

Decision No.: ~~1037~~ /QĐ-ĐHTCM

Hồ Chí 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: Business Administration

Application-Oriented

Hồ Chí Minh City, 2025

**MINISTRY OF FINANCE
UNIVERSITY OF FINANCE - MARKETING**

EDUCATION PROGRAMME

Major (in Vietnamese): Quản trị kinh doanh

Major (in English): Business Administration

Degree level: Undergraduate/Bachelor (Application-Oriented)

Major code: 7340101

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MINISTRY OF FINANCE
UNIVERSITY OF
FINANCE – MARKETING

SOCIALIST REPUBLIC OF VIETNAM
Independence - Freedom - Happiness

ACADEMIC PROGRAMME

(Issued pursuant to Decision No. 1037 /QĐ-DHTCM dated 28 March 2025
By the Rector of the University of Finance - Marketing)

A. PROGRAM 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 programs; development, evaluation, and issuance of training programs 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 No. 3279/QĐ-DHTCM dated December 3, 2024 of the Rector of the University of Finance – Marketing on promulgating the Regulations on regular university training based on credits at the University of Finance - Marketing;

Decision No. 1911/QĐ-DHTCM 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;

Decision No. 2651/QĐ-DHTCM dated October 27, 2024 of the Rector of the University of Finance – Marketing on promulgating the Regulations on training integrated programs, international programs and talent programs at the university level in regular credit forms at the University of Finance - Marketing.

2. PROGRAM OVERVIEW

The application-oriented undergraduate program in Business Administration under the current credit system was first developed in Business Administration. The program 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 program is designed to take an average of 4 years and 134 credits to complete, not

include national defense education, soft skills and physical education according to regulations of the Ministry of Education and Training, of which 6 credits are for graduation.

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

3. GENERAL INFORMATION

- | | |
|--|---|
| 3.1. Major name: | Bachelor of Business Administration – International program |
| 3.2. Qualification level: | Undergraduate/Bachelor |
| 3.3. Training orientation: | Application-Oriented |
| 3.4. Degree/Graduation degree: | Bachelor's degree |
| 3.5. Major code: | 7340101 |
| 3.6. Program duration: | 4 years |
| 3.7. Mode of study: | Full-time |
| 3.8. Required credit: | 134 credits (not including credits for National Security and Defense Education, and Physical Education as prescribed by the Ministry of Education and Training) |
| 3.9. Faculty in charge: | Faculty of Business Administration |
| 3.10. Languages of instruction: | English |
| 3.11. Quality certification: | 381/QD-KDCLGDSG ngày 22/9/2023 |
| 3.12. Website: | https://khoaqtcd.ufm.edu.vn |
- 3.13. Reference/Benchmarking programs:** To ensure modernity and conformity with global education trends, the training program has been referenced from many prestigious universities, including: University of Wisconsin Stout (USA); Rennes Business School - University of Rennes (France); Concord University (USA); University of the West of England Bristol (UK); Victoria University (Australia); London School of Business and Finance (LSBF); HELP University (Malaysia); Thompson Rivers University (Canada); University of Sydney (Australia).
- 3.14. Year of review and update:** 2025
- 3.15. Job Position:**

Learners graduated from the program of Business Administration can work in various positions at agencies and organizations, including media agencies, departments of information and communication, the Business Department of manufacturing and service companies, as well as consulting firms that provide services in strategy, planning, sales, operations, quality, human resources, and organizations focused on business and management education and training, with job positions such as:

- Business specialist, developing business strategies, sales management specialist, quality management, human resources management, strategic consulting and management model specialist; operations manager;
- Management/Leadership positions such as Head/Deputy Head of Sales Department, Human Resources Director, Sales Director, Planning Director, Purchasing Department, Quality Department, Business Director, Project Director, and Sales Director in enterprises, especially in joint ventures and multinational companies;

- Researchers and lecturers at research institutions and universities engaged in research and training related to the field of management and business;
- To establish a business to create jobs for oneself and the community.

4. TRAINING OBJECTIVES

4.1. Overall objectives

Bachelor of Business Administration is designed to provide learners with the knowledge, skills, political qualities, good health and social responsibility as well as ethical values essential for success in the business world. Learners will acquire knowledge regarding the basic concepts, principles, and functions of management, business, economics, and society. Furthermore, the program equips learners with general knowledge of business operations, business environment, principles of business administration, and entrepreneurship within a market economy and a context of international integration. Learners will also gain a robust understanding of business processes, including the ability to effectively manage and implement them. Finally, the program instills a strong foundation in legal and ethical standards relevant to business practices.

Moreover, graduates are equipped to apply their knowledge, scientific research findings, and technological advancements to address challenges and manage workplace issues effectively. They possess independent research skills, demonstrate a strong capacity for self-directed learning, and cultivate a commitment to lifelong learning.

4.2. Detailed objectives

- **PO1:** To provide a foundational understanding of law, economics, administration, and business principles, develop a comprehensive grasp of the requirements of a market economy, and gain insights into the characteristics of production, commodity circulation, and business management practices both domestically and internationally.

- **PO2:** To provide in-depth knowledge of business administration and management, including entrepreneurship, corporate culture, and sustainable development, knowledge management, and innovation within a market economy; acquire proficiency in the tools and methods necessary to apply the scientific principles of business administration to real-world situations.

- **PO3:** To acquire current and contemporary knowledge in business administration and entrepreneurship, enabling learners to effectively apply their skills within an integrated global environment.

- **PO4:** To apply knowledge to solve problems within the scope of their profession, such as administration and business management, business start-up, sustainable business practices, knowledge management, and innovation.

- **PO5:** To utilize modern techniques and tools in processes of business administration and enterprise development.

- **PO6:** To apply soft skills, foreign language proficiency, and information technology to enhance professional activities in order to improve professional capacity and adaptability skills, thus maximizing personal potential.

- **PO7:** To demonstrate an awareness of compliance with laws, regulations, and ethical and professional values, possess a commitment to business ethics and social responsibility.

- **PO8:** To be active, innovative, and responsible in their work; to demonstrate initiative in approaching, organizing, and solving problems related to business administration; to

possess adaptability skills in diverse work environments; to exhibit a strong capacity for self-directed learning and maintain a positive work attitude, contributing to the development of the country.

5. PROGRAM LEARNING OUTCOMES (PLOs)

❖ *Knowledge*

- **PLO1:** Apply knowledge of social sciences, political science, law, and general professional knowledge of the field of study to evaluate and critique issues in the workplace.
- **PLO2:** Apply knowledge of economic mathematics, data analysis, and entrepreneurship to perform tasks in/related to the field of study.
- **PLO3:** Flexibly apply basic and comprehensive theoretical knowledge to effectively solve management and business problems within a global context.
- **PLO4:** Select solutions that enhance management and business performance within a global environment.

❖ *Skill*

- **PLO5:** Handle situations related to social science, political science, and law activities; proficiently use ESP (English for Specific Purposes) to solve tasks in the field of study.
- **PLO6:** Proficiently handle situations related to technology applications, solve economic problems, and develop and implement startup business plans.
- **PLO7:** Effectively utilize organizational resources in administrative and business activities.
- **PLO8:** Work effectively in a team setting to achieve organizational administrative and business goals within a global context.

❖ *Autonomy and Responsibility*

- **PLO9:** Self-directed, draw professional conclusions, and defend personal viewpoints.
- **PLO10:** Work independently or in teams in dynamic work environments, taking personal responsibility and responsibility for the group. Can guide and supervise others in performing assigned tasks.

6. TOTAL PROGRAM CREDITS: 134 Credits

No.	Application-oriented program		
	Program credits	Credits	Percentage
1	General Education modules	38	28.36%
	<i>Political Theory</i>	<i>11</i>	
	<i>Legal Studies</i>	<i>3</i>	
	<i>Foreign Language</i>	<i>18</i>	
	<i>Mathematics and Informatics</i>	<i>6</i>	
2	Professional Education modules	90	67.16%
2.1	<i>Fundamental Discipline Knowledge</i>	<i>45</i>	<i>33.58%</i>
2.2	<i>Core Discipline Knowledge</i>	<i>24</i>	<i>17.91%</i>
2.3	<i>Specialized Discipline Knowledge</i>	<i>15</i>	<i>11.19%</i>
2.4	<i>Supplementary Discipline Knowledge</i>	<i>6</i>	<i>4.48%</i>
3	Graduation Requirements	6	4.48%
	<i>Graduation Thesis/Graduation Project</i>	<i>6</i>	<i>4.48%</i>

No.	Application-oriented program		
	Program credits	Credits	Percentage
	Total	134	100%

7. ADMISSIONS

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

8. PROGRAM CONTENT

8. PROGRAM CONTENT						
No.	Module code	Module name	Application-oriented program		Blended learning (Check "X" for courses that can apply blended learning)	
			Total credits	Credits Allocation		
				Theory Credits		Practical Credits
1	General Education modules		38	38	0	
a	Political Knowledge		11	11	0	
1	100258	Marxist – Leninist philosophy	3	3	0	X
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 Knowledge		3	3	0	
6	100044	Business Law	3	3	0	
c	Foreign Language		18	18	0	
7	100263	English 1 (Listening-Speaking)	3	3	0	X
8	100264	English 2 (Listening-Speaking)	3	3	0	X
9	100265	English 3 (Listening-Speaking)	3	3	0	X
10	100266	English 4 (Listening-Speaking)	3	3	0	X
11	100267	Business English	3	3	0	X
12	100268	Advanced Business English	3	3	0	X
d	Mathematics – Informatics		6	6	0	
13	100269	Digital literacy	3	3	0	
14	100270	Mathematics for Business and Economics	3	3	0	
2	Professional Education modules		90	90	0	
a	Foundation 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

No.	Module code	Module name	Application-oriented program		Blended learning <i>(Check "X" for courses that can apply blended learning)</i>	
			Total credits	Credits Allocation		
				Theory Credits		Practical Credits
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
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	Major knowledge		24	24	0	
30	100077	International Business Law	3	3	0	
31	100308	E-Business	3	3	0	
32	100312	International Business Management	3	3	0	
33	100069	Organizational Behavior	3	3	0	
34	100070	Operations Management	3	3	0	X
35	100130	Change Management	3	3	0	X
36	100319	Leadership	3	3	0	X
37	100133	Business Communication Management	3	3	0	
c	Specialized knowledge		15	15	0	
38	100084	Sales Management	3	3	0	X
39	100320	Business analytics for decision making	3	3	0	
40	100321	Supply Chain Management	3	3	0	
41	100322	Production and Logistics	3	3	0	
42	100323	Quality Management	3	3	0	X
d	Supplementary knowledge		6	6	0	
43	100063	Business ethics and Social Responsibility	3	3	0	X
44	100306	Managing Human Resources	3	3	0	
3	Graduation Requirements		6	0	6	
45	100325	Graduation thesis	6	0	6	X
Total program 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. Learners 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.

- **Group discussion:** The lecturer introduces the topic, defines a common task for the groups, and organizes them. Learners are required to handle assigned duties, present their findings, and report their results.

- **Group project:** The lecturer introduces the topic, defines a common task for the groups, and organizes them. Learners are required to handle assigned duties, present their findings, and report their results.

- **Question/essay:** Learners are required to apply theoretical knowledge to give an argument or answer on a given topic.

- **Presentation:** The lecturer introduces the topic. Learners are required to form groups, research the topic, apply theoretical knowledge to analyze, explain, and make management decisions, and deliver presentations on a chosen topic.

❖ **Practical teaching methods**

- **Visual presentation:** The lecturer demonstrates the task, providing a clear example for learners to follow. Learners practice the task under the lecturer's supervision, receiving immediate feedback and guidance.

- **Exercises:** Learners engage in exercises, both individually and as a team, to practice the tasks assigned by the lecturer, prepare and present their reports in the next class, fostering further discussion and knowledge sharing among the entire class.

- **Practice:** Learners can work both individually and as a team; the lecturer provides a real-life situation, professional requirement, or incident, emphasizing the practical relevance of the learning and requiring learners to solve problems within the classroom; this method focuses on applying theoretical knowledge to practical scenarios to analyze the problem, identifying key issues and relevant information.

- **Project-based learning:** The lecturer provides a practical topic, connecting learning to real-world challenges while learners work in teams, develop ideas, and implement real-world projects in a classroom setting; projects are initiated, formed, and completed through the learning process with guidance and support from the lecturer.

9.2. Learning methods

❖ **Self-directed learning guidance:**

- The lecturer guides and supports learners during their self-study process provides learners with resources to support their independent learning, and clearly communicates the assessment criteria and requirements for the final products after their self-study (including reports, presentations, answers to questions, or assignments, ...)

- The lecturer divides the class into groups, highlighting the importance of teamwork and collaboration; specifies the number of members per group, either assigns a group leader or requires the group to elect one, emphasizing leadership and responsibility in connecting with the lecturer.

❖ **Self-study:**

- **Individual Self-Study:** Learners can choose to work individually or collaborate in groups, actively engage with the lecture materials and requirements, and produce the required products.

- **Group self-study:**

The group leader is a designated member responsible for representing the group to communicate with the lecturer, ensuring the group's progress, assigning work and evaluating the performance of group members.

Groups as a whole are responsible for researching the self-study content, understanding the lecturer's requirements, and completing the assigned tasks.

9.3. Practical guidance methods

Learners undertake internships at an organization under the guidance of lecturers. The lecturer emphasizes the connection between theoretical knowledge and practical application, encourages learners to develop a growth mindset and eagerness to learn, and comply with the regulations of the school, faculty, department, and organization, demonstrating professionalism and ethical conduct. The lecturer sets clear expectations and requirements for the internship, ensuring learners understand how theory translates into real-world situations.

9.4. Matrix of alignment between teaching and learning methods and program 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	X	X	X
Group discussion		X	X	X			X	X	X	X
Group project	X	X	X	X		X	X	X	X	X
Question/essay			X	X				X	X	
Presentation			X	X			X	X		
Visual presentation			X	X			X	X		X
Exercises				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

Assessment Methods and Grading Scale are in accordance with Decision No. 3347/QĐ-ĐHTCM dated 30 December 2022 by the Rector of the University of Finance – Marketing on the Regulations on Examining and Evaluating Academic Results under the Credit System at the University of Finance – Marketing.

10.1. Theory modules:

- + Attendance: Assessing the level of active participation of learners in class.
- + Continuous Assessment: group discussions, group projects, group assignments, and mid-term exams, including multiple-choice, essay, or multiple-choice combined with essay.
- + Final examination: written assignment or forms of examination, including multiple-choice, essay, and multiple-choice combined with essay.

10.2. Practical modules:

- + Practical Tests: group discussions, group projects, group assignments.
- + Final examination: written assignment or forms of examination, including multiple-choice, essay, and multiple-choice combined with essay.

10.3. Matrix of alignment between methods of assessment and program learning outcomes

Method of Assessment	PLOs									
	Knowledge				Skill				Autonomy and Responsibility	
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
A. THEORY MODULES AND PRACTICAL MODULES										
1. Continuous Assessment										
In-class active participation	X		X	X	X		X	X	X	X
Group discussions, group projects	X		X	X	X	X	X	X	X	X
Examination (multiple-choice/essay/combination)	X		X	X		X	X	X	X	X
Practice			X	X	X	X	X	X	X	X
Report/Presentation		X	X	X		X	X	X	X	X
Self-study exercises			X		X	X	X	X	X	X
2. Final Assessment										
Final assignment	X	X	X	X		X	X	X	X	X
Final examination (multiple-choice/essay/combination)	X	X	X	X		X	X	X	X	X
B. GRADUATION PROJECT										
Graduation Project	X		X	X		X	X		X	X

11. GUIDELINES FOR IMPLEMENTING THE TRAINING PROGRAM

11.1. Training process

The undergraduate program for Business Administration is made publicly available to students before admission and at the beginning of the course. Any changes or adjustments to the program are made according to current regulations and are announced before implementation, ensuring no adverse impact on students.

The program is designed to be completed in 4 years, with a maximum duration of 7 years.

Students receive instruction in a full-time format, following the current regulations of the Ministry of Education and Training and the university's own regulations.

11.2. Organisation of training, duration of training, and training plan

a) Organization of training, duration of training:

- The university organizes training according to the credit system. Credit-based training involves individual modules, allowing students to accumulate credits for each module and

follow a personalized study plan in alignment with the university's instructional schedule.

- Credits are used to quantify the student's workload. One credit equates to 50 hours, including theoretical classes, practical sessions, internships, and self-study.

b) Training plan:

First year

No.	MODULE NAME	CREDITS	PREVIOUS MODULES	NOTES
1	Marxist – Leninist philosophy	3	None	
2	Marxist Leninist political economics	2	Marxist – Leninist philosophy	
3	Scientific socialism	2	Marxist – Leninist philosophy, Leninist Marxist Political Economics	
4	English 1 (Listening-Speaking)	3	None	
5	English 2 (Listening-Speaking)	3	English 1 (Listening-Speaking)	
6	English 3 (Listening-Speaking)	3	English 2 (Listening-Speaking)	
7	Principles of Microeconomics	3	None	
8	Principles of Macroeconomics	3	Principles of Microeconomics	
9	Digital literacy	3	None	
10	Mathematics for Business and Economics	3	None	
11	Principles of Management	3	None	
12	Principles of Marketing	3	None	
13	Customer behavior	3	Principles of Marketing	
14	Essential of Business Statistics	3	None	

Second year

No.	MODULE NAME	CREDITS	PREVIOUS MODULES	NOTES
1	History of Vietnamese Communist Party	2	Marxist – Leninist philosophy, Leninist Marxist Political Economics, Scientific Socialism, Ho Chi Minh Ideology	
2	Ho Chi Minh Ideology	2	Marxist – Leninist philosophy, Leninist Marxist Political Economics, Scientific Socialism	
3	English 4 (Listening-Speaking)	3	English 3 (Listening-Speaking)	

No.	MODULE NAME	CREDITS	PREVIOUS MODULES	NOTES
			Speaking)	
4	Business English	3	English 4 (Listening-Speaking)	
5	Advanced Business English	3	Business English	
6	Business Law	3	None	
7	Introduction to Business	3	None	
8	Sustainable Development	3	None	
9	Financial Accounting	3	None	
10	Managerial Accounting	3	Financial Accounting	
11	Financial Management	3	None	
12	Strategic Management	3	Principles of Management	
13	Taxation	3	None	
14	Artificial Intelligence in Business	3	Mathematics for Business and Economics	
15	Entrepreneurship and Innovation	3	Principles of Microeconomics, Principles of Management	

Third year

No.	MODULE NAME	CREDITS	PREVIOUS MODULES	NOTES
1	International Business Management	3	Strategic Management	
2	International Business Law	3	Business Law	
3	E-Business	3	None	
4	Organizational Behavior	3	None	
5	Operations Management	3	Principles of Management, Principles of Microeconomics, Principles of Macroeconomics	
6	Change Management	3	None	
7	Leadership	3	Human Resources Management	
8	Business Communication Management	3	None	
9	Sales Management	3	Principles of Management, Principles of Marketing	
10	Business analytics for decision making	3	None	
11	Supply chain management	3	None	
12	Production and Logistics	3	None	
13	Quality Management	3	Principles of Management	

No.	MODULE NAME	CREDITS	PREVIOUS MODULES	NOTES
14	Business Ethics and Social Responsibility	3	Principles of Management	
15	Managing Human Resources	3	Principles of Management	

Fourth year

No.	MODULE NAME	CREDITS	PREVIOUS MODULES	NOTES
1	Graduation Thesis	6	Core discipline knowledge modules and specialized discipline knowledge modules	

11.3. Organization of the end-of-module examination

The organization of the end-of-module examinations is carried out according to 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:

Decision No. 2651/QĐ-DHTCM dated October 27, 2024 of the Rector of the University of Finance – Marketing on promulgating the Regulations on training integrated programs, international programs and talent programs at the university level in regular credit forms at the University of Finance - Marketing.

❖ Requirements for soft skills:

Learners 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:

Learners must possess one of the recognised certificates equivalent to Level 4 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:

Learners 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 learner meet all the requirements according to the current regulations of the University and the State.

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

B. SUMMARY DESCRIPTIONS OF PROGRAM MODULES

1. Marxist – Leninist philosophy - Credits: 3

❖ Previous modules: None

❖ Summary of module's objectives and contents:

▪ *General objectives:*

Upon completion of this course, students will be capable of acquiring a fundamental, systematic understanding of Marxist-Leninist philosophy, utilizing the dialectical materialist methodology and worldview in the context of other courses, and assessing and interpreting work-related issues. Then, they will have the confidence to defend their own viewpoints.

▪ *Contents summary:*

The Marxist-Leninist Philosophy course is divided into three chapters. The course offers fundamental content regarding the philosophical methodology and worldview of Marxism-Leninism, which is beneficial for the study of other courses in the training program and other human knowledge. It also serves as a foundation for the study of other courses of Marxism-Leninism and the application of the knowledge gained in practical situations. The methodological significance of applying Marxist-Leninist philosophy to the practice of the Vietnamese revolution and the benefits that learners receive when enrolling in this course are readily apparent to learners who have acquired knowledge of the course.

❖ In relevance to the PLOs: PLO1(I); PLO5(R); PLO9(R)

2. Marxist Leninist Political Economics - Credits: 2

❖ Previous modules: Marxist – Leninist philosophy

❖ Summary of module's objectives and contents:

▪ *General objectives:*

Upon completion of this course, students will possess a fundamental and primary understanding of Marxist-Leninist Political Economics. They are capable of developing the ability to implement, analyze, and assess socio-economic issues in the context of the country's development and the student's personal growth. Consequently, it supports the development of a Marxist-Leninist ideological posture and consciousness among students, as well as the development of appropriate social responsibilities in their professional and postgraduate lives.

▪ *Contents summary:*

The course provides core knowledge of Marxist-Leninist Political Economy and the economic issues in the transition period to socialism in Vietnam. The course's Marxist-Leninist Political Economy content emphasizes the following: competition, monopoly, surplus value production, markets, and commodities. The course addresses several economic issues during the transition period, such as the socially oriented market economy, economic interest relations in the transition period, industrialization, modernization, and international

economic integration of Vietnam.

- ❖ In relevance to the PLOs: PLO1(I); PLO5(R); PLO9(R)

3. Scientific Socialism - Credits: 2

❖ Previous modules: Marxist – Leninist philosophy, Marxist Leninist Political Economics

- ❖ Summary of module's objectives and contents:

- *General objectives:*

Upon completion of this course, students will possess a fundamental understanding of Scientific Socialism. They will be able to apply the knowledge they have acquired to analyze and elucidate the socio-political issues and the path to socialism in Vietnam, as well as to cultivate appropriate political and ideological attitudes and fortify their conviction in the objectives, ideals, and success of the socialism construction process in Vietnam.

- *Contents summary:*

The course content presents basic introductory issues of Scientific Socialism to clarify the process of formation and development of Scientific Socialism; research objects, research methods and the significance of studying Scientific Socialism; basic theoretical issues of Scientific Socialism, namely: the historical mission of the working class; socialism and the transitional period to socialism; socialist democracy and the socialist state; social-class structure and class and strata alliances in the transitional period to socialism; ethnic, religious and family issues in the transitional period to socialism.

- ❖ In relevance to the PLOs: PLO1(I); PLO5(R); PLO9(R)

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 Vietnamese Communist Party, learners will have a systematic understanding of the Communist Party of Vietnam and its policies and guidelines in leading the revolution from the Party's inception to the present; learners will be able to select research materials for studying the course and apply the historical knowledge they have acquired to practical work, as well as critically assess misconceptions about the Party's history. Through this, learners might enhance their political competence, as well as strengthen and nurture their trust in the Party's leadership; they become aware of their responsibility in studying and training to contribute to the construction and protection of socialist Vietnam.

- *Contents summary:*

The course consists of 4 chapters, equipping learners with an understanding of the subjects, objectives, tasks, research methods, and study of the History of the Vietnamese Communist Party, as well as fundamental and systematic knowledge about the establishment of the Vietnamese Communist Party (1920 - 1930), the process of the Party leading the struggle for power (1930 - 1945), the Party leading two resistance wars against foreign invaders, achieving national liberation and unification (1945 - 1975), and the leadership of the entire country in the transition to socialism and the implementation of the renovation period (1975 to present). Through that, it affirms success, points out limitations, and

summarizes experiences regarding the revolutionary leadership of the Party to help learners enhance their awareness and confidence in the Party, as well as their ability to apply the knowledge they have acquired to practical work, contributing to the construction and protection of the socialist Vietnam.

❖ In relevance to the PLOs: PLO1(I); PLO5(R); PLO9(R).

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, learners will be able to understand the basic knowledge about the concepts, origins, formation process, and development of Ho Chi Minh Ideology; the fundamental contents of Ho Chi Minh Ideology; and its application by the Vietnamese Communist Party in the national democratic revolution and in the socialist revolution. Forming independent thinking, analysis, evaluation, and creatively applying Ho Chi Minh's thought to solve practical issues in life; Enhancing political will, patriotism, and loyalty to the goals and ideals of national independence linked with socialism; recognizing the role and value of Ho Chi Minh Ideology for the Communist Party and Vietnam; understanding one's own responsibility in studying and training to contribute to the construction and protection of our homeland.

▪ *Contents summary:*

The course consists of 6 chapters, equipping learners with fundamental knowledge about the concepts, subjects, research methods, and the significance of studying Ho Chi Minh Ideology; the foundations, formation process, and development of Ho Chi Minh Ideology; national independence and socialism; the Vietnamese Communist Party and the state of the people, by the people, for the people; national unity and international solidarity; and culture, ethics, and humanity.

❖ In relevance to the PLOs: PLO1(I); PLO5(R); PLO9(R)

6. English 1 (Listening - Speaking) - Credits: 3

❖ Previous modules: None

❖ 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(I), PLO10(I)

7. English 2 (Listening - Speaking) - Credits: 3

- ❖ 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: 3

- ❖ 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.

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

9. English 4 (Listening - Speaking) - Credits: 3

❖ 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(M), PLO10(I)

10. Business English - Credits: 3

❖ 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(I)

11. Advanced English Business - Credits: 3

❖ 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(M), PLO10(I)

12. Business Law - Credits: 3

❖ Previous modules: None

❖ 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(R), PLO8(R), PLO10(R)

13. Digital literacy - Credits: 3

❖ Previous modules: None

❖ 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), PLO6(R), PLO7(R), PLO9(M)

14. Mathematics for Business and Economics - Credits: 3

❖ Previous modules: None

❖ Summary of module's objectives and contents:

▪ *General objectives:*

This course aims to provide learners with foundational knowledge of mathematical tools. From this base, students will build economic mathematical models and solve related problems in the fields of economics, finance, and management.

▪ *Contents summary:*

The course provides learners with knowledge of matrix operations, determinants, systems of equations, and solving algebraic and linear models in economics. It emphasizes a deep understanding of limits, continuity, and derivatives of functions for application in economics and business. Learners will use integral calculus and its applications to economic and financial problems. They will apply knowledge of multivariable functions, optimization of multivariable functions, and differential equations to solve specific economic models and problems. Students will be proficient in using mathematical tools and methods to address microeconomic and macroeconomic issues, including balance models, Leontief input-output models, marginal value, elasticity coefficients, optimization problems with single variables, unconstrained and constrained optimization in economics and business.

- ❖ In relevance to the PLOs: PLO2(R), PLO4(R), PLO6(R), PLO9(R)

15. Taxation - Credits: 3

- ❖ Previous modules: None
- ❖ Summary of module's objectives and contents:
 - *General objectives*

This course aims to equip learners with the knowledge and theoretical foundations on taxation to help them gain an overview of taxes; the development process of the Vietnamese tax system and the main content of the current applicable taxes. The course provides learners with basic skills to identify tax obligations; gradually develop a compliance consciousness with tax regulations, and the professional ethics of those implementing tax policies.

- *Contents summary*

This course is mandatory for basic field knowledge at the University of Finance – Marketing. It provides learners with an overview of taxes and specific tax types in Vietnam, including import and export taxes, special consumption taxes, value-added taxes, corporate income taxes, personal income taxes, etc. The content of each tax includes the basic provisions of tax law on: taxable subjects, taxpayers, tax calculation bases and methods, deadlines for tax declaration and payment, and tax finalization.

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

16. Customer Behavior - Credits: 3

- ❖ 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: PLO1(R), PLO3(R), PLO9(M), PLO10(M)

17. Principles of Microeconomics - Credits: 3

- ❖ Previous modules: None
- ❖ 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(I), PLO7(R), PLO9(M)

18. Principles of Macroeconomics - Credits: 3

- ❖ Previous modules: Principles of Microeconomics
- ❖ 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(I), PLO7(R), PLO9(M)

19. Essential of Business Statistics - Credits: 3

- ❖ Previous modules: None
- ❖ 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), PLO6(R), PLO9(R)

20. Principles of Management - Credits: 3

- ❖ Previous modules: None
- ❖ Summary of module's objectives and contents:

▪ *General objectives:*

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.

▪ *Contents summary:*

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.

- ❖ In relevance to the PLOs: PLO1(I), PLO7(R), PLO9(R), PL10(M)

21. Principles of Marketing - Credits: 3

- ❖ 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(I), PLO7(R), PLO9(R), PLO10(M)

22. Introduction to Business - Credits: 3

❖ 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), PLO3(R), PLO8(R), PLO9(M)

23. Strategic Management - Credits: 3

❖ Previous modules: Principles of Management

❖ Summary of module's objectives and contents:

▪ *General objectives:*

This course belongs to the foundational 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.

▪ *Contents summary:*

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.

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

24. Sustainable Development - Credits: 3

- ❖ Previous modules: None
- ❖ Summary of module's objectives and contents:
 - *General objectives:*

The Sustainable Development course is designed to equip learners with knowledge and attitudes towards living, studying and working in the face of inevitable trends that cannot be avoided or denied by the times. Through the content taught and discussed, learners are aware of the issues of a development process that meets all the needs of current society while ensuring the continued development of future generations, thereby having the right attitude and behavior in all activities of life from personal life to work, production, business and other activities.

- *Contents summary:*

The course presents general issues on sustainable development including concepts, principles and theories on sustainable development. It provides knowledge for learners to: Understand, interpret, analyze and evaluate issues based on the 17 sustainable development goals of the United Nations. The main content of the course will address sustainable development issues in socio-economic fields such as: Economic growth; Industry and infrastructure; Resources; Education and health; Energy; Social equality; and Sustainable development policy. Through the content of the course, learners are equipped with methods to evaluate and analyze aspects of sustainable development in Vietnam, thereby forming the right mindset in the learning and working process later.

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

25. Financial Management - Credits: 3

- ❖ Previous modules: None
- ❖ 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), PLO7(R), PLO10(R)

26. Financial Accounting - Credits: 3

- ❖ Previous modules: None
- ❖ 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: 3

❖ Previous modules: Principles of 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(I), PLO7(R), PLO8(R), PLO9(R)

28. Artificial Intelligence in Business - Credits: 3

❖ Previous modules: Mathematics for Business and Economics

❖ Summary of module's objectives and contents:

▪ *General objectives:*

This module equips learners with basic knowledge about Artificial Intelligence, methodological issues in building models using artificial intelligence; includes statistical mathematical methods, basic algorithms of data analysis and application of new technologies and data science to socio-economic practice. After completing this module, learners have the necessary knowledge and skills to apply technology in collecting and analyzing data and building effective organizational models for the fields of economics and finance, business and management.

▪ *Contents summary:*

The module provides learners with content such as the concepts and roles of data science and artificial intelligence in business and management activities, and provides statistical and

mathematical methods used in the field. Artificial intelligence to solve economic problems. Learners are equipped with technological methods in artificial intelligence, data classification methods, and data clustering in economic fields.

- ❖ In relevance to the PLOs: PLO2(R), PLO6(R), PLO7(M), PLO9(M)

29. Managerial Accounting - Credits: 3

- ❖ 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), PLO8(M), PLO10(M)

30. International Business Law - Credits: 3

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

The course helps learners understand and apply legal provisions to resolve and handle legal issues arising in international commercial relations, focusing on international sale of goods, international service supply, international payment, and resolution of international commercial disputes.

- *Contents summary:*

The course provides students with major knowledge of international business law, including: legal provisions governing commercial relations involving state entities and public entities; legal regulations governing commercial relations among traders in international sale of goods, international service supply, international investment, international payment, and resolution of international commercial disputes.

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

31. E-Business - Credits: 3

- ❖ Previous modules: None

❖ Summary of module's objectives and contents:

▪ *General objectives:*

This course aims to provide learners with the knowledge to analyze in business. Through the course, learners can demonstrate understanding of the role of different E-Business in support of organizational objectives; analyse flexible and reliable E-Business that respond to organizational requirements; evaluate E-Business that support value-added change within organizations; recommend practical E-Business systems solutions to given organizational scenarios.

▪ *Contents summary:*

This course aims to provide learners with the knowledge to analyze in business. Through the course, learners can demonstrate understanding of the role of different E-Business in support of organizational objectives; analyse flexible and reliable E-Business that respond to organizational requirements; evaluate E-Business that support value-added change within organizations; recommend practical E-Business systems solutions to given organizational scenarios.

❖ In relevance to the PLOs: PLO2(R), PLO6(R), PLO7(M), PLO10(M)

32. International Business Management - Credits: 3

❖ Previous modules: Strategic Management

❖ Summary of module's objectives and contents:

▪ *General objectives:*

After learning this subject, learners can do well in such following activities:

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: PLO1(R), PLO5(R), PLO9(M), PLO10(M)

33. Organizational Behavior - Credits: 3

- ❖ Previous modules: None
- ❖ Summary of module's objectives and contents:
 - *General objectives:*

This course aims to improve students understanding of human behavior in organization and the ability to lead people to achieve more effectively toward increased organizational performance. After completing this course, students should be able to: Understand individual behavior in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories; Understand group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations; Understand the organizational system, including organizational structures, culture, human resources, and change.

- *Contents summary:*

This course provides a comprehensive analysis of individual and group behavior in organizations. Its purpose is to provide an understanding of how organizations can be managed more effectively and at the same time enhance the quality of employees work life.

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

34. Operations Management - Credits: 3

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

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

After completing the Operations Management course, learners should be able to systematize basic knowledge about operations management in businesses within a global business environment, develop/propose effective solutions and plans for operations management, and apply this fundamental knowledge to address issues related to operations management activities. Additionally, learners will also enhance their capacity for autonomy and responsibility in both independent and teamwork settings.

- *Contents summary:*

The course of Operations Management aims to students with the most fundamental knowledge about operations management in businesses, based on modern management perspectives in the context of international integration. The course will provide learners with the following basic contents: (1) The nature, objectives, and functions of operations management; (2) Assessment and forecasting; (3) Technology development and application strategies; (4) Technology transfer; (5) Product demand forecasting; (6) Facility layout; (7) Aggregate planning; (8) Inventory management; (9) JIT & Lean methods.

- ❖ In relevance to the PLOs: PLO2(R), PLO6(M), PLO8(M), PLO10(M)

35. Change Management - Credits: 3

- ❖ Previous modules: Human Resources Management, Strategic Management
- ❖ Summary of module's objectives and contents:
 - *General objectives:*

This course aims to provide learners with knowledge to understand the overall activities of organizational development and how to manage organizational changes. Specifically, it focuses on the importance of both theory and practice in change management, including methods for developing change strategies, managing resistance, and implementing

organizational development programs. As a result, learners will be able to make decisions related to forecasting, planning, organizing, leading, and controlling the change process within organizations/businesses. The expectation is that learners will be capable of taking on positions such as strategic planning specialists, operational managers, team leaders, or supervisors within businesses.

▪ *Contents summary:*

This course provides learners with an overview of organizational change, including concepts of change management; theoretical foundations, models, and various approaches to the change process; the role of leadership in organizational change; how to manage resistance to change and implement change programs within an organization. Additionally, the course offers knowledge about the impact of organizational culture and system structure on change and development efforts, as well as the complexities of organizational change and strategies for effectively managing change within an organization, thereby supporting organizations in improving performance and employee satisfaction sustainably in an ever-changing environment.

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

36. Leadership - Credits: 3

❖ Previous modules: Human Resources Management

❖ Contents summary và mục tiêu:

▪ *General objectives:*

This module aims to provide students with a comprehensive understanding of leadership science, coupled with practical discussion scenarios to enhance their leadership abilities and develop management and business activities within an organization. Through this module, students will apply concepts such as goal setting and management, vision building, problem-solving and decision making, work assignment and organization, influence and trust building, and inspiring and motivating staff. They will also learn to apply scientific working methods and systems thinking while practicing teamwork skills. Additionally, students will develop professional leadership capabilities for leading and managing within an organization, demonstrate responsibility in their work, adhere to ethical standards, and maintain a scientific work style and professional attitude as administrators.

▪ *Contents summary:*

The Leadership module is an integral part of the specialized knowledge block within the Business Administration major, encompassing essential knowledge of leadership, direction, and organizational administration. This includes foundational concepts of leadership science, the importance of leadership in organizations, various leadership theories and philosophies, and diverse leadership styles. Specifically, the module covers the nature, roles, and skills of leaders, methods, and techniques for identifying leadership skills, strategies for setting effective goals, building vision, making effective decisions, organizing work efficiently, inspiring others, fostering organizational culture, and adapting to the global environment in response to the changing trends of the digital landscape.

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

37. Business Communication Management - Credits: 3

❖ Previous modules: None

❖ Summary of module's objectives and contents:

- *General objectives:*

The course aims to help students to understand business communication concepts that serve as a basis for effective spoken and written communication in a business setting; understand how to approach internal and external interactions strategically and how to plan for these meetings and events; develop an understanding of the need to specialize communication approaches to the specific needs of the situation and the participants; learn how to ask good questions and provide meaningful answers to questions in a business setting; develop the fundamental skills of business communication techniques and the ability to be effective in writing business documents; learn to use standard formats, techniques, and documents to gain credibility in business settings.

- *Contents summary:*

In today's personal and professional world, communication is one of the most vital skills to develop. Your effectiveness in communicating ideas, feelings, instructions, and thoughts are key to your success, especially in business. Business Communication Management is designed to introduce learners to skills and practices that will help learners communicate and develop communication strategy for themselves in business and/or for their business and their clients/stakeholders. This semester, we will explore how to communicate in written and oral form. We will look at the standard practices for communicating within and across business sectors. We will practice some of the fundamentals of business writing, including memoranda, email, business letters, and discuss how to be persuasive and engaging in these writings. Additionally, we will explore oral presentation as it exists in different professional contexts and settings.

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

38. Sales Management - Credits: 3

- ❖ Previous modules: Principles of Management, Principles of Marketing

- ❖ Summary of module's objectives and contents:

- *General objectives:*

The course aims to equip students with a deep knowledge of sales management concepts and practical skills to solve real-world business problems. It enhances leadership abilities, enabling students to lead sales teams effectively and achieve business goals. Additionally, the course fosters creativity and adaptability, preparing students for successful careers in sales management.

- *Contents summary:*

The Sales Management course is a specialized module of professional education knowledge block, provides a comprehensive exploration of organizing, developing, and managing a sales force within an organization. The course equips students with the knowledge to develop sales strategies, lead and motivate teams, analyze market trends, and make data-driven decisions. Therefore, students will be capable of applying their knowledge to real-world business challenges, thereby enhancing their leadership and management skills in sales management.

- ❖ In relevance to the PLOs: PLO3(R), PLO4(M), PLO6(M), PLO7(M), PLO9(M)

39. Business analytics for decision making - Credits: 3

- ❖ Previous modules: None

- ❖ Summary of module's objectives and contents:

- *General objectives:*

This course will equip students with the knowledge and skills to analyze, interpret, and apply data to support strategic business decision-making. Specifically, it focuses on four key objectives: identifying and selecting appropriate charts and tables for effective data visualization, comparing and evaluating the similarities and differences among multiple datasets, developing models to analyze relationships between variables, and applying analytical methods to address practical business problems. By completing this course, students will enhance their data analysis capabilities, enabling them to contribute effectively to organizational growth and success.

- *Contents summary:*

This course provides a comprehensive framework of principles and analytical tools for addressing business problems through data analysis, statistical modeling, and quantitative methods. It adopts a systematic and iterative approach to exploring organizational data, emphasizing statistical analysis to enhance business decision-making. Data is regarded as a strategic asset in data-driven enterprises, and organizations actively seek ways to leverage it for competitive advantage. The effectiveness of business analytics is contingent upon data quality, the expertise of analysts in both technological and business domains, and a strong commitment to utilizing data-driven insights to inform and optimize decision-making processes.

- ❖ In relevance to the PLOs: PLO2(R), PLO6(M), PLO8(M), PLO10(M)

40. Supply Chain Management - Credits: 3

- ❖ Previous modules: None

- ❖ Summary of module's objectives and contents:

- *General objectives:*

Upon completion of the course, learners are able to apply theoretical and practical knowledge to plan a supply chain, demand forecasting and purchasing management (domestic and international), production management, domestic and international product distribution management, recall management and performance measurement of a supply chain; analyze the structure and current state of management of supply chain activities; propose a sustainable chain for a business in world conditions with many fluctuations related to economics and the environment; have a serious attitude at work, modern professional style, and independence in making decisions related to assigned work.

- *Contents summary:*

This course provides students with basic and advanced knowledge of supply chain management at manufacturing and business enterprises in the context of economic globalization in Vietnam. The course content provides students with knowledge about supply chain planning, demand forecasting and purchasing, freight transportation management, purchasing management (domestic and international), distribution and recall management, measuring the performance of a supply chain.

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

41. Production and Logistics - Credits: 3

- ❖ Previous modules: None

- ❖ Summary of module's objectives and contents:

- *General objectives:*

Upon completion of this course, students are able to apply theoretical and practical knowledge to analyze, evaluate and solve problems regarding to design of products and services, manufacturing, lean supply chain, distribution management, transportation management, logistics information system management, etc. In addition, students have the ability to manage operations related to logistics activities of enterprises; have a serious attitude, autonomy and independence in making decisions related to the assigned work

▪ *Contents summary:*

This course belongs to the specialized knowledge block, provides students with basic and in-depth knowledge of Logistics and logistics management in production and business enterprises. In particular, the course also provides students with knowledge of operations strategy, design of products and services, manufacturing processes, lean supply chain, logistics, distribution and transportation, production and logistics information management system,... As a course with specific and highly practical content, it helps students form and develop their thinking, analytical, evaluation and professional qualities before and after graduation.

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

42. Quality Management - Credits: 3

❖ Previous modules: Principles of Management

❖ Summary of module's objectives and contents:

▪ *General objectives:*

This course aims to provide learners with the knowledge necessary to understand the quality management activities within an organization. It enables learners to apply principles, tools, and methods to inspect, control, evaluate, ensure, and improve quality within an organization. Consequently, learners are encouraged to think creatively, conduct independent research, and explore how to apply quality management tools and quality management system standards in a specific organization. The expectation is that learners will be capable of taking on positions such as quality control, assurance, management personnel, and quality team specialists within various organizations.

▪ *Contents summary:*

This course is a specialized module of the professional education knowledge block that aims to provide learners with a comprehensive overview of product/service quality and quality management within organizations. It focuses on studying the concepts and characteristics of quality, the main tools used to monitor and control quality in organizations, analyzing quality management systems, and applying the spirit of continuous quality improvement. Learners will use basic control tools and quality management systems to analyze simulated examples.

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

43. Business Ethics and Social Responsibility - Credits: 3

❖ 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 the 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(I), PLO3(R), PLO5(R), PLO8(R), PLO10(R)

44. Human Resource Management - Credits: 3

❖ 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), PLO9(R)

45. Graduation Thesis - Credits: 6

❖ Prerequisites: According to current regulations on implementing the University's

Graduation thesis

❖ Summary of module's objectives and contents

▪ *General objectives:*

Upon completing the graduation thesis, students will have acquired in-depth knowledge and skills in sales management within an organization. They will possess the capability to systematize management and business sciences and apply them to practical sales management scenarios. Additionally, they will be able to analyze and assess organizational resources, evaluate the current state of sales and business operations, and propose creative, breakthrough solutions to address real-world business challenges. Furthermore, this course helps students enhance their awareness of legal compliance, ethical standards, and social responsibility. It fosters their ability to work independently, take initiative, and assume responsibility. Students will also develop the capacity to start a business, create jobs, and contribute to society. The course instills a spirit of service to their work and the nation, equips them with the confidence to defend personal viewpoints, and enables them to integrate and adapt to a global environment.

▪ *Contents summary:*

The graduation thesis is a crucial and integral course within the training program, enabling students to apply the foundational and specialized theoretical knowledge acquired from the Faculty of Business Administration, University of Finance and Marketing. This course helps analyze, verify, and identify real-world issues in the field of Business Administration, specifically in Sales Management. Additionally, it enhances students' thinking, reasoning, and critical analysis skills regarding management and business science, serving as a foundation for them to develop research abilities and work independently after graduation. By undertaking the graduation thesis, students have the opportunity to engage with practical realities, allowing them to explore, analyze, compare, and innovate based on the knowledge they have learned. This experience enables them to proficiently apply these skills to specific tasks in business operations and sales management at companies/organizations in a proactive and effective manner. Through this course, students will be able to adapt and integrate seamlessly into the real working environment of a business.

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

 **RECTOR**
Phạm Tiến Đạt
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DEAN OF BUSINESS FACULTY
Huỳnh Thế Nguyễn
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C. RESOURCES FOR TRAINING QUALITY ASSURANCE

1. MAIN TEXTBOOKS

No.	Textbook name	Author name	Publisher Name	Year of publication	Used for the module
1	Triết học Mác – Lênin	Ministry of Education and Training	National Political Publishing House	2022	Marxist – Leninist philosophy
2	Kinh tế chính trị Mác - Lênin	Ministry of Education and Training	National Political Publishing House	2011	Marxist Leninist political economics
3	Văn kiện Đại hội đại biểu toàn quốc lần thứ XII	Communist Party of Vietnam	National Political Publishing House	2016	Marxist Leninist political economics
4	Chủ nghĩa xã hội khoa học	Ministry of Education and Training	National Political Publishing House	2021	Scientific socialism
5	Vấn đề dân tộc và chính sách dân tộc	Central Department of Propaganda and Education (of VCP)	National Political Publishing House	2018	Scientific socialism
6	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	General Secretary of The Communist Party of Vietnam Nguyễn Phú Trọng	National Political Publishing House	2022	Scientific socialism
7	Lịch sử Đảng Cộng Sản Việt Nam	Ministry of Education and Training	National Political Publishing House	2021	History of Vietnamese Communist Party
8	Lịch sử Đảng Cộng Sản Việt Nam	Ministry of Education and Training	National Political Publishing House	2018	History of Vietnamese Communist Party

No.	Textbook name	Author name	Publisher Name	Year of publication	Used for the module
9	Tư tưởng Hồ Chí Minh	Ministry of Education and Training	National Political Publishing House	2021	Ho Chi Minh Ideology
10	Văn kiện Đại hội Đại biểu toàn quốc lần thứ VII, VIII, IX, X, XI, XII. XIII	Communist Party of Vietnam	National Political Publishing House	2017	Ho Chi Minh Ideology
11	Pathways 2: Listening, Speaking and Critical Thinking, 2nd Edition		Becky Tarver Chase	2018	English 1 English 2
12	Pathways: Listening, Speaking, and Critical Thinking 2	Chase, R. T., Johannsen, K. L., MacIntyre, P., Fettig, C., & Najafi, K	Cengage Learning	2018	English 3 English 4
13	Business partner B1 Coursebook	O'Keeffe, M., Lewis, L., Wright, R., Frendo, E., & Wright, L	Pearson	2018	Business English
14	Business partner B1+ Coursebook	Dubicka, I., O'Keeffe, M., Dignen, B., Hogan, M., & Wright, L	Pearson	2018	Advanced Business English
15	Luật Kinh tế	Nguyễn Thị Dung	NXB Tư pháp	2022	Business Law
16	Lý luận chung về nhà nước và pháp luật	Đào Trí Úc và Hoàng Thị Kim Quế	NXB Đại học Quốc gia. Hà Nội	2023	Business Law
17	Anderson's Business Law and the legal environment (24th edition)	David Twomey, Marianne Jennings and Stephanie Greene	Comprehensive Volume- Cengage Learning	2020	Business Law

No.	Textbook name	Author name	Publisher Name	Year of publication	Used for the module
18	Năng lực số	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	Vietnam National University of Hanoi Publishing House	2022	Digital literacy
19	Lecture by the instructor	University of Finance and Marketing, Faculty of Data Science		2024	Digital literacy
20	Mathematics for Economics and Business	Ian Jacques	Pearson	2018	Mathematics for Business Economics
21	Principles of Economics	Mankiw, N.	Cengage Learning	2021	Principles of Microeconomics Principles of Macroeconomics
22	Economics (14 th)	Parkin, M	Global Edition, Pearson	2022	Principles of Microeconomics Principles of Macroeconomics
23	Principles of Marketing (Global Edition, 19th ed.)	Kotler, P., Armstrong, G., & Balasubramanian, S	Pearson Australia	2023	Principles of Marketing
24	Quản trị học	Nguyễn Thị Liên Diệp & Trần Anh Minh	NXB. Tài Chính, Tp.HCM	2022	Principles of Management
25	Introduction to Business	Lawrence J. Gitman, Carl McDaniel, Amit Shah, Monique Reece, Linda Koffel, Bethann Talsma, James C. Hyatt	OpenStax. Rice University	2018	Introduction to Business

No.	Textbook name	Author name	Publisher Name	Year of publication	Used for the module
26	Digital Business and E-Commerce Management, 7th edition	Dave Chaffey, Tanya Hemphill, David Edmundson	Pearson	2019	E-Business
27	Introductory Statisticss	Prem S. Mann	John Wiley & Sons	2018	Essential of Business Statistics
28	Thuế 1	Lê Quang Cường - Nguyễn Kim Quyến	Hochiminh City Economics Publishing House	2023	Taxation
29	Entrepreneurship and innovation	Mazzarol, T., & Reboud, S	Tilde Publishing	2017	Entrepreneurship and Innovation
30	Sustainability and Susitainable Development: An Introduction	Benton-Short, L.	Rowman & Littlefield	2023	Sustainable Development
31	Tài chính công	Nguyễn Thế Khang	NXB Tài chính	2024	Sustainable Development
32	Financial Accounting, 11th edn	Hoggett, J., Edwards, L., Medlin, J., Chalmers, K., Hellmann, A., Beattie, C., and Maxfield, J	John Wiley & Sons	2020	Financial Accounting
33	Managerial Accounting: Creating Value in a Global Business Environment, 13th edn (Global Edition)	Hilton, R.W. and Platt, D.E.,	McGraw-Hill, New York	2023	Managerial Accounting
34	Luật Thương mại quốc tế - Phần I	Trường Đại học Luật Thành phố Hồ Chí Minh	NXB. Hồng Đức	2022	International Business Law

No.	Textbook name	Author name	Publisher Name	Year of publication	Used for the module
35	Luật Thương mại quốc tế - Phần II	Trường Đại học Luật Thành phố Hồ Chí Minh	NXB. Hồng Đức	2022	International Business Law
36	International Trade Law: A comprehensive Textbook	Raj Bhala	Carolina Academic Press. Durham, North Carolina	2019	International Business Law
37	The Law and Policy of the World Trade Organization (5th edn.)	Peter Van den Bossche and Werner Zdouc	Cambridge University Press	2021	International Business Law
38	Corporate Finance (12 th)	Ross, Westerfield, Jaffe	McGraw Hill	2019	Financial Management
39	Data Science for Business	Prem S. Mann	O'Reilly	2013	Artificial Intelligence in Business
40	Quản trị vận hành & chuỗi cung ứng	F.Robert Jacobs & Richard B.Chase	Hochiminh City Economics Publishing House	2017	Operations Management
41	Consumer Behaviour - Buying, having and being	Solomon, M. R	Pearson	2020	Customer behavior
42	Đạo đức kinh doanh và văn hóa công ty	Nguyễn Mạnh Quân	National Economics University Publishing House	2021	Business ethics and Social Responsibility
43	Văn hóa doanh nghiệp và đạo đức kinh doanh	Hoàng Văn Hải & Đặng Thị Hương	Vietnam National University of Hanoi Publishing House		Business ethics and Social Responsibility

No.	Textbook name	Author name	Publisher Name	Year of publication	Used for the module
44	Business Ethics: Methods, Theories, and Application. 2 nd edition	Christian U. Becker	Routledge	2024	Business ethics and Social Responsibility
45	Fundamentals of human resource management	Dessler, G.	Pearson Education	2019	Human Resource Management
46	Quản trị chiến lược: Khái luận & các tình huống	Fred R. David.	Hong Duc Publishing House	2020	Strategic Management
47	Business Communication. 10th Edition	Newman A	Cengage	2017	Business Communication Management
48	International Business, 9th Edition	Griffin W Ricky & Pustay W Michael	Pearson Education Ltd	2020	International Business Management
49	Business statistics: A decision-making approach (Nine Edition).	Mark N.K. Saunders, Philip Lewis, Adrian Thornhill	Pearson Education	2022	Business analytics for decision making
50	Data analysis for business, economics, and policy	Békés, G., & Kézdi, G	Cambridge University Press	2021	Business analytics for decision making
51	Statistics for Business and Economics (- Global Edition).	Paul, N., William, L. C., & Betty, M. T	Pearson Education	2020	Business analytics for decision making
52	Business statistics: A decision-making approach.	Groebner, D. F., Shannon, P. W., & Fry, P. C	Pearson	2018	Business analytics for decision making
53	Supply Chain Management - Strategy, Planning, and Operation	Sunil Chopra	Pearson Education	2019	Supply Chain Management
54	Operations and supply chain management 15 th ed	Jacobs, F. Robert & Chase, Richard B.,	Irwin/McGraw Hill	2017	Production and Logistics

No.	Textbook name	Author name	Publisher Name	Year of publication	Used for the module
55	Managing Quality – Integrating the Supply Chain	Foster, S. T.	Pearson Education	2017	Quality Management
56	Organizational Behaviour (19 th e)	Stephen, P., and Timothy, A.	Pearson	2024	Organizational Behavior
57	Organization Development & Change	Thomas G. Cummings and Christopher G. Worley	Cengage Learning	2023	Change management
58	Introduction to leadership: concepts and practice	Peter G. Northouse.	Western Michigan University	2020	Leadership
59	Leadership in organizations	Yukl, G. A.; Gardner III, W. L.	Prentice Hall	2020	Leadership
60	Sales Management – Shaping future sales leaders	Tanner, J., Erffmeyer, R. and Dixon, A	Wessex, Inc.	2021	Sales Management
61	Sổ tay hướng dẫn Khóa luận tốt nghiệp do Khoa Quản trị kinh doanh ban hành	Faculty of Business Administration	University of Finance and Marketing	2024	Graduation Thesis

2. SELF-STUDY MATERIALS/ OTHER REFERENCE MATERIALS

No.	Material name	Author name	Publisher Name	Year of publication	Used for the module
1	Kinh tế chính trị Mác - Lênin	Ministry of Education and Training	National Political Publishing House	2011	Marxist Leninist political economics
2	Chủ nghĩa xã hội khoa học	Ministry of Education and Training	National Political Publishing House	2021	Scientific socialism

No.	Material name	Author name	Publisher Name	Year of publication	Used for the module
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	General Secretary of The Communist Party of Vietnam Nguyễn Phú Trọng	National Political Publishing House	2022	Scientific socialism
4	Lịch sử Đảng Cộng Sản Việt Nam	Ministry of Education and Training	National Political Publishing House	2018	History of Vietnamese Communist Party
5	Mindset for IELTS 1	Archer, G., Passmore, L., Crossthwaite, P., Hutchison, S., De Souza, N., Uddin, J., Loewenthal, M., & Wijayatilake, C	Cambridge University Press	2019	English 1 English 2
6	Mindset for IELTS 2	Archer, G., Passmore, L., Crossthwaite, P., Hutchison, S., De Souza, N., Uddin, J., Loewenthal, M., & Wijayatilake, C	Cambridge University Press	2019	English 3 English 4
7	Hackers Ielts basic (Listening, Speaking, Reading, Writing).	Hackers.	The Gioi Publishers Ltd.	2019	English 3 English 4
8	Business partner B1 Workbook	McLarty, R	Pearson	2018	Business English
9	Speak business English like an American	Gillett, A.	Language Success Press	2018	Business English
10	Business partner B1+ Workbook	Evans, L.	Pearson	2018	Advanced Business English

No.	Material name	Author name	Publisher Name	Year of publication	Used for the module
11	Business vocabulary in use - Intermediate (3rd ed.).	Mascull, B	Cambridge	2017	Advanced Business English
12	Pháp luật đại cương	Lê Minh Toàn	National Political Publishing House	2022	Business Law
13	Business Law- Text and cases (Fifteenth Edition)	Kennnneth W. Clarkson and Roger LeRoy Miller	Cengage Learning	2019	Business Law
14	Applied Calculus For Business, Economics, and the Social and Life Sciences	Laurence D. Hoffmann, Gerald L. Bradley	The Mc. Graw - Hill Companies, Inc.	2010	Mathematics for and Economics
15	Tin học ứng dụng	Trương Thành Công và cộng sự	NXB Tài Chính.	2023	Digital literacy
16	Digital Literacies and Interactive Media. A Framework for Multimodal Analysis	Earl Aguilera	Routledge Research in Literacy Education	2023	Digital literacy
17	Economics (14 th)	Parkin, M	Global Edition, Pearson	2022	Principles of Microeconomics of Principles of Microeconomics
18	Statistics for business & economics	Anderson, D. R., Williams, T. A., & Cochran, J. J	Cengage Learning	2020	Essential of Business Statistics
19	Nguyên lý Marketing of (Principles of Marketing).	Du Thị Chung et al.	Finance Publishing House	2024	Principles of Marketing
20	Management, International Edition, 14th edition	Richard L. Daft.	CENGAGE Learning	2021	Principles of Management
21	Introduction to Business (1st ed).	Heidi M. Neck, Christopher P. Neck, Emma L. Murray	Sage	2023	Introduction to Business

No.	Material name	Author name	Publisher Name	Year of publication	Used for the module
22	Electronic Commerce 2018: A managerial and Social Network Perspective, 9th Edition	Turban, E., Outland, J., King, D., Lee, J.K., Liang, T.P., Turban, D.C	Springer	2018	E-Business
23	Strategies for E-Business: Creating value through electronic and mobile commerce concepts and cases, 3rd Edition	Tawfik Jelassi, Albrecht Enders, Francisco Martinez-Lopes	Pearson.	2014	E-Business
24	Khởi nghiệp kinh doanh: Lý thuyết, quá trình, thực tiễn	Kuratko	Hong Duc Publishing House	2019	Entrepreneurship and Innovation
25	Con đường khởi nghiệp	Ries, E.;	Youth Publishing House	2020	Entrepreneurship and Innovation
26	Tạo lập kế hoạch kinh doanh hoàn hảo	Barrow, C.;	The Gioi Publisher	2018	Entrepreneurship and Innovation
27	Entrepreneurship: Theory, process, and practice	Frederick, H., O'connor, A., & Kuratko, D. F.	Cengage Learning	2016	Entrepreneurship and Innovation
28	Innovation and entrepreneurship	Kennard, M.	Routledge	2021	Entrepreneurship and Innovation
29	Quản trị vận hành hiện đại	Đặng Minh Trang & Lưu Đan Thọ	Finance Publishing House	2015	Operations Management
30	Bài tập & Bài giải Quản Trị Vận Hành hiện đại	TS Đặng Minh Trang & TS Lưu Đan Thọ	Finance Publishing House	2015	Operations Management
31	Hành vi người tiêu dùng	Nguyễn Xuân Trường, Ngô Vũ Quỳnh Thi, Nguyễn Thái Hà, & Ninh Đức Cúc Nhật	Thanh Nien Publisher	2020	Customer Behavior
32	Hành vi người tiêu dùng (Consumer Behavior)	Vũ Huy Thông	National Economics University Publishing House	2022	Customer Behavior

No.	Material name	Author name	Publisher Name	Year of publication	Used for the module
33	Financial Accounting (FA) – Practice & Revision Kit	BPP Learning Media	BPP Learning Media Ltd, London	2024	Financial Accounting
34	Accounting principles 15 edition	Jerry J. Weygandt, Paul D. Kimmel and Donald E. Kieso,	Wiley	2024	Financial Accounting
35	Horngren's Cost Accounting: A Managerial Emphasis, 17th Ed.	Datar S.M. and Rajan M.V	Pearson Education Ltd.: England	2021	Managerial Accounting
36	Luật hợp đồng trong thương mại và đầu tư	Nguyễn Thị Dung (chủ biên).	NXB. Chính trị Quốc gia Sự thật	2023	International Business Law
37	Giáo trình Luật Đầu tư quốc tế	Trịnh Hải Yến	NXB. Chính trị Quốc gia Sự thật	2019	International Business Law
38	World Trade Law: Text, Materials and Commentary (3rd edn.)	Simon Lester, Bryan Mercurio and Arwel Davies	Hart Publishing. Oxford and Portland, Oregon.	2018	International Business Law
39	Financial Management: Principles and Applications (14 th)	Sheridan Titman Arthur J. Keown John D. Martin	Pearson	2021	Financial Management
40	Financial Management: Core concepts (3 rd)	Raymond Brooks	Pearson	2016	Financial Management
41	Tax Exercises	Le Quang Cuong, Nguyen Kim Quyen, Dang Thi Bach Van, 2022	Economics Publishing House in Ho Chi Minh City.	2022	Taxation
42	Văn hóa doanh nghiệp và đạo đức kinh doanh	Hoàng Văn Hải & Đặng Thị Hương	Vietnam National University of Hanoi Publishing House	2022	Business ethics and Social Responsibility

No.	Material name	Author name	Publisher Name	Year of publication	Used for the module
43	Đạo đức kinh doanh	Laura P. Hartman & Joe DesJardins, Translated by Võ Thị Phương Oanh	Hochiminh General Publishing House	2008	Business ethics and Social Responsibility
44	Trách nhiệm xã hội của doanh nghiệp	Carpon, Michel & Quairel-Lanoizelee, Françoise,	Tri Thuc Publisher	2010	Business ethics and Social Responsibility
45	Corporate Responsibility, 1st edition	Paul A. Agenti	SAGE Publications Inc	2015	Business ethics and Social Responsibility
46	An introduction to Business Ethics, 7th edition	Joseph Desjardins	McGraw Hill	2024	Business ethics and Social Responsibility
47	Human resource management	Robert L. Mathis, John H. Jackson, Sean R. Valentine, Patricia A. Meglich	Cengage Learning	2020	Human Resource Management
48	Strategic human resource management	Jeffrey A. Mello	Cengage Learning	2015	Human Resource Management
49	Armstrong's Handbook of Human Resource Management Practice (14th ed.)	Armstrong, M. & Taylor, S.	Kogan Page	2017	Human Resource Management
50	Business Communication: Concepts, Cases and Applications	Chaturvedi P. D, Chaturvedi M	Pearson Education India	2011	Business Communication Management
51	Effective Business Communication	Kaul, Asha	PHI Learning Pvt. Ltd	2014	Business Communication Management
52	Quản trị chiến lược: Khái luận & các tình huống	Fred R. David.	Hong Duc Publishing House	2020	Strategic Management

No.	Material name	Author name	Publisher Name	Year of publication	Used for the module
53	Strategic management: Text and cases	Dess, G. G., Lumpkin, G. T., Eisner, A. B., & McNamara, G.	McGraw Hill Education	2014	Strategic Management
54	Quản trị chất lượng	Đỗ Thị Đông & Đặng Ngọc Sự	National Economics University Publishing House	2022	Quality Management
55	Quality management for organizational excellence	Goetsch, D. L., & Davis, S. B.	Pearson Education	2016	Quality Management
56	Organizational Behaviour (3 rd e).	Kinicki A. & Fugate M	McGraw-Hill	2021	Organizational Behavior
57	International Management: Managing Across Borders and Cultures, Text and Cases, 10th Edition	Helen Deresky and Steward R. Miller	Pearson	2021	International Business Management
58	International Business: Environment and Operations, Global Edition, 17th Edition	John D. Daniels and Daniel Sullivan	Pearson	2021	International Business Management
59	International Business: Competing in the Global Marketplace, 13th Edition	Charles Hill	McGraw-Hill Interamericana de España S.L	2021	International Business Management
60	Thống kê ứng dụng	Phạm Văn Chững, Lê Thanh Hoa & Nguyễn Đình Ưông.	Đại học Quốc gia Thành phố Hồ Chí Minh	2019	Business analytics for decision making
61	Kinh tế lượng	Lê Hồng Nhật, Phạm Văn Chững, Phạm Hoàng Uyên, Võ Thị Lệ Uyên, & Lê Thanh Hoa	Đại học Quốc gia Thành phố Hồ Chí Minh	2019	Business analytics for decision making

No.	Material name	Author name	Publisher Name	Year of publication	Used for the module
62	Business analytics: Data analysis and decision making	Albright, S. C., & Winston, W. L	Cengage Learning, Inc	2020	Business analytics for decision making
63	Business Analysis with Microsoft Excel	Carlberg, C	Que Publishing	2018	Business analytics for decision making
64	Data Mining for Business Analytics	Anderson, D. R., Williams, T. A., & Cochran, J. J	Wiley	2020	Artificial Intelligence in Business
65	Contemporary Logistics, 12th Ed;	Murphy, P.R.Jr. & Wood, D.F.	Pearson Education International	2018	Production and Logistics
66	Supply Chain Logistics Management, 3rd Ed	Bowersox, D.J., Closs, D.J. & Cooper, M.B	McGraw-Hill International.	2018	Production and Logistics
67	The Essentials of Supply Chain Management	Hokey Min.	Pearson Education.	2015	Supply chain Management
68	Supply Chain Management.	Huỳnh Thị Thúy Giang.	National University Press, Ho Chi Minh City	2017	Supply chain Management
69	Giáo trình Thay đổi & Phát triển doanh nghiệp	Nguyễn Thành Độ & Hà Ngọc Thắng	National Economics University Publishing House	2023	Change management
70	Introduction to leadership: concepts and practice, 5th edition	Peter G. Northouse	Western Michigan University.	2020	Leadership
71	Leadership in organizations, 9th edition	Yukl, G. A.; Gardner III, W. L	Prentice Hall.	2020	Leadership
72	Quản trị bán hàng hiện đại	Nguyễn Văn Hiến	University of Finance and Marketing	2016	Sales Management

No.	Material name	Author name	Publisher Name	Year of publication	Used for the module
73	Sales force management (2nd ed)	Joe F. Hair, Rolph E. Anderson, Rajiv E. Mehta, Barry J. Babin	Wiley	2020	Sales Management
74	Selling and sales management, (10th ed).	David Jobber, Geoff Lancaster	New York Publisher	2015	Sales Management
75	Sổ tay hướng dẫn Khóa luận tốt nghiệp do Khoa Quản trị kinh doanh ban hành	Faculty of Business Administration	University of Finance and Marketing	2024	Graduation Thesis

3. FULL-TIME LECTURERS/ FACULTY MEMBERS, ENSURING THE IMPLEMENTATION OF THE TRAINING PROGRAM, 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 specialization	Give instructions for modules
1	Huỳnh Thị Thu Sương	Associate Professor, 2021	PhD., 2013, Vietnam	Business Administration	Leadership, Change management
2	Trần Thế Nam		Doctor, Vietnam 2022	Business Administration	Sales Management, International Business Management; Strategic Management
3	Võ Thái Huy Cường		Doctor, 2021, Taiwan	Business Administration	Business analytics for decision making
4	Nguyễn Phi Hoàng		Doctor, 2022, Vietnam	Business Administration	Operation Management, Supply chain Management
5	Hoàng Thu Thảo		Doctor, 2023, China	Scientific Management	Human Resource Management, Business ethics and Social Responsibility
6	Nguyễn Gia Ninh		Doctor, 2019, Australia	Business Administration	Quality Management, Change Management

No.	Full name	Academic title, year of conferment	Academic degree, year of attainment, place of attainment	Field of study and specialization	Give instructions for modules
7	Tô Anh Thơ		Doctor, 2020, Japan	Kinh tế, Business Administration	Quality Management, Strategic Management
8	Đinh Thanh Nhân		Doctor, 2020, Taiwan	International Business	International Business Management
9	Đoàn Ngọc Minh Hương		Master, 2014, Britain	Business Administration	Principles of Management, Human Resource Management, Business ethics and Social Responsibility
10	Trần Hải Minh Thư		Master, 2012, United State of America	Business Administration	Principles of Management, Human Resource Management, Business ethics and Social Responsibility
11	Phạm Trần Khoa		Master, 2011, Australia	Business Administration	Sales Management, Human Resource Management
12	Mai Thoại Diễm Phương		Master, 2016, Vietnam	Business Administration	Principles of Management; Sales Management
13	Nguyễn Thị Hải Bình		Master, 2012, German	Business Administration	Entrepreneurship and Innovation, Operations Management
14	Nguyễn Thị Diễm		MBA	Business Administration	Business Communication Management
15	Nguyễn Đoàn Việt Phương		Master, 2020, Vietnam	Business Administration	Entrepreneurship and Innovation, Operations Management
16	Tiêu Vân Trang		Master, 2014, Vietnam	Economics, Business Administration	Change Management
17	Trần Việt Trinh		Master, 2019, United State of America	Business Administration	Entrepreneurship and Innovation, Leadership, Operations Management

No.	Full name	Academic title, year of conferment	Academic degree, year of attainment, place of attainment	Field of study and specialization	Give instructions for modules
18	Nguyen Thi Diem	MA	2012, Australia	TESOL	English 1, 2, 3, 4, 5 Business English Advanced Business English
19	Tran Khanh Linh	MA	2020, UK	TESOL	English 1, 2, 3, 4, 5 Business English Advanced Business English
20	Vo Thi Hoa Canh	MA	2021, Vietnam	TESOL	English 1, 2, 3, 4, 5 Business English Advanced Business English
21	Tran Duy Khiem	MA	2021, Australia	Applied Linguistics	English 1, 2, 3, 4, 5 Business English Advanced Business English
22	Tran Dang Khoa	MA	2018, New Zealand	TESOL	English 1, 2, 3, 4, 5 Business English Advanced Business English
23	Tran Thuy Quynh My	MA	2015, Vietnam	TESOL	English 1, 2, 3, 4, 5 Business English Advanced Business English
24	Tran Thuy Tram Anh	MA	2019, Vietnam	TESOL	English 1, 2, 3, 4, 5 Business English Advanced Business English
25	Dang Thi Ngoc Trinh	MA	2013, Vietnam	TESOL	English 1, 2, 3, 4, 5 Business English Advanced Business English
26	Huynh Nguyen Thu	MA	2014, Australia	TESOL	English 1, 2, 3, 4, 5 Business English Advanced Business English

No.	Full name	Academic title, year of conferment	Academic degree, year of attainment, place of attainment	Field of study and specialization	Give instructions for modules
27	Nguyen Minh Chau	MA	2021, Vietnam	TESOL	English 1, 2, 3, 4, 5 Business English Advanced Business English
28	Nguyen Ha Thao Mi	MA	2023, Vietnam	English Studies	English 1, 2, 3, 4, 5 Business English Advanced Business English
29	Vu Mai Phuong	MA	2015, Vietnam	TESOL	English 1, 2, 3, 4, 5 Business English Advanced Business English
30	Dang Thi Minh Thanh	MA	2018, New Zealand	TESOL	English 1, 2, 3, 4, 5 Business English Advanced Business English
31	Vo Thi Anh Dao	MA	2010, Australia	Applied Linguistics	English 1, 2, 3, 4, 5 Business English Advanced Business English
32	Le Trieu Dong Phuong	MA	2021, Australia	TESOL	English 1, 2, 3, 4, 5 Business English Advanced Business English
33	To Thi Dong Ha	Head of Department	PhD; 2023, Economics - Law University, Vietnam National University Ho Chi Minh	Business law, social enterprise, commercial law, company law	Business Law
34	Nguyễn Thị Hồng Hoa		Master, 2014, Malaysia	MBA	Customer Behavior Principles of Marketing
35	Ninh Đức Cúc Nhật		Master, 2014, US	MBA	Customer Behavior Principles of Marketing
36	Ngô Minh Trang		Master; 2010, France	Marketing	Customer Behavior Principles of Marketing

No.	Full name	Academic title, year of conferment	Academic degree, year of attainment, place of attainment	Field of study and specialization	Give instructions for modules
37	Phạm Thị Lan Phương		Master, 2019, Australia	Marketing	Principles of Marketing
38	Đoàn Ngọc Phúc		PhD, 2014, Vietnam	Economics	Principles of Microeconomics Principles of Macroeconomics
39	Nguyễn Quyết		PhD, 2018, Philippines	Business Administration	Principles of Microeconomics, Principles of Macroeconomics, Essential of Business Statistics, Mathematics for Business and Economics
40	Phan Ngọc Yến Xuân		Master, 2013, Philippines	Economics	Principles of Microeconomics Principles of Macroeconomics
41	Nguyễn Kim Quốc Trung	2020 – Associate Professor, PhD.	Philosophy Business Administration.	Business Administration.	Financial Accounting
42	Lê Hải Mỹ Duyên	2014 – Master.	Master of Commerce.	Professional Accounting.	Financial Accounting
43	Nguyễn Minh Hằng	2015 – Master.	Master of Business Administration.	Finance – Banking.	Financial Accounting
44	Nguyễn Thị Ngọc Oanh		Master, 2017, Vietnam	Accounting	Managerial Accounting

No.	Full name	Academic title, year of conferment	Academic degree, year of attainment, place of attainment	Field of study and specialization	Give instructions for modules
45	Ho Thi Thanh Truc	Lecturer, 2012	LLM, 2015, Ho Chi Minh University of Law, PhD Student 2024, Economics - Law University, Vietnam National University Ho Chi Minh	International business law, business law, civil procedure law, intellectual property law	International Business Law
46	Nguyễn Thị Mỹ Linh	Assoc. Prof., 2016	PhD, 2013, Vietnam	Finance - Banking	Financial Management
47	Nguyễn Minh Phúc		PhD, 2021, Australia	Economics	Financial Management
48	Hồ Thị Lam		PhD, 2020, Vietnam	Finance - Banking	Financial Management
49	Ngô Văn Toàn		PhD, 2023, Vietnam	Finance - Banking	Financial Management
50	Nguyễn Thị Hoa		PhD, 2023, Vietnam	Finance - Banking	Financial Management
51	Lê Võ Đại Hải		Master, 2017, America and France	Finance - Banking	Financial Management
52	Nguyễn Quang Minh		PhD, 2016, Vietnam	Finance - Banking	Financial Management
53	Bùi Ngọc Toàn		PhD, 2022, Vietnam	Finance - Banking	Financial Management
54	Nguyễn Tuấn Duy	Associate professor, 2023	Dr, 2018, Vietnam	Mathematical Analysis	Mathematics for Business and Economics, Essential of Business Statistics, Artificial Intelligence in Business
55	Lại Văn Nam		Doctor, 2020, Vietnam	Philosophy	Marxist – Leninist philosophy
56	Nguyễn Minh Hiền		Master, 2004, Vietnam	Philosophy	Marxist – Leninist philosophy

No.	Full name	Academic title, year of conferment	Academic degree, year of attainment, place of attainment	Field of study and specialization	Give instructions for modules
57	Ngô Quang Thịnh		Master, 2010 Vietnam	Political Economy	Marxist Leninist political economics
58	Trần Hạ Long		Master, 2011, Vietnam	Philosophy	Ho Chi Minh Ideology
59	Bùi Minh Nghĩa		Master, 2014, Vietnam	Philosophy	Scientific socialism
60	Nguyễn Thị Túy		Doctor, 2022, Vietnam	History of Vietnamese Communist Party	History of Vietnamese Communist Party
61	Tô Thị Đông Hà		Doctor, 2023, Vietnam	Business Law	Business Law
62	Phạm Ngọc Dưỡng		Doctor, 2013, Vietnam	Economics	Supply Chain Management
63	Nông Thị Như Mai		Doctor, 2020, Vietnam	Business Administration	Supply Chain Management
64	Nguyễn Thế Khang		Doctor, 2017, Vietnam	Finance and Banking	Sustainable Development
65	Nguyễn Thanh Nhã		Doctor, 2018, Vietnam	Finance and Banking	Taxation
66	Nguyễn Thị Châu Ngân		Doctor, 2017, Australia	English teaching	English for business/ Advanced English for business
67	Phạm Thị Thùy Trang		Master, 2003, Vietnam	English teaching	English for business/ Advanced English for business

4. SUPPORT STAFF AT THE FACULTY/DEPARTMENT

No.	Full name	Position	Department	Responsibilities	Notes
1	Võ Trần Sơn Nữ Tố Uyên	Employee	Faculty of Business Administration	Faculty's secretary	
2	Hứa Nguyễn Thùy An	Employee	Faculty of Business Administration	Faculty's secretary	

D. DETAILED SYLLABUS

E. APPENDIX

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

[illegible]

Appendix 2. Matrix of Alignment between Program Learning Outcome (PLO) with Educational Philosophy (EP) and Mission Statement (MS)

[illegible]

EP, MS	PLOs									
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
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.										

Appendix 3. Matrix of Alignment between module, content scope and Program Learning Outcome (PLO)

No.	Module name	PLOs									
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
1	Marxist – Leninist philosophy	I				R				R	
2	Marxist Leninist political economics	I				R				R	
3	Scientific socialism	I				R				R	
4	History of Vietnamese Communist Party	I				R				R	
5	Ho Chi Minh Ideology	I				R				R	
6	English 1 (Listening-Speaking)					I					I
7	English 2 (Listening-Speaking)					R					I
8	English 3 (Listening-Speaking)					R					I
9	English 4 (Listening-Speaking)					M					I
10	Business English					M					I
11	Advanced Business English					M					I
12	Business Law	R				R			R		R
13	Digital literacy		R				R	R		M	
14	Mathematics for Business and Economics		R		R		R			R	
15	Taxation		R	R					M	M	
16	Customer behavior	R		R						M	R
17	Principles of Microeconomics	I						R		M	
18	Principles of Macroeconomics	R						R		M	
19	Essential of Business Statistics		R				R			R	
20	Principles of Management	I						R		R	M
21	Principles of Marketing	I						R		R	M

No.	Module name	PLOs									
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10
22	Introduction to Business	I		R					R	M	
23	Strategic Management			R	R			R		R	
24	Sustainable Development	R		R				R		R	R
25	Financial Management	R						R			R
26	Financial Accounting	R	R			M				M	
27	Entrepreneurship and Innovation	R	I					R	R	R	
28	Artificial Intelligence in Business		R				R	M		M	
29	Managerial Accounting			R	R				M		M
30	International Business Law	R				M					M
31	E-Business		R				R	M			M
32	International Business Management	R				R				M	M
33	Organizational Behavior	R				R			M		M
34	Operations Management		R				M		M		M
35	Change Management		R					M		M	M
36	Leadership			R		M			M	M	
37	Business Communication Management	R				M			M		M
38	Sales Management			R	M		M	M		M	
39	Business analytics for decision making		R				M		M		M
40	Supply Chain Management			R		R		M		M	R
41	Production and Logistics			R		R		M			M
42	Quality Management			R				M			M
43	Business ethics and Social Responsibility	I		R		R			R		R
44	Human Resource Management			R	M			M		R	
45	Graduation Thesis			M	M	M	M	M	M	M	M

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) – The course is important (maximum support for achieving PLO) and must be available.*

Appendix 4. Comparison of the program framework for Business Management 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
1	Marxist – Leninist philosophy	3					
2	Marxist Leninist political economics	2					
3	Scientific socialism	2					
4	History of Vietnamese Communist Party	2		1	History of Civilization		
5	Ho Chi Minh Ideology	2					
6	Business Law			3	Principles of Business Law		
7	English 1 (Listening-Speaking)	3					
8	English 2 (Listening-Speaking)	3					
9	English 3 (Listening-Speaking)	3					
10	English 4 (Listening-Speaking)	3					
11	Business English	3					
12	Advanced Business English	3					
13	Digital literacy	3					
14	Mathematics for Business and Economics	3		3	Mathematics for Business		
15	International Business Management			4	International Business		
16	Taxation	3					

No.	University of Finance - Marketing (UFM)			No.	Concord University, USA		
	Module name	Theory credits	Practical credits		Module name	Theory credits	Practical credits
17	Customer behavior	3					
18	Principles of Microeconomics	3		5	Principles of Microeconomics		
19	Principles of Macroeconomics	3		6	Principles of Macroeconomics		
20	Essential of Business Statistics	3					
21	Principles of Management	3		7	Principles of Management		
22	Principles of Marketing	3		8	Principles of Marketing		
23	Introduction to Business	3		9	Introduction to Business		
24	Strategic Management	3		10	Strategic Management		
25	Sustainable Development	3					
26	Financial Management	3		11	Principles of Managerial Finance		
27	Financial Accounting	3					
29	Entrepreneurship and Innovation	3					
30	Artificial Intelligence in Business	3					
31	Managerial Accounting	3		12	Principles of Accounting I		
				13	Principles of Accounting II		
32	International Business Law						
33	E-Business						
34	Organizational Behavior			14	Organizational Behavior		
35	Operations Management						
36	Change Management						
37	Leadership						
38	Business						

No.	University of Finance - Marketing (UFM)			No.	Concord University, USA		
	Module name	Theory credits	Practical credits		Module name	Theory credits	Practical credits
	Communication Management						
39	Sales Management						
40	Business analytics for decision making						
41	Supply Chain Management						
42	Production and Logistics						
43	Quality Management						
44	Business ethics and Social Responsibility			15	Business Ethics and Social Responsibility		
45	Managing Human Resources			16	Human Resource Management		
46	Graduation thesis						
				17	Composition and Rhetoric I		
				18	Econometrics		
				19	Personal Wellness		
				20	Humans and the Environment		
				21	Introduction to Sociology		
				22	Elementary Statistics		
				23	General Psychology		
				24	Fundamentals of Business Communications		
				24	Personal Financial Planning		
				26	Fundamentals of Business Communications		

No.	University of Finance - Marketing (UFM)			No.	Concord University, USA		
	Module name	Theory credits	Practical credits		Module name	Theory credits	Practical credits
				27	Fundamentals of Speech		
				28	World Literature I		
				29	Business Productivity Software		
				30	Fundamentals of Speech		
				31	World Literature I		
				32	Business Productivity Software		
				33	Decision Sciences I		
				34	Decision Sciences II		
				35	Elective		
				36	Elective		
				37	Elective		
				38	Elective		
				39	Introduction to Management Information System		
				40	Operations Management		
				41	Elective		
				42	Elective		
				43	Elective		
				44	Elective		
				45	Elective		
				46	Internship: Management		
Total credits		134		Total credits		120	
Compulsory		119		Compulsory		99-101	
Electives		15		Electives		19-21	