	Digital Marketing Strategy: An Intergrated Approach to Online Marketing	Kingsnorth, Simon	KoganPage	2021	
	Inbound Marketing: thu hút thế giới về với bạn trong môi trường trực tuyến (Bản dịch)	Brian Halligan – Dharmesh Shah	Tong Hop Publishing House	2022	
	Tiếp thị số từ A đến Z – Những chiến lược làm mưa làm gió trong kỷ nguyên số.	Damian Ryan	Labor Publishing House.	2015	
35	Phân tích dữ liệu trong marketing	Joseph F. Hair, Jr	TheGioi Publishers	2024	Marketing Metrics

No.	Textbook name	Author name	Publisher name	Year of publication	Used for the module
	Measuring Marketing	John A. Davis	De Gruyter	2017	
36	Marketing Strategy, Text and Case	O.C. Ferrell and Michael D. Hartline,	South-Western. Cengage Learning	2014	Competitive Marketing Planning & Strategy
	Strategic Market management	Aaker, D.A. and Moorman, C	U.S.A: Wiley & Sons	2018	
37	Marketing Research. 9 th ed. NY: Pearson.	Burns, A. C., Veeck, A., & Bush, R. F.	Pearson	2020	Marketing Research
	Essentials of Marketing Research.	Hair, J., Ortinau, D., & Harrison, A. E.	McGraw-Hill	2016	
39	Content Marketing from strategy to implementation.	Rebecca Lieb	Industry and Trade Publisher: Hanoi	2019	Content marketing
	Content marketing in the 4.0 era.	Justin Kirby & Lazar Dzamic	Industry and Trade Publisher: Hanoi	2019	
	Content Marketing in the Age of Customer Experience.	Randy Frisch	Labor Publisher: Hanoi	2019	
	Content Marketing In The Era 4.0.	Alexander Jutkowitz	Labor Publisher: Hanoi	2019	
40	Product and Price Management 1 st Edition	Botha, C. & Machado, R	Juta	2018	Innovative product & pricing strategy
	Value-based marketing strategy: pricing and costs for relationship marketing.	Lopez, S	Vernon Press	2020	
41	Supply Chain Logistics Management, 3rd Ed	Bowersox, D.J., Closs, D.J. & Cooper, M.B.	McGraw-Hill International 1	2018	Distribution & Logistics Management

No.	Textbook name	Author name	Publisher name	Year of publication	Used for the module
	Logistics: Basics, Exercise & Case Studies	Gleissner, H. & Femerling, J.C.	Springer Texts.	2013	
42	Advertising, promotion, and other aspects of integrated marketing communication	J. Craig Andrews & Terence Shimp	Cengage Learning	2018	Integrated Marketing Communications
	Principles of Integrated Marketing, 2 nd Edition.	Lawrence Ang	Cambridge University Press	2021	
	Integrated marketing communication: Creative strategy from idea to implementation	Robyn Blakeman	Rowman & Littlefield Publishers	2021	
	Beyond advertising: Reaching customers through every touchpoint	Yoram (Jerry) Wind & Catharine Findiesen Hays	Pearson	2016	
43	Brand Management	Ngo Thi Thu	University of Finance – Marketing.	2019	Brand Management
	Brand Management	Bui Van Quang	Labor – Society Publisher	2016	
	Managing Brand Equity	Aaker D.A.	Free Press	1991	
44	Xây dựng thương hiệu tinh gọn	Nguyễn Thanh Tuấn	Publishing House for Industry and Trade	2023	Digital Branding
	Văn hóa thương hiệu - nguồn lực nội sinh của doanh nghiệp Việt Nam	Trần Thị Thúy Vân	National Political Publishing House	2023	
	Digital Marketing Strategy: An Integrated Approach to Online Marketing, 2 nd edition	Kingsnorth, Simon	KoganPage . USA	2021	

No.	Textbook name	Author name	Publisher name	Year of publication	Used for the module
45	Corporate Communication: A Guide to Theory and Practice 6 th Edition	Cornelissen, Joep, P	Sage	2020	Corporate Communication
	Organizational Communication: Approaches and Processes	Miller, K	Thomson Wadsworth	2006	
	How To Manage Organizational Communication During Crisis	Griese, N. L	Avil Publishers	2002	
	Communication and Organizational Crisis	Seeger, M. W., Sellnow, T. L., & Ulmer, R. R.	Praeger	2003	
46	Advertising and promotion: An integrated marketing communications perspective	Belch, G. E., & Belch, M. A.	Mcgraw-hill	2018	Advertising management
	The practice of advertising	Mackay, A. (Ed.).	Routledge.	2005	
	Measuring advertising effectiveness	Wells, W. D.	Psychology Press	2014	
	Advertising theory (Vol. 514).	Rodgers, S., & Thorson, E. (Eds.).	New York: Routledge	2012	
	Advertising and integrated brand promotion	Dieter, D. G.		2019	
	The psychology of advertising	Fennis, B. M., & Stroebe, W.	Routledge	2020	
47	Inbound Marketing: thu hút thế giới về với bạn trong môi trường trực tuyến (Bản dịch tiếng Việt)	Brian Halligan – Dharmesh Shah	Tong Hop Publishing House	2022	Digital Marketing Communication
	Tiếp thị số từ A đến Z – Những chiến lược làm mưa làm gió trong kỷ nguyên số	Damian Ryan	Tong Hop Publishing House	2015	

No.	Textbook name	Author name	Publisher name	Year of publication	Used for the module
	E-Marketing	Frost, Raymond, Fox, Alexa K. & Strauss, Judy	Routledge	2019	
	Digital Marketing Strategy: An Intergrated Approach to Online Marketing, 2 nd Ed	Kingsnorth, Simon	KoganPage	2021	
48	Đạo đức kinh doanh	Laura P. Hartman & Joe DesJardins	General Publishing House	2008	Business Ethics & Social Responsibility
	Trách nhiệm xã hội của doanh nghiệp	Carpon, Michel & Quairel-Lanoizelee, Francoise	Tri Thuc Publishing House	2010	
	Corporate Responsibility, 1st edition	Paul A. Agenti	SAGE Publications Inc	2015	
	An introduction to Business Ethics, 7th edition	Joseph Desjardins	McGraw Hill, New York	2024	
49	Strategic human resource management	Jeffrey A. Mello	Cengage Learning.	2015	Managing Human Resources
	Human Resource Management, sixteenth Edition	Robert L. Mathis et.al	Cengage Learning	2020	
	Armstrong's Handbook of Human Resource Management Practice. (14th ed.)	Armstrong, M. & Taylor, S.	Kogan Page	2017	
50	Regulations and internal rules of the organization/enterprise Documents, documents, and operational records of the organization/enterprise (or industry)				Graduation thesis

3. FULL-TIME LECTURERS/ FACULTY MEMBERS, ENSURING THE IMPLEMENTATION OF THE TRAINING PROGRAMME, IN ACCORDANCE

WITH CIRCULAR NO. 17/TT/2021-BGDĐT AND CIRCULAR NO. 02/TT/2022-BGDĐT

No.	Full name	Academic title, year of conferment	Academic degree, year of attainment, place of attainment	Field of study and specialisation	Give instructions for modules
1	Bảo Trung		PhD, 2010, Vietnam	BA	Digital Marketing Analytics Digital Marketing
2	Nguyễn Anh Tuấn		PhD, 2021, Vietnam	BA	Public Relations Marketing Planning
3	Dư Thị Chung		PhD, 2022, Vietnam	BA	Principles of Marketing Marketing Research Professional Internship
4	Tạ Văn Thành		PhD, 2018, Vietnam	BA	Distribution Channel Management Experiential Marketing Relationship Marketing Content Marketing
5	Ngô Minh Trang		Master, 2010, France	Marketing	International Marketing Graduation Thesis
6	Đặng Huỳnh Phương		Master, 2016, England	Marketing	Service Marketing International Marketing
7	Phạm Thị Lan Phương		Master, 2019, Australia	Marketing	Service Marketing Marketing research Marketing Metrics
8	Nguyễn Thị Hồng Hoa		Master, 2020, Malaysia	MBA	Customer Behavior Service Marketing Digital Branding
9	Nguyễn Minh Triết		Master, 1996, Vietnam Master, 1998, Australia	International Trade, Information technology	Digital Marketing Marketing Metrics Customer Behavior
10	Nguyễn Thị Minh Ngọc		Master, 2013, US	MBA	Integrated Marketing Communications Marketing Management Competitive Marketing Planning & Strategy
11	Ninh Đức Cúc Nhật		Master, 2014, US	MBA	Customer Behavior Marketing Management Integrated Marketing Communications

No.	Full name	Academic title, year of conferment	Academic degree, year of attainment, place of attainment	Field of study and specialisation	Give instructions for modules
12	Truong Thu Nga		Master, 2018, UK	Marketing Management	Global Marketing Integrated Marketing Communication Advertising management Marketing Management
13	Trần Bá Duy Linh		Master, 2016, England	MBA	Corporate Communication Graduation Project Advertising management Graduation Project
14	Nguyễn Văn Thịnh		Master, 2015, Australia	Marketing	Brand Management Innovative Product and Pricing Strategy Content Marketing Digital branding Professional Internship Graduation Thesis
15	Mai Nguyễn Hoàng Ngân		Master, 2022, England	MBA	Marketing Communication Planning Professional Internship Graduation Thesis
16	Nguyễn Ngọc Hoàng		Master, 2014, Malaysia	MBA	Shopper Marketing Professional Internship Graduation Thesis
17	Vũ Thị Tình		Master, 2014, US	MBA	Corporate Communication Professional Internship Graduation Thesis
18	Nguyễn Thị Lan Anh		Master, 2022, Australia	Marketing	Brand management Professional Internship Graduation Thesis
19	Lưu Thanh Thủy		Master, 2006, Germany	International Marketing	B2B Marketing, Marketing Communication Planning
20	Hoàng Lê Ngọc Đạt		Master, 2024, Australia	MBA	Principles of Marketing Content Marketing Innovative Product and Pricing Strategy
21	Lại Văn Nam		Doctor, 2020, Vietnam	Philosophy	Marxist - Leninist philosophy
22	Nguyễn Minh		Master, 2004,	Philosophy	Marxist – Leninist

No.	Full name	Academic title, year of conferment	Academic degree, year of attainment, place of attainment	Field of study and specialisation	Give instructions for modules
	Hiền		Vietnam		philosophy
23	Nguyễn Ngọc Võ Khoa		Master, 2016, Vietnam	Philosophy	Scientific socialism
24	Lê Thị Hoài Nghĩa		Master, 2013, Vietnam	Philosophy	Scientific socialism
25	Bùi Minh Nghĩa		Master, 2014, Vietnam	Philosophy	Scientific socialism
26	Nguyễn Thị Túy		PhD, 2022, Vietnam	History of Vietnamese Communist Party	History of Vietnamese Communist Party
27	Lê Thị Thủy		Master, 2016, Vietnam	History of Vietnamese Communist Party	History of Vietnamese Communist Party
28	Hoàng Thị Mỹ Nhân		Master, 2013, Vietnam	History of Vietnamese Communist Party	History of Vietnamese Communist Party
29	Mạch Ngọc Thủy		Master, 2004, Vietnam	Philosophy	Ho Chi Minh Ideology
30	Trần Hạ Long		Master, 2011, Vietnam	Philosophy	Ho Chi Minh Ideology
31	Nguyễn Thị Châu Ngân		PhD, 2017, Australia	Tesol	English for business, Advanced English for business
32	Phạm Thị Thùy Trang		Master, 2003, Vietnam	English Language Teaching	Business English Advanced Business English
33	Dương Thị Thu Hiền		Master, 2012, Vietnam	Theory and Methodology of English Language Teaching	Business English
34	Chu Quang Phê		Master, 2011, Vietnam	Theory and Methodology of English Language	Business English

No.	Full name	Academic title, year of conferment	Academic degree, year of attainment, place of attainment	Field of study and specialisation	Give instructions for modules
				Teaching	
35	Võ Thị Ánh Nguyệt		Master, 2010, Vietnam	Theory and Methodology of English Language Teaching	Business English
36	Đàm Đức Tuyên		Master, 2012, Vietnam	Law, Administrative Law	Business Law
37	Trần Văn Bình		Master, 2005, Vietnam	Law, Criminal Law	Business Law
38	Tô Thị Đông Hà		PhD, 2023, Vietnam	Economic Law	Business Law
39	Hồ Thị Thanh Trúc		LLM, 2015 Vietnam	Law	International business law
40	Trương Thành Công		Doctor, 2021, Czech Republic	Computer Science, Communication Technology, and Applied Mathematics	Digital literacy
41	Nguyễn Thanh Bình		Master, 2012, Vietnam	Mathematical Assurance for Computers & Computing Systems	Digital literacy
42	Huỳnh Như Quang		Master, 1999, Vietnam	Economics	Taxation
43	Nguyễn Thị Kim Chi		PhD, 2022, Vietnam	Finance - Banking	Taxation
44	Nguyễn Thanh Nhã		Doctor 2018, Vietnam	Finance - Banking	Taxation
45	Đoàn Ngọc Phúc		Doctor, 2014, Việt Nam	Economics	Principles of Microeconomics

No.	Full name	Academic title, year of conferment	Academic degree, year of attainment, place of attainment	Field of study and specialisation	Give instructions for modules
					Principles of Macroeconomics
46	Nguyễn Quyết		Doctor, 2018, Philippines	Management	Principles of Microeconomics Principles of Macroeconomics
47	Phan Ngọc Yến Xuân		Master, 2013, Philippines	Economics	Principles of Microeconomics Principles of Macroeconomics
48	Nguyen Thi Diem		2012, Australia	TESOL	English 1,2,3,4 (Listening-Speaking) Business English Advanced Business English
49	Tran Khanh Linh		2020, UK	TESOL	English 1,2,3,4 (Listening-Speaking) Business English Advanced Business English
50	Vo Thi Hoa Canh		2021, Vietnam	TESOL	English 1,2,3,4 (Listening-Speaking) Business English Advanced Business English
51	Tran Duy Khiem		2021, Australia	Applied Linguistics	English 1,2,3,4 (Listening-Speaking) Business English Advanced Business English
52	Tran Dang Khoa		2018, New Zealand	TESOL	English 1,2,3,4 (Listening-Speaking) Business English Advanced Business English
53	Tran Thuy Quynh My		2015, Vietnam	TESOL	English 1,2,3,4 (Listening-Speaking) Business English Advanced Business

No.	Full name	Academic title, year of conferment	Academic degree, year of attainment, place of attainment	Field of study and specialisation	Give instructions for modules
					English
54	Tran Thuy Tram Anh		2019, Vietnam	TESOL	English 1,2,3,4 (Listening-Speaking) Business English Advanced Business English
55	Dang Thi Ngoc Trinh		2013, Vietnam	TESOL	English 1,2,3,4 (Listening-Speaking) Business English Advanced Business English
56	Huynh Nguyen Thu		2014, Australia	TESOL	English 1,2,3,4 (Listening-Speaking) Business English Advanced Business English
57	Nguyen Minh Chau		2021, Vietnam	TESOL	English 1,2,3,4 (Listening-Speaking) Business English Advanced Business English
58	Nguyen Ha Thao Mi		2023, Vietnam	English Studies	English 1,2,3,4 (Listening-Speaking) Business English Advanced Business English
59	Vu Mai Phuong		2015, Vietnam	TESOL	English 1,2,3,4 (Listening-Speaking) Business English Advanced Business English
60	Dang Thi Minh Thanh		2018, New Zealand	TESOL	English 1,2,3,4 (Listening-Speaking) Business English Advanced Business English
61	Vo Thi Anh Dao		2010, Australia	Applied Linguistics	English 1,2,3,4 (Listening-Speaking) Business English

No.	Full name	Academic title, year of conferment	Academic degree, year of attainment, place of attainment	Field of study and specialisation	Give instructions for modules
					Advanced Business English
62	Le Trieu Dong Phuong		2021, Australia	TESOL	English 1,2,3,4 (Listening-Speaking) Business English Advanced Business English
63	Trần Thị Thanh Nga		Doctor, 2019, Vietnam	Finance - Banking	Financial and Monetary Theory
64	Hoàng Tôn Thanh Uyên		Doctor, 2023, Hungary	Financial and Economic Policy	Financial and Monetary Theory
65	Nguyễn Thị Mỹ Linh	Assoc.Prof., 2016	Doctor, 2013, Vietnam	Finance - Banking	Corporate Finance
66	Hồ Thị Lam		Doctor, 2020, Vietnam	Finance - Banking	Corporate Finance
67	Nguyễn Minh Hằng		Master 2015, US	MBA	Principles of Accounting
68	Trần Hồng Vân		Doctor, 2015, Vietnam	Accounting	Principles of Accounting
69	Nguyễn Thế Khang		Doctor, 2017, Vietnam	Finance - Banking	Sustainable Development
70	Nguyễn Thị Trần Lộc		Master, 2011, Vietnam	Management information systems	Artificial Intelligence in Business
71	Nguyễn Thanh Bình		Master, 2012, Vietnam	Mathematical Assurance for Computers and Computing Systems	Artificial Intelligence in Business
72	Trương Đình Hải Thụy		Master, 2010, Vietnam	Information Technology, Business Administration	Artificial Intelligence in Business
73	Nguyễn Thị Trần		Master, 2011,	Management	Artificial Intelligence in

No.	Full name	Academic title, year of conferment	Academic degree, year of attainment, place of attainment	Field of study and specialisation	Give instructions for modules
	Lộc		Vietnam	information systems	Business
74	Hồ Thị Lam		PhD, 2020, Vietnam	Finance - Banking	Managerial Accounting
75	Ngô Văn Toàn		PhD, 2023, Vietnam	Finance - Banking	Managerial Accounting
76	Nguyễn Thị Kiều Oanh		Master, 2017, Vietnam	Accounting	Managerial Accounting
77	Trương Thị Mỹ Liên		Master, 2017, Vietnam	Accounting	Managerial Accounting
78	Nguyễn Thị Ngọc Oanh		Master, 2017, Vietnam	Accounting	Managerial Accounting
79	Nguyễn Trần Xuân Linh		PhD, 2021, Vietnam	Finance - Banking	Financial Management
80	Nguyễn Thị Mỹ Linh	Assoc. Prof., 2016	PhD, 2013, Vietnam	Finance - Banking	Financial Management
81	Nguyễn Phú Quốc		Master, 2002, Vietnam	Finance - Banking	Financial Management
82	Nguyễn Thị Ngọc Loan		Master, 2009, Vietnam	Finance - Banking	Financial Management
83	Trần Hồng Vân		PhD, 2015, Vietnam	Accounting	Financial Accounting
84	Phạm Thị Xuân Thảo		Master, 2013, Vietnam	Finance - Banking	Financial Accounting
85	Phạm Huỳnh Lan Vĩ		Master, 2007, Vietnam	Business Administration	Financial Accounting
86	Võ Thị Trúc Đào		Master, 2014, Vietnam	Accounting	Financial Accounting
87	Nguyễn Thị Bích Nhi		Master, 2015, Vietnam	Finance - Banking	Financial Accounting
88	Trần Việt Trinh		Master, 2019, United State of America	Business Administration	Entrepreneurship and Innovation
89	Nguyễn Đoàn Việt Phương		Master, 2020, Vietnam	Business Administration	Entrepreneurship and Innovation
90	Trần Vĩnh Hoàng		PhD, 2022,	Economic	Entrepreneurship and

No.	Full name	Academic title, year of conferment	Academic degree, year of attainment, place of attainment	Field of study and specialisation	Give instructions for modules
			Vietnam	Management	Innovation
91	Lượng Văn Quốc		PhD, 2023, Vietnam	Business Administration	Entrepreneurship and Innovation
92	Nguyễn Lê Xuân Thảo		Master, 2023, Vietnam	Business Administration	Principles of Management Strategic Management
93	Mai Thoại Diễm Phương		Master, 2016, Vietnam	Business Administration	Principles of Management
94	Tô Anh Thơ		Doctor, 2020, Japan	Business Administration	Principles of Management Strategic Management Business Research
95	Mai Thoại Diễm Phương		Master, 2016, Vietnam	Business Administration	Introduction to Business
96	Trần Thế Nam		Doctor, Vietnam 2022	Business Administration	Strategic Management Business Research
97	Nguyễn Gia Ninh		Doctor, 2019, Australia	Business Administration	Strategic Management
98	Nguyễn Thế Khang		PhD, 2017, Vietnam	Finance and Banking	Sustainable Development
99	Bùi Kim Tú		Master, 2019, Vietnam	Finance and Banking	Sustainable Development
100	Trần Xuân Hằng		PhD, 2021, Vietnam	Finance and Banking	Sustainable Development
101	Nguyễn Thế Khang		PhD, 2017, Vietnam	Finance and Banking	Sustainable Development
102	Đỗ Gioan Hào		Master, 2007, Vietnam	Development Economics	Sustainable Development
103	Trần Xuân Hằng		PhD, 2021, Vietnam	Finance and Banking	Sustainable Development
104	Nguyễn Thế Khang		PhD, 2017, Vietnam	Finance and Banking	Sustainable Development
105	Đỗ Gioan Hào		Master, 2007, Vietnam	Development Economics	Sustainable Development

No.	Full name	Academic title, year of conferment	Academic degree, year of attainment, place of attainment	Field of study and specialisation	Give instructions for modules
106	Hoàng Thu Thảo		Doctor, 2023, China	Scientific Management	Business Ethics and Social Responsibility Managing Human Resources
107	Đoàn Ngọc Minh Hương		Master, 2014, Britain	Business Administration	Managing Human Resources
108	Trương Thị Thuý Vĩ		Master, 2015, Singapore	Logistics	Distribution and Logistics Management
109	Đinh Thanh Nhân		Doctor, 2020, Taiwan	International Business	International Business Management
110	Trần Thế Nam		Doctor, 2022, Vietnam	Business Administration	International Business Management

4. SUPPORT STAFF AT THE FACULTY/DEPARTMENT

No.	Full name	Position	Department	Responsibilities	Notes
1	Bùi Thị Thanh	Faculty Secretary	Marketing Faculty	Assist the Department Head with the administrative work and perform other tasks as assigned by superiors.	
2	Võ Thị Kim Ngân	Faculty Secretary	Marketing Faculty		

D. DETAILED SYLLABUS (Detailed syllabus attached)

E. APPENDIX

Appendix 1. Matrix of Alignment between Programme Objectives (PO) with Educational Philosophy (EP) and Mission Statement (MS)

TLGD, SM	Overall Objectives	POs		
		PO1	PO2	PO3
Educational Philosophy (EP)				
Substance	X	X		
Innovation	X		X	

TLGD, SM	Overall Objectives	POs		
		PO1	PO2	PO3
Integration	X			X
Mission Statement (MS)				
University of Finance - Marketing has the mission of training high-quality human resources at undergraduate and graduate levels according to national and international standards to meet the demands of the society; researching and transferring scientific and technological achievements in business and management to serve the policy making of State management agencies, enterprises and social organizations.	X	X	X	X

Appendix 2. Compatibility matrix between Program Learning Outcomes and the Educational Philosophy (EP) and Mission Statement (MS)

TLGD, SM	PLOs									
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
Educational Philosophy (EP)										
Substance	X	X			X	X			X	
Innovation			X					X	X	
Integration				X			X	X		X
Mission Statement (MS)										
University of Finance - Marketing has the mission of training high-quality human resources at undergraduate and graduate levels according to national and international standards to meet the demands of the society; researching and transferring scientific and technological achievements in business and management to serve the policy making of State management agencies, enterprises and social organizations.	X	X	X	X	X	X	X	X	X	X

Appendix 3. Matrix of alignment between module, content scope and programme learning outcome (PLO)

No.	Module name	PLOs									
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
I	General Education modules										
a	<i>Political Theory Knowledge</i>										
1	Marxist – Leninist philosophy	R				M				M	
2	Marxist Leninist political economics	R				M				M	
3	Scientific socialism	R				M				M	
4	History of Vietnamese Communist Party	R				M				M	
5	Ho Chi Minh Ideology	R				M				M	
b	<i>Foreign Language</i>										
6	English 1 (Listening-Speaking)					R					I
7	English 2 (Listening-Speaking)					R					I
8	English 3 (Listening-Speaking)					M					R
9	English 4 (Listening-Speaking)					A					M
10	Business English					M					M
11	Advanced Business English					A					M
c	<i>Legal Studies</i>										
12	Business Law	R				M			M		M
d	<i>T Mathematics – Informatic</i>										
13	Digital literacy		R							R	R
14	Mathematics for Business and Economics	R		M	A		M			R	
II	Professional Education modules										
a	<i>Fundamental discipline knowledge</i>										
15	Taxation		R			M				R	R
16	Customer behavior			R	R			M	M	R	R
17	Principles of Microeconomics	R					R			R	
18	Principles of Macroeconomics	R					M			M	
19	Essential of Business Statistics		R	R				M	M	R	R

No.	Module name	PLOs									
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
20	Principles of Management	M					M				R
21	Principles of Marketing	M		M				R		R	M
22	Introduction to Business	R									
23	Strategic Management	R	R			M				M	
24	Sustainable Development		R			R				R	R
25	Financial Management	R	R			M				M	
26	Financial Accounting	R	R			M				M	
27	Entrepreneurship and Innovation	R	R					R	M	M	
28	Artificial Intelligence in Business		R			R				R	R
29	Managerial Accounting			R	R	M		R	M	M	M
b	Core discipline knowledge (8 modules)										
30	International Business Law	R	R	M	M						M
31	International Business Management			R	M			M	M	R	R
32	Marketing Management			M	A			M	M	M	M
32	Global Marketing			M	A			M	M	M	M
34	Digital Marketing		I	R	M			R	R	R	R
35	Marketing Metrics			M				M		M	M
36	Competitive Marketing Planning & Strategy			M	M		M	M	M	M	M
37	Marketing Research			M	A			M	M	M	M
c	Specialised discipline knowledge										
	Marketing Management Orientation										
38	Service Marketing			R	M	M	M	M	A	M	M
39	Content Marketing			M	A			M	A	A	A
40	Innovative Product and Pricing Strategy			M	A			M	A	A	A
41	Distribution & Logistics Management			M	A			M	A	A	A
42	Integrated Marketing Communications			M	A			M	A	A	A
	Brand & Communication Orientation										
43	Brand Management			R	M	M	M	M	A	M	M
44	Digital Branding			M	A			M	A	A	A

No.	Module name	PLOs									
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
45	Corporate Communication			M	A			M	A	A	A
46	Advertising management			M	A			M	A	A	A
47	Digital marketing communication			M	A			M	A	A	A
d	Supplementary discipline knowledge										
48	Business Ethics & Social Responsibility	R		R			M		M		M
49	Managing Human Resources			R	M			M	M	M	
III	Graduation										
50	Graduation thesis			R	A			A	A	A	A

Note: The level of contribution and support of the course to PLOs is specifically determined as follows:

- *I (Introduced) – The course supports achieving PLO and is at the introductory/beginning level.*

- *R (Reinforced) – The course supports achieving PLO and is at a more advanced level than the beginning level, with many opportunities for practice, experimentation, reality, etc.*

- *M (Mastery) – The course has high support for achieving PLO and is at the proficient/understanding level.*

- *A (Assessed) – Important courses (that maximize the achievement of PLO) must be included.*

Appendix 4. Comparison of the program framework for Marketing field with the curricula of other institutions

(1) Concord University, USA

No.	University of Finance - Marketing (UFM)			No.	Concord University, USA		
	Module name	Theory credits	Practical credits		Module name	Theory credits	Practical credits
Equivalent Modules							
1	Business Law	3	0	1	Principles of Business Law	3	0
2	Marketing Management	3	0	2	Marketing Management	3	0

No.	University of Finance - Marketing (UFM)			No.	Concord University, USA		
	Module name	Theory credits	Practical credits		Module name	Theory credits	Practical credits
3	Principles of Microeconomics	3	0	3	Principles of Microeconomics	3	0
4	Principles of Macroeconomics	3	0	4	Principles of Macroeconomics	3	0
5	International Business Management	3	0	5	International Business	3	0
6	Principles of Management	3	0	6	Principles of Management	3	0
7	Principles of Marketing	3	0	7	Principles of Marketing	3	0
8	Strategic Management	3	0	8	Strategic Management	3	0
9	Financial Accounting	3	0	9	Principles of Accounting I	3	0
					Principles of Accounting II	3	0
10	Financial Management	3	0	10	Principles of Managerial Finance	3	0
11	Marketing Management	3	0	11	Marketing Management	3	0
12	International Business Management	3	0	12	International Business	3	0
13	Customer Behavior	3	0	13	Consumer Behavior	3	0
14	Marketing Research	3	0	14	Marketing Research	3	0
15	Advertising Management	3	0	15	Advertising and Sales promotion	3	0
16	Business Ethics and Social Responsibility	3	0	16	Business Ethics and Social Responsibility	3	0
Distinctive Modules							
17	Marxist - Leninist philosophy	3	0	17	Decision Sciences	3	0
18	Marxist - Leninist political economics	2	0	18	Fundamentals of Business Communication	3	0

No.	University of Finance - Marketing (UFM)			No.	Concord University, USA		
	Module name	Theory credits	Practical credits		Module name	Theory credits	Practical credits
19	Scientific socialism	2	0	19	Business Productivity Software	3	0
20	History of Vietnamese Communist Party	2	0	20	Decision Sciences II	3	0
21	Ho Chi Minh Ideology	2	0	21	Principles of Management	3	0
22	English 1 (Listening-Speaking)	3	0	22	Strategic Management	3	0
23	English 2 (Listening-Speaking)	3	0	23	Sales	3	0
24	English 3 (Listening-Speaking)	3	0				
25	English 4 (Listening-Speaking)	3	0				
26	Business English	3	0				
27	Advanced Business English	3	0				
28	Mathematics for Business and Economics	3	0				
29	Managerial Accounting	3	0				
30	Taxation	3	0				
31	Introduction to Business	3	0				
32	Sustainable Development	3	0				
33	Artificial Intelligence in Business	3	0				
34	International Business Law	3	0				
35	Marketing Metrics	3	0				
36	Content Marketing	3	0				
37	Brand Management	3	0				

No.	University of Finance - Marketing (UFM)			No.	Concord University, USA		
	Module name	Theory credits	Practical credits		Module name	Theory credits	Practical credits
38	Digital Branding	3	0				
39	Corporate Communication	3	0				
40	Integrated Marketing Communication	3	0				
41	Digital marketing communication	3	0				
42	Entrepreneurship and Innovation	3	0				
43	Managerial Accounting	3	0				
44	Global Marketing	3	0				
45	Digital Marketing	3	0				
46	Service Marketing	3	0				
47	Service Marketing	3	0				
48	Innovative Product and Pricing Strategy	3	0				
49	Distribution & Logistics Management	3	0				
50	Managing Human Resources	3	0				
51	Competitive Marketing Planning & Strategy	3	0				
52	Graduation thesis	0	6				
Total credits		134		Total credits		120	
Compulsory		119		Compulsory		99-101	
Electives		15		Electives		19-21	

(2) University of the West of England, UK

2) University of the West of England, UK							
No.	University of Finance - Marketing (UFM)			No.	UWE Bristol		
	Module name	Theory credits	Practical credits		Module Title	Theory Credits	Practical credits
Equivalent Modules							

No.	University of Finance - Marketing (UFM)			No.	UWE Bristol		
	Module name	Theory credits	Practical credits		Module Title	Theory Credits	Practical credits
1	Essential of Business Statistics	3		1	Business Decision Making for Marketing and Events	3	
2	Introduction to Business	3					
3	Principles of Marketing	3		2	Understanding the Principles of Marketing (Marketing, Event and Tourism)	3	
4	Service Marketing	3					
5	Principles of Management	3		3	Introduction to Management	3	
6	Strategic Management	3					
7	Financial Management	3		4	Understanding Business and Financial Information (Marketing, Event and Tourism)	3	
8	Entrepreneurship and Innovation	3		5	Enterprise and Entrepreneurship	3	
9	Customer behavior	3		6	Consumer Behaviour	3	
10	Marketing Management	3		7	Applies Marketing Practice	3	
				8	Management Skills for Marketing and Events	3	
11	Global Marketing	3		9	Global Marketing Management	3	
12	International Business Management	3					
13	Digital literacy	3		10	Introduction to Digital Strategy	3	
14	Digital Marketing	3		11	Digital Marketing Strategy	3	
15	Marketing Metrics	3		12	Campaign and Event Analytics	3	

No.	University of Finance - Marketing (UFM)			No.	UWE Bristol		
	Module name	Theory credits	Practical credits		Module Title	Theory Credits	Practical credits
16	Competitive Marketing Planning & Strategy	3		13	Marketing Planning and Practice	3	
17	Marketing Research	3		14	Introductory Research Project (Marketing and Events)	3	
				15	Research Methods for Marketing and Event	3	
18	Brand Management	3		16	Brand Management	3	
19	Corporate Communication	3		17	Public Relations	3	
20	Sustainable Development	3		18	Introduction to Social Marketing	3	
21	Business Ethics & Social Responsibility	3					
22	Managing Human Resources	3		19	Understanding Organisations and People (Marketing, Event and Tourism)	3	
23	Graduation Project		6	20	Applied Business Project	6	
Distinctive Modules							
24	Marxist – Leninist philosophy	3		21	Economics for Event and Marketing	3	
25	Marxist Leninist political economics	2		22	Marketing in Society	3	
26	Scientific socialism	2		23	Contemporary Issue in Marketing	3	
27	History of Vietnamese Communist Party	2					
28	Ho Chi Minh Ideology	2					
29	English 1 (Listening-Speaking)	3					

No.	University of Finance - Marketing (UFM)			No.	UWE Bristol		
	Module name	Theory credits	Practical credits		Module Title	Theory Credits	Practical credits
30	English (Listening-Speaking) 2	3					
31	English (Listening-Speaking) 3	3					
32	English (Listening-Speaking) 4	3					
33	Business English	3					
34	Advanced Business English	3					
35	Business Law	3					
36	Mathematics for Business and Economics	3					
37	Taxation	3					
38	Principles of Microeconomics	3					
39	Principles of Macroeconomics	3					
40	Financial Accounting	3					
41	International Business Law	3					
42	Artificial Intelligence in Business	3					
43	Managerial Accounting	3					
44	Content Marketing	3					
45	Innovative Product and Pricing Strategy	3					
46	Distribution & Logistics Management	3					
47	Integrated Marketing Communications	3					
48	Digital Branding	3					

No.	University of Finance - Marketing (UFM)			No.	UWE Bristol		
	Module name	Theory credits	Practical credits		Module Title	Theory Credits	Practical credits
49	Advertising management	3					
50	Digital marketing communication	3					
	Total credits	134			Total credits (*)	72	
	Compulsory	119			Compulsory	72	
	Electives	15			Electives	0	

(*) TOTAL CATS = 360 (CATS: Credits Accumulation and Transfer System)

(3) Thompson Rivers University, Canada

No.	University of Finance - Marketing (UFM)			No.	Thompson River University, Canada		
	Module name	Theory credits	Practical credits		Module Title	Theory Credits	Practical credits
Equivalent Modules							
1	Essential of Business Statistics	3		1	Business Decision Making for Marketing and Events	3	
2	Introduction to Business	3					
3	Principles of Marketing	3		2	Introduction to Marketing	3	
4	Service Marketing	3					
5	Principles of Management	3		3	Principles of Management	3	
6	Strategic Management	3					
7	Financial Management	3		4	Financial Management	3	
8	Entrepreneurship and Innovation	3		5	Financial Management	3	
9	Customer behavior	3		6	Consumer Behaviour	3	
10	Marketing Management	3		7	Applied Marketing Practice	3	
				8	Management Skills for Marketing and Events	3	
11	Global Marketing	3		9	International Marketing Management	3	
12	International Business Management	3					

No.	University of Finance - Marketing (UFM)			No.	Thompson River University, Canada		
	Module name	Theory credits	Practical credits		Module Title	Theory Credits	Practical credits
13	Digital literacy	3		10	Introduction to Digital Strategy	3	
14	Digital Marketing	3		11	Digital Marketing	3	
15	Marketing Metrics	3		12	Campaign and Event Analytics	3	
16	Competitive Marketing Planning & Strategy	3		13	Marketing Planning and Practice	3	
17	Marketing Research	3		14	Introductory Research Project (Marketing and Events)	3	
				15	Research Methods for Marketing and Event	3	
18	Brand Management	3		16	Brand Management	3	
19	Corporate Communication	3		17	Public Relations	3	
20	Sustainable Development	3		18	Introduction to Social Marketing	3	
21	Business Ethics & Social Responsibility	3					
22	Managing Human Resources	3		19	Managing Human Resources	3	
23	Graduation Project		6	20	Graduation Project	6	
Distinctive Modules							
24	Marxist – Leninist philosophy	3		21	Organizational Behaviour	3	
25	Marxist Leninist political economics	2		22	Marketing in Society	3	
26	Scientific socialism	2					
27	History of Vietnamese Communist Party	2					
28	Ho Chi Minh Ideology	2					

No.	University of Finance - Marketing (UFM)			No.	Thompson River University, Canada		
	Module name	Theory credits	Practical credits		Module Title	Theory Credits	Practical credits
29	English 1 (Listening-Speaking)	3					
30	English 2 (Listening-Speaking)	3					
31	English 3 (Listening-Speaking)	3					
32	English 4 (Listening-Speaking)	3					
33	Business English	3					
34	Advanced Business English	3					
35	Business Law	3					
36	Mathematics for Business and Economics	3					
37	Taxation	3					
38	Principles of Microeconomics	3					
39	Principles of Macroeconomics	3					
40	Financial Accounting	3					
41	International Business Law	3					
42	Artificial Intelligence in Business	3					
43	Managerial Accounting	3					
44	Content Marketing	3					
45	Innovative Product and Pricing Strategy	3					
46	Distribution & Logistics Management	3					
47	Integrated Marketing Communications	3					

No.	University of Finance - Marketing (UFM)			No.	Thompson River University, Canada		
	Module name	Theory credits	Practical credits		Module Title	Theory Credits	Practical credits
48	Digital Branding	3					
49	Advertising management	3					
50	Digital marketing communication	3					
TOTAL CREDITS		134		TOTAL CREDITS (*)		69	
<i>Compulsory</i>		119		<i>Compulsory</i>		69	
<i>Electives</i>		15		<i>Electives</i>		0	

(4) HELP University, Malaysia

No.	University of Finance - Marketing (UFM)			No.	HELP University, Malaysia		
	Module name	Theory credits	Practical credits		Module name	Theory credits	Practical credits
Equivalent Modules							
1	Business Law	3	0	1	Business Law	4	0
2	Digital literacy	3	0	2	Information Technology for Business	4	0
3	Principles of Microeconomics	3	0	3	Principles of Microeconomics	4	0
4	Principles of Macroeconomics	3	0	4	Principles of Macroeconomics	4	0
5	Essential of Business Statistics	3	0	5	Business Statistics	4	0
6	Principles of Management	3	0	6	Principles of Management	4	0
7	Principles of Marketing	3	0	7	Principles of Marketing	4	0
8	Strategic Management	3	0	8	Operations Management	4	0
					Small Business Management	4	0
9	Financial Management	3	0	9	Business Finance	4	0
10	Financial Accounting	3	0	10	Financial Accounting 1	4	
11	Entrepreneurship and Innovation	3	0	11	Asian Entrepreneurship & Innovation	4	0
12	Managerial Accounting	3	0	12	Management Accounting 1	4	0

No.	University of Finance - Marketing (UFM)			No.	HELP University, Malaysia		
	Module name	Theory credits	Practical credits		Module name	Theory credits	Practical credits
13	Customer Behavior	3	0	13	Consumer Behavior	4	0
14	Global Marketing	3	0	14	Strategic Global Marketing	4	0
15	Digital Marketing	3	0	15	Digital Marketing	4	0
16	Competitive Marketing Planning & Strategy	3	0	16	Competitive Marketing Planning & Strategy	4	0
17	Marketing Research	3	0	17	Marketing Research	4	0
18	Service Marketing	3	0	18	Service Marketing	4	0
19	Innovative Product and Pricing Strategy	3	0	19	Innovative Product Development	4	0
20	Distribution & Logistics Management	3	0	20	Distribution & Logistics Management	4	0
21	Integrated Marketing Communications	3	0	21	Integrated Marketing Communications	4	0
22	Business Ethics & Social Responsibility	3	0	22	Business Ethics & Social Responsibility	4	0
23	Managing Human Resources	3	0	23	Managing Human Resources	4	0
24	Graduation Thesis	0	6	24	Graduation Project	0	6
Distinctive Modules							
25	Marxist - Leninist philosophy	3	0	25	E-Business	4	0
26	Marxist - Leninist political economics	2	0	26	Discovering Oneself	2	0
27	Scientific socialism	2	0	27	Sales Management	4	0
28	History of Vietnamese Communist Party	2	0	28	Product Management	4	0
29	Ho Chi Minh Ideology	2	0	29	Business Analytics for Decision Making	4	0

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	Module name	Theory credits	Practical credits		Module name	Theory credits	Practical credits
30	English 1 (Listening-Speaking)	3	0	30	Engaging the World	1	0
31	English 2 (Listening-Speaking)	3	0	31	Integrity and Anti-corruption	2	0
32	English 3 (Listening-Speaking)	3	0	32	Event Management 2	2	0
33	English 4 (Listening-Speaking)	3	0				
34	Business English	3	0				
35	Advanced Business English	3	0				
36	Mathematics for Business and Economics	3	0				
37	Taxation	3	0				
38	Introduction to Business	3	0				
39	Sustainable Development	3	0				
40	Artificial Intelligence in Business	3	0				
41	International Business Law	3	0				
42	Marketing Management	3	0				
43	International Business Management	3	0				
44	Marketing Metrics	3	0				
45	Content Marketing	3	0				
46	Brand Management	3	0				
47	Digital Branding	3	0				

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	Module name	Theory credits	Practical credits		Module name	Theory credits	Practical credits
48	Corporate Communication	3	0				
49	Advertising management	3	0				
50	Digital marketing communication	3	0				
Total credits		134		Total credits		125	
Compulsory		119		Compulsory		125	
Electives		15		Electives		00	

