

MINISTRY OF EDUCATION AND TRAINING
QUY NHON UNIVERSITY

UNDERGRADUATE PROGRAM

Level of education: Undergraduate

Major: Vietnamese Studies

Speciality: Culture and Tourism

Code: 7310630

Type of education: Full-time

UNDERGRADUATE PROGRAM

*(Issued together with Decision No. 2178/QĐ-ĐHQN dated August 01, 2025
of the Rector of Quy Nhon University)*

Level of education: Undergraduate

Major: Vietnamese Studies

Speciality: Culture and Tourism

Code: 7310630

Type of education: Full-time

1. PROGRAM OBJECTIVES (POs)

1.1. General Objectives

The Bachelor's program in Vietnamese Studies (Culture and Tourism) aims to meet the educational goals and strategies of Quy Nhon University and society in the new context; it is aligned with the requirements for training human resources in the culture and tourism sector with a practical orientation, possessing strong political and professional ethics, high professional qualifications, and a system of professional skills suitable for social realities. It also aims to meet digital competence requirements according to societal needs and job positions.

1.2. Specific Objectives (POs)

Graduates of the Vietnamese Studies program (Culture and Tourism specialization) will be able to:

PO1: Possess a system of knowledge, understanding, and actions consistent with social sciences and humanities, political science, law, national defense and security, and physical education and sports, meeting ethical standards, being responsible to the community, and capable of lifelong learning.

PO2: Possess in-depth knowledge of social sciences and humanities, with an interdisciplinary knowledge system and a comprehensive understanding of Vietnam's land,

people, and its relations with Southeast Asia and East Asia. Possess in-depth knowledge of culture, history, literature, tourism science, and the organizational structure of tourism activities.

PO3: Possess skills in leadership, direction, management, design, and organization of various activities, as well as identifying and solving problems related to cultural tourism, possess critical thinking, problem-solving skills, and adaptability to professional realities. Possess communication and teamwork skills in interdisciplinary, multicultural environments. Possess skills in applying information technology and using foreign languages in professional activities.

PO4: Possess professional ethics and a sense of personal responsibility; possess a sense of responsibility towards the collective, the community, the environment, and foster collective intelligence in areas related to culture and tourism. Possess a spirit of community service.

2. EMPLOYMENT OPPORTUNITIES AND FURTHER STUDY PROSPECTS

Graduates of the Vietnamese Studies program (Culture and Tourism specialization) can undertake the following positions:

- Domestic and international tour guides and operators;
- Reporters and communication specialists in tourism;
- Working in cultural and tourism management in Vietnam;
- Cultural specialists in cultural and tourism agencies.
- Cultural specialists in diplomatic agencies, international organizations, trade offices, representative offices, domestic or foreign governmental and non-governmental organizations.

- Additionally, after graduation, learners can also teach Vietnamese in Vietnam Studies departments at domestic and international universities; they can participate in professional work at institutes, research centers, cultural agencies, and social organizations that require or are related to cultural and tourism knowledge; and they are qualified to pursue Master's and Doctoral degrees.

3. LEARNING OUTCOMES

Program Learning Outcomes (PLO)	Learning Outcomes by Performance Indicator (PI)
--	--

<p>PLO1: Understand general education knowledge, foundational disciplinary knowledge, and interdisciplinary knowledge in professional activities, research, and practice as a prerequisite for lifelong learning.</p>	<p>PI1.1: Understand basic knowledge of social sciences, law, and national defense-security in specific professional situations.</p> <p>PI1.2: Understand acquired knowledge to practice developing personal development plans and professional activities in accordance with law and professional ethics.</p>
<p>PLO2: Analyze disciplinary knowledge, specialized knowledge, and supplementary knowledge of Vietnamese Studies to evaluate issues in professional activities and apply expertise according to job requirements.</p>	<p>PI2.1 Analyze disciplinary and specialized knowledge of Vietnamese Studies to analyze and evaluate situations occurring in professional practice, thereby proposing appropriate solutions.</p> <p>PI2.2: Effectively analyze specialized knowledge into practical work to meet the specific requirements of a professional position.</p>
<p>PLO3: Apply disciplinary knowledge, specialized knowledge, and supplementary knowledge of Vietnamese Studies to work in the fields of cultural management, journalism, media, tourism, etc., and research specific issues related to Vietnamese culture.</p>	<p>PI3.1: Apply specialized knowledge of culture and tourism within Vietnamese Studies to work in the fields of cultural management, journalism, media, tourism, etc.</p> <p>PI3.2: Apply knowledge of culture and tourism within Vietnamese Studies to research specific issues related to Vietnamese culture.</p>
<p>PLO4: Apply disciplinary knowledge, specialized knowledge, and supplementary knowledge of Vietnamese Studies in specific areas of social life.</p>	<p>PI4.1: Apply knowledge of culture and tourism to the preservation and development of local culture.</p> <p>PI4.2: Plan the development and implementation of sustainable tourism</p>

	<p>policies, in line with the socio-economic development requirements of the locality.</p>
<p>PLO5: Apply digital technology and utilize information technology in professional practice.</p>	<p>PI5.1: Proficiently apply office software for drafting documents, processing spreadsheets, creating presentations, and managing data, as well as using specialized work support tools in the culture and tourism sector.</p> <p>PI5.2: Apply digital technology and information technology to plan, implement, and manage professional activities using IT tools, including project management software, online communication tools, and database systems.</p>
<p>PLO6: Design industry-specific, specialized, and supplementary Vietnam Studies knowledge to organize, operate, and guide tourism according to professional requirements and job positions;</p>	<p>PI6.1: Design specialized knowledge and teamwork or independent work skills to effectively perform tourism operation tasks according to professional requirements and job positions.</p> <p>PI6.2: Design specialized knowledge and teamwork or independent work skills to effectively perform tourism guiding tasks according to professional requirements and job positions.</p>
<p>PLO7: Analyze industry-specific, specialized, and supplementary Vietnam Studies knowledge to solve practical problems in professional activities related to culture and tourism, based on independent and systematic thinking abilities.</p>	<p>PI7.1: Analyze industry-specific and specialized Vietnam Studies knowledge to plan media promotion for cultural and tourism products based on market research and development trends in the tourism industry.</p>

	PI7.2: Analyze Vietnam Studies industry knowledge to develop long-term strategies for preserving and promoting cultural values, creating sustainable cultural and tourism products.
PLO8: Apply industry-specific, specialized, and supplementary Vietnam Studies knowledge to plan, organize, evaluate, and improve professional activities.	<p>PI8.1: Apply industry-specific, specialized, and supplementary Vietnam Studies knowledge to develop detailed plans, organize task assignments, and coordinate professional activities related to culture and tourism effectively, in accordance with practical conditions.</p> <p>PI8.2: Apply appropriate evaluation methods and tools to provide feedback, summarize, and continuously improve work processes to enhance professional quality according to practical professional requirements.</p>
PLO9: Demonstrate adherence to professional ethics and social responsibility during professional practice.	<p>PI9.1: Demonstrate a sense of responsibility, professional ethics, and standards of a tour guide, operator, and culture-tourism specialist.</p> <p>PI9.2: Demonstrate a sense of social responsibility during the professional practice of a tour guide, operator, and culture-tourism specialist.</p>

4. PROGRAM DURATION AND TOTAL CREDITS

4.1. Program Duration: 04 years

4.2. Total credits: 135 credits (not including Physical Education and National Defense and Security Education)

Program Structure	Credits
--------------------------	----------------

General Knowledge	24
Professional Knowledge	111
Fundamental knowledge	30
Specialized knowledge (if any)	46
Supplementary Knowledge	22
Internship	7
Graduation thesis, Alternative courses	06
Total	135

5. ADMISSION REQUIREMENTS

(Circular 17/2021/TT-BGDĐT dated June 22, 2021, of the Ministry of Education and Training)

- + Individuals who have been recognized as having graduated from high school (THPT) in Vietnam or hold a foreign diploma recognized as an equivalent qualification;
- + Individuals who hold a vocational intermediate diploma in a field belonging to the same group of majors for admission and have completed the required volume of general education knowledge at the high school level as stipulated by law.

6. TRAINING METHOD, GRADUATION REQUIREMENTS

6.1. Training Method: Credit-based training system.

6.2. Graduation Requirements: (specialization, prerequisite courses, foreign language proficiency, IT proficiency).

- Specialization: Accumulate a sufficient number of modules and credits for the training program; the cumulative GPA for the entire course must be 2.00 or higher.
- Physical Education, National Defense and Security Education: Complete the Physical Education modules and possess a National Defense and Security Education certificate.
- Foreign Language Proficiency Standard: Meet the foreign language proficiency standard as stipulated by the University.
- IT Proficiency Standard: Meet the IT standard as stipulated by the University.
- Meet the output standards for the Literature major as stipulated by the University.

7. TEACHING METHODS AND LEARNING ASSESSMENT

7.1 Teaching Methods

The teaching methods used in the Vietnam Studies training program involve various teaching and learning activities. Specifically:

- Direct Instruction:

Direct instruction is a teaching method where information is conveyed directly to learners, with lecturers presenting and students listening. This teaching method is commonly applied in traditional classrooms and is effective when lecturers want to impart basic information or explain a new skill to learners. The teaching methods applied include: Lecturing and Guest Lectures.

- Indirect Instruction:

Indirect instruction is a teaching method where learners are facilitated in the learning process without any overt teaching activities performed by the lecturer. This is a learner-centered approach where the lecturer does not directly convey lesson content to the learners; instead, learners are encouraged to actively participate in the learning process, using critical thinking skills to solve problems. The teaching methods applied include: Case-Based Learning, Problem-Based Learning, and Inquiry-Based Learning.

- Experiential Learning:

Experiential learning is a teaching method where learners acquire knowledge and skills through what they experience during work, practice, real-world observation, and perception. Applied teaching methods include: Experiential Learning, Internship, Field Trip, Simulation, and Practice.

- Interactive Learning:

Interactive learning is a teaching method where learners combine various classroom activities such as posing problems or open-ended questions and requiring learners to discuss and debate to solve them. The teacher guides learners step-by-step through problem-solving, thereby helping them achieve learning objectives. Learners can learn from peers or teachers to develop social skills, critical thinking skills, communication, and negotiation to make decisions. Applied teaching methods include: Interactive Lecture, e-Learning, and Group Exercise.

- Self-Study:

Self-study is understood as all learning activities undertaken by individual learners with very little or no teacher guidance. This is a process that helps learners self-direct their learning based on their own learning experiences, having autonomy and control over their learning activities through assignments, projects, or problems suggested and guided by the

teacher in class. The primary methods for this learning strategy are Work Assignment and Self-Directed Learning.

Relationship between Program Learning Outcomes (PLOs), Performance Indicators (PIs), and Teaching-Learning Methods

Teaching-Learning Methods	Program Learning Outcomes (PLOs)																	
	PLO1		PLO2		PLO3		PLO4		PLO5		PLO6		PLO7		PLO8		PLO9	
	PI 1.1	PI 1.2	PI 2.1	PI 2.2	PI 3.1	PI 3.2	PI 4.1	PI 4.2	PI 5.1	PI 5.2	PI 6.1	PI 6.2	PI 7.1	PI 7.2	PI 8.1	PI 8.2	PI 9.1	PI 9.2
I. Direct Teaching																		
1. Lecture	x	x	x	x	x	x	x	x			x	x	x	x	x	x	x	x
2. Discussion		x															x	x
II. Indirect Teaching																		
3. Guiding Questions			x	x	x	x	x	x			x	x	x	x	x	x		
4. Problem Solving			x	x	x	x	x	x			x	x	x	x	x	x	x	x
5. Case-Based Learning					x	x	x	x			x	x	x	x	x		x	x
6. Internship, Practical Experience			x	x							x	x	x	x			x	x
IV. Interactive Learning																		
7. Discussion						x	x		X	x			x	x			x	x
8. Group Work							x	x	X	x	x	x	x		x			
V. Self-Study																		
9. Homework	x	x	x	x	x	x	x	x	X	x			x	x	x	x		
10. Document Research	x	x	x	x	x	x	x	x					x	x	x	x	x	x

7.2 Learning Assessment

* Grading Scale:

A 10-point scale is used for all assessment forms within the course.

* *Format, evaluation criteria, and scoring system.*

a) Theoretical Course

No.	Assessment Method	Assessment Criteria	Scoring system
-----	-------------------	---------------------	----------------

1	<i>Formative Assessment</i>	<p>Designed to be diverse to assess the extent to which learners achieve learning outcomes, for example: attendance, multiple-choice tests, essays, group assignments, group discussions, practical exercises, experiments, term papers.... (varies by course module)</p> <p>- Assessment criteria: Correct answers or adherence to the lecturer's requirements regarding content and presentation</p>	30% or 40% or 50%
2	<i>Summative Assessment</i>	<p>End-of-Course Exam</p> <p>Designed to be diverse to assess the extent to which learners achieve learning outcomes, for example: multiple-choice tests, essays, group assignments, group discussions, practical exercises, experiments, term papers.... (varies by course module)</p> <p>- Assessment criteria: Correct answers or adherence to the lecturer's requirements regarding content and presentation</p>	70% or 60% or 50%

b) Practical Course

Students must attend all practical sessions. The average score of all practical sessions during the semester, rounded to one decimal place, constitutes the grade for the practical course.

c) Graduation Internship Course

40% process grade; 60% internship report grade.

d) Graduation Thesis Course

Implemented according to the University-level Training Regulations issued with Decision No. 1487/QĐ-DHQN dated July 1, 2021, by Quy Nhon University.

*** *Assessment Methods***

The assessment methods used in the Literature program are divided into two main types: Process Assessment and End-of-Course Examination Scores. Courses are assessed according to their program learning outcomes.

8. PROGRAM CONTENT

No	Course Code	Course Name	Semester	Number credits	Class duration			Experimental/Practical	Other	Self-study time	Prerequisite Course Code	Managing Faculty
					Lecture	Tutorial	Discussion					
I. General Knowledge				36								
<i>I.1. Political Science and Law</i>				13								
1	1130049	General Law	1	2	27		6			57		Political Theory - Law & State Management
2	1130299	Marxist-Leninist Philosophy	1	3	40		10			85		Political Theory - Law & State Management
3	1130300	Marxist-Leninist Political Economy	2	2	27		6			57	1130299	Political Theory - Law & State Management
4	1130301	Scientific Socialism	3	2	27		6			57	1130300	Political Theory - Law & State Management
5	1130302	History of the Communist Party of Vietnam	4	2	27		6			57	1130091	Political Theory - Law & State Management
6	1130091	Ho Chi Minh Ideology	5	2	27		6			57	1130302	Political Theory - Law & State Management
<i>I.2. Physical Education, National Defense and Security Education</i>				12								
<i>For Physical Education courses, students choose 1 of the following 8 groups:</i>												
7	1120172	Physical Education 1 (Football 1) (*)	1	1	4			26		21		Physical Education
8	1120173	Physical Education 2 (Football 2) (*)	2	1	4			26		21	1120172	Physical Education
9	1120174	Physical Education 3 (Football 3) (*)	3	1	4			26		21	1120173	Physical Education
10	1120175	Physical Education 1 (Volleyball 1) (*)	1	1	4			26		21		Physical Education
11	1120176	Physical Education 2 (Volleyball 2) (*)	2	1	4			26		21	1120175	Physical Education

12	1120177	Physical Education 3 (Volleyball 3) (*)	3	1	4			26		21	1120176	Physical Education
13	1120178	Physical Education 1 (Basketball 1) (*)	1	1	4			26		21		Physical Education
14	1120179	Physical Education 2 (Basketball 2) (*)	2	1	4			26		21	1120178	Physical Education
15	1120180	Physical Education 3 (Basketball 3) (*)	3	1	4			26		21	1120179	Physical Education
16	1120181	Physical Education 1 (Badminton 1) (*)	1	1	4			26		21		Physical Education
17	1120182	Physical Education 2 (Badminton 2) (*)	2	1	4			26		21	1120181	Physical Education
18	1120183	Physical Education 3 (Badminton 3) (*)	3	1	4			26		21	1120182	Physical Education
19	1120184	Physical Education 1 (Vietnamese Traditional Martial Arts 1) (*)	1	1	4			26		21		Physical Education
20	1120185	Physical Education 2 (Vietnamese Traditional Martial Arts 2) (*)	2	1	4			26		21	1120184	Physical Education
21	1120186	Physical Education 3 (Vietnamese Traditional Martial Arts 3) (*)	3	1	4			26		21	1120185	Physical Education
22	1120187	Physical Education 1 (Taekwondo 1) (*)	1	1	4			26		21		Physical Education
23	1120188	Physical Education 2 (Taekwondo 2) (*)	2	1	4			26		21	1120187	Physical Education
24	1120189	Physical Education 3 (Taekwondo 3) (*)	3	1	4			26		21	1120188	Physical Education

25	1120190	Physical Education 1 (Karatedo 1) (*)	1	1	4			26		21		Physical Education
26	1120191	Physical Education 2 (Karatedo 2) (*)	2	1	4			26		21	1120190	Physical Education
27	1120192	Physical Education 3 (Karatedo 3) (*)	3	1	4			26		21	1120191	Physical Education
28	1120239	Physical Education 1 (Pickleball 1) (*)	1	1	4			26		21		Physical Education
29	1120240	Physical Education 2 (Pickleball 2) (*)	2	1	4			26		21		Physical Education
30	1120241	Physical Education 3 (Pickleball 3) (*)	3	1	4			26		21		Physical Education
31	1120168	National Defense and Security Education 1(*)	4	3	37		16			82		National Defense and Security
32	1120169	National Defense and Security Education 2(*)	4	2	22		16			52		National Defense and Security
33	1120170	National Defense and Security Education 3(*)	4	2	14			32		44		National Defense and Security
34	1120171	National Defense and Security Education 4(*)	4	2	4			56		36		National Defense and Security
I.3. Foreign Language				07								
35	1090061	English 1	1	3	30	15				90	1090061	Foreign Language
36	1090166	English 2	2	4	40	20				120	1090061	Foreign Language
I.4. Social Sciences				04								
37	1150422	Entrepreneurship	5	2	20	5	10			55		Finance - Banking & Business Administration
38	2030003	Communication Skills	2	2	20	5		10		60		Social Sciences and Humanities
II. Professional Knowledge				111								
II.1. Fundamental Knowledge				30								
II.1.a. Compulsory				28								
39	1050241	Basic Informatics (Social)	1	3	30			30		75		Information Technology

40	1060019	Cultural Foundations Vietnam	1	3	40		10			90		Social Sciences and Humanities
41	1060215	History of Eastern and Vietnamese Thought	1	3	40		10			90		Social Sciences and Humanities
42	1060036	History of Civilization World	2	2	25		10			60		Social Sciences and Humanities
43	2030052	Basic Han-Nom	2	3	40		10			90		Social Sciences and Humanities
44	2030286	Introduction to Linguistics	2	2	27		6			60		Social Sciences and Humanities
45	1060039	General Aesthetics	4	2	25		10			60		Social Sciences and Humanities
46	2030287	Practical Vietnamese	4	3	30	15				60		Social Sciences and Humanities
47	2030054	General Anthropology	6	2	25		10			60		Social Sciences and Humanities
48	1060221	Cultural - Tourism Research Methods	3	2	25		10			60		
49	2030055	Area Studies and Introduction to Vietnamese Studies	3	3	40		10			90	1060019	Social Sciences and Humanities
<i>II.1.b. Elective Section Choose 02/04 Credits</i>					02							
50	2030053	Vietnamese Document Drafting Techniques	3	2	25		10			60		Social Sciences and Humanities
51	2030056	General Eastern Culture	3	2	25		10			60		Social Sciences and Humanities
II.2. Major and Specialization Knowledge					46							
II.2.1. Major Knowledge					32							
<i>II.2.1a. Compulsory</i>					28							
52	1060087	Folk Literature Vietnam	2	3	40	5				90		Social Sciences and Humanities
53	1060098	Vietnamese Medieval Literature	3	3	40		10			90	1060087	Social Sciences and Humanities
54	1060244	Modern Literature Vietnam	5	3	40		10			90	1060098	Social Sciences and Humanities

55	2030285	Vietnamese Grammar	3	3	35	10				90		Social Sciences and Humanities
56	2030293	Pragmatics	5	2	22	8				60		Social Sciences and Humanities
57	1060216	Cultural Place Names History, and Tourism Vietnam	5	2	25		10			60		Social Sciences and Humanities
58	1060058	Customs - Practices - Festivals of Vietnam	4	2	25		10			60		Social Sciences and Humanities
59	2030057	Religions and Beliefs in Vietnamese Culture	6	2	25		10			60		Social Sciences and Humanities
60	2030279	Traditional Vietnamese Art Forms	6	2	25		10			60		Social Sciences and Humanities
61	2030197	Cultures of Southeast Asian Countries	4	2	25		10			60		Social Sciences and Humanities
62	2030198	General History Vietnam	6	2	26	2	4			60	2030054	Social Sciences and Humanities
63	1060227	Language and Culture	6	2	25		10			60		Social Sciences and Humanities
<i>II.2.1b. Optinal</i>												
<i>Choose 04/08 Credits</i>					04							
64	2030058	Tourism Planning and Development	4	2	25		10			60		Social Sciences and Humanities
65	2030059	Agricultural and Rural Tourism	4	2	25		10			60		Social Sciences and Humanities
66	2030277	Cultural Regions and Sub-regions of Vietnam	4	2	25		10			60		Social Sciences and Humanities
67	2030278	Organizing Local Experiential Activities	4	2	25		10			60		Social Sciences and Humanities
<i>II.2.2. Specialized Knowledge</i>					14							
<i>II.2.2a. Compulsory</i>					12							

68	2030282	Overview of Tourism Science	3	2	25	3	4			60		Social Sciences and Humanities
69	1080269	Tourism Geography of Vietnam	7	2	25		10			60		Natural Sciences
70	1060023	Architectural and Fine Arts Heritage of Vietnam	6	2	25		10			60		Social Sciences and Humanities
71	2030060	Cham Culture	5	2	25		10			60		Social Sciences and Humanities
72	1060222	Tourism Culture	6	2	25		10			60		Social Sciences and Humanities
73	1060104	Tourism Promotion and Marketing	6	2	25		10			60		Social Sciences and Humanities
<i>II.2.2b. Optinal Choose 2/4 Credits</i>				2								
74	1100105	Tourism Psychology	7	2	25		10			60		Social Sciences and Humanities
75	2030281	Sustainable Tourism Development	7	2	25		10			60		Social Sciences and Humanities
II.3. Supplementary Knowledge				29								
II.3.1. Professional training for Career				22								
76	2030284	Public Relations	7	2	20	10				60		Social Sciences and Humanities
77	2030283	Designing and Developing Tourism Routes and Destinations in Vietnam	4	3	30	10	10			60		Social Sciences and Humanities
78	1060223	Traditional Crafts and Cuisine of Vietnam	7	2	25		10			60		Social Sciences and Humanities
79	2030061	Tour Guiding Operations	5	3	36	4	10			90		Social Sciences and Humanities
80	1060225	Designing and Operating Tourism Programs	5	2	25		10			60		Social Sciences and Humanities
81	2030280	Hotel Operations	7	2	25		10			60		Social Sciences and Humanities

82	2030065	Journalism Operations	7	2	20		10	10		60		Social Sciences and Humanities
83	2030292	Cultural and Tourism Event Organization Operations	7	2	20	5	10			60		Social Sciences and Humanities
84	2030069	Organization and Management of Cultural Activities	7	2	25		10			60		Social Sciences and Humanities
85	2030480	Culture and Literature of the South Central Region	7	2	25		10			60		Social Sciences and Humanities
II.3.2. Internships				7								
86	2030200	Professional Awareness Internship 1	3	1					Internship			Social Sciences and Humanities
87	2030201	Professional Awareness Internship 2	6	1					Internship			Social Sciences and Humanities
88	2030288	Graduation Internship	8	5					Internship			Social Sciences and Humanities
II.4. Graduation Thesis, Alternative Course				06								
89	2030074	Graduation Thesis	8	6								Social Sciences and Humanities
Alternative Course			8	6								
Compulsory Course				2								
90	2030070	Folklore in Modern Vietnamese Society	8	2	25		10			60		Social Sciences and Humanities
Optional: Choose 4/6 Credits				4								
91	2030071	Communication and Culture	8	2	25		10			60		Social Sciences and Humanities
92	2030294	Current Trends in Tourism Development	8	2	25	3	4			60		Social Sciences and Humanities
93	2030073	Cultural Heritage and Tourism Development currently	8	2	25		10			60		Social Sciences and Humanities
Total					135							

Note: (*) Prerequisite Course

10. TENTATIVE TEACHING PLAN

Semester 1

No.	Course Code	Course Name	Number credits	Class duration			Experimental/Practical	Other	Self-study time	Prerequisite Course Code	Managing Faculty
				Lecture	Exercises	Discussion					
1	1130299	Marxist-Leninist Philosophy	3	40		10			85		Political Theory - Law and State Management
2	1090061	English 1	3	30	15				90		Foreign Language
3	1050241	Basic Informatics (Social Sciences)	3	30			30		75		Information Technology
4	1060019	Foundations of Vietnamese Culture	3	40		10			90		Social Sciences and Humanities
5	1130049	General Law	2	27		6			57		Political Theory – Law and State Management
6	1060215	History of Eastern and Vietnamese Thought	3	40		10			90		Social Sciences and Humanities
7	Choose 1 of 8 Physical Education 1 Courses										
	1120172	Physical Education 1 (Football 1) (*)	1	4					26		Physical Education
	1120175	Physical Education 1 (Volleyball 1) (*)	1	4					26		Physical Education
	1120178	Physical Education 1 (Basketball 1) (*)	1	4					26		Physical Education

	1120181	Physical Education 1 (Badminton 1) (*)	1	4					26		Physical Education
	1120184	Physical Education 1 (Vietnamese Traditional Martial Arts 1) (*)	1	4					26		Physical Education
	1120187	Physical Education 1 (Taekwondo 1) (*)	1	4					26		Physical Education
	1120190	Physical Education 1 (Karatedo 1) (*)	1	4					26		Physical Education
	1120239	<i>Physical Education 1 (Pickleball 1) (*)</i>	<i>1</i>	<i>1</i>	<i>4</i>				<i>26</i>	<i>21</i>	
Total: 17 Credits (Compulsory: 17 Credits; Optional : 0 Credits); and 01 PE 1 Credit			18								

Note: () Prerequisite Course*

Semester 2

No.	Course Code	Course Name	Number credits	Class duration			Experimental/Practical	Other	Self-study time	Prerequisite Course Code	Managing Faculty
				Lecture	Exercises	Discussion					
1	1130300	Marxist-Leninist Political Economy	2	27		6			57	1130299	Political Theory - Law and State Management
2	1090166	English 2	4	40	20				120	1090061	Foreign Language
3	2030003	Communication Skills	2	20	5	10			60		Social Sciences and Humanities

4	2030286	Introduction to Linguistics	2	27		6			60		Social Sciences and Humanities
5	1060087	Vietnamese Folk Literature	3	40	5				60		Social Sciences and Humanities
6	1060036	World Civilization History	2	25		10			60		Social Sciences and Humanities
7	2030052	Basic Sino-Nom	3	40		10			90		Social Sciences and Humanities
8	Choose 1 of 8 Physical Education 2 courses										
	1120173	Physical Education 2 (Football 2) (*)	1	4					26	1120172	Physical Education
	1120176	Physical Education 2 (Volleyball 2) (*)	1	4					26	1120175	Physical Education
	1120179	Physical Education 2 (Basketball 2) (*)	1	4					26	1120178	Physical Education
	1120182	Physical Education 2 (Badminton 2) (*)	1	4					26	1120181	Physical Education
	1120185	Physical Education 2 (Vietnamese Traditional Martial Arts 2) (*)	1	4					26	1120184	Physical Education
	1120188	Physical Education 2 (Taekwondo 2) (*)	1	4					26	1120187	Physical Education
	1120191	Physical Education 2 (Karatedo 2) (*)	1	4					26	1120190	Physical Education

	1120240	<i>Physical Education 2 (Pickleball 2) (*)</i>	2	1	4			26		21	
Total: 18 Credits (Compulsory: 18 Credits; Optional: 0 Credits); and 01 Physical Education 1 Credit			19								

Note: () Prerequisite course*

Semester 3

No.	Course Code	Course Name	Number credits	Class duration			Experimental/Practical	Other	Self-study time	Prerequisite Course Code	Managing Faculty
				Lecture	Tutorial	Discussion					
1	1130301	Scientific Socialism	2	27		6			57	1130300	Political Theory - Law & State Management
2	1060098	Vietnamese Medieval Literature	3	40	5				60	1060087	Social Sciences and Humanities
3	2030285	Vietnamese Grammar	3	35	10				60		Social Sciences and Humanities
4	2030282	Overview Tourism Science	2	25	3	4			60		Social Sciences and Humanities
5	1066221	Cultural - Tourism Research Methods	2	25		10			60		Social Sciences and Humanities
6	2030055	Area Studies and Introduction to Vietnamese Studies	3	40		10			90	1060019	Social Sciences and Humanities
7	2030200	Professional Awareness Internship 1	1					Internship			
	<i>Choose 01 of 02 courses (02/04 Credits)</i>		2/4 Credits								

8	2030056	General Introduction Eastern Culture	2	25		10			60		Social Sciences and Humanities
9	2030053	Vietnamese Document Drafting Techniques	2	25		10			60		Social Sciences and Humanities
10	Choose 1 of 8 Physical Education 3 courses										
	1120174	<i>Physical Education 3 (Football 3) (*)</i>	1	4			26		21	1120173	<i>Physical Education</i>
	1120177	<i>Physical Education 3 (Volleyball 3) (*)</i>	1	4			26		21	1120176	<i>Physical Education</i>
	1120180	<i>Physical Education 3 (Basketball 3) (*)</i>	1	4			26		21	1120179	<i>Physical Education</i>
	1120183	<i>Physical Education 3 (Badminton 3) (*)</i>	1	4			26		21	1120182	<i>Physical Education</i>
	1120186	<i>Physical Education 3 (Vietnamese Traditional Martial Arts 3)(*)</i>	1	4			26		21	1120185	<i>Physical Education</i>
	1120189	<i>Physical Education 3 (Taekwondo 3) (*)</i>	1	4			26		21	1120188	<i>Physical Education</i>
	1120192	<i>Physical Education 3 (Karatedo 3) (*)</i>	1	4			26		21	1120191	<i>Physical Education</i>
	1120241	<i>Physical Education 3 (Pickleball 3) (*)</i>	3	1	4			26		21	
Total: 18 Credits (Compulsory: 16 Credits; Optional: 2 Credits); and 01 Physical Education 1 Credit			19								

Note: () Prerequisite course*

Semester 4

No.	Course Code	Course Name	Number credits	Class duration			Experimental/ Practical	Other	Self-study time	Prerequisite Course Code	Managing Faculty
				Lecture	Exercise	Discussion					
1	1130302	History of the Communist Party of Vietnam	2	27		6			57	1130091	Political Theory - Law & State Management
2	1060039	General Aesthetics	2	25		10			60		Social Sciences and Humanities
3	2030287	Practical Vietnamese	3	30	15				90		Social Sciences and Humanities
4	1060058	Customs – Traditions – Festivals of Vietnam	2	25		10			60		Social Sciences and Humanities
5	2030197	Cultures of Southeast Asian Countries	2	25		10			60		Social Sciences and Humanities
6	2030283	Design and Development of Vietnamese Tourist Routes and Destinations	3	30	10	10			60		Social Sciences and Humanities
	<i>Choose 02 out of 04 courses (04/08 Credits)</i>		4/8 Credits								
7	2030058	Tourism Planning and Development	2	25		10			60		Social Sciences and Humanities
8	2030059	Agricultural and Rural Tourism	2	25		10			60		Social Sciences and Humanities
9	2030277	Cultural Regions and Regionalization of Vietnam	2	25		10			60		Social Sciences and Humanities

10	2030278	Organizing Local Experiential Activities	2	25		10			60		Social Sciences and Humanities
11	<i>National Defense and Security Education Courses</i>										
	1120168	<i>National Defense and Security Education 1(*)</i>	3	37		16			82		<i>National Defense and Security</i>
	1120169	<i>National Defense and Security Education 2(*)</i>	2	22		16			52		<i>National Defense and Security</i>
	1120170	<i>National Defense and Security Education 3(*)</i>	2	14			32		44		<i>National Defense and Security</i>
	1120171	<i>National Defense and Security Education 4(*)</i>	2	4			56		36		<i>National Defense and Security</i>
Total: 18 Credits (Compulsory: 14 Credits; Optional: 4 Credits); and 09 Credits for National Defense and Security Education 1,2,3,4			27								

Note: () Prerequisite course*

Semester 5:

No.	Course Code	Course Name	Number credits	Class duration			Experimental/Practical	Other	Self-study time	Prerequisite Course Code	Managing Faculty
				Lecture	Exercise	Discussion					
1	2030293	Pragmatics	2	22	8			60		Social Sciences and Humanities	
2	1060244	Modern Literature Vietnam	3	40		10		90	1060098	Social Sciences and Humanities	
3	1060225	Design and Operation of Tourism Programs	2	25		10				Social Sciences and Humanities	
4	2030060	Cham Culture	2	25		10		60		Social Sciences and Humanities	

5	2030061	Tourism Guiding Profession	3	36	4	10			90		Social Sciences and Humanities
6	2030003	Entrepreneurship	2	20	5	10			55		Finance-Banking & Business Administration
7	1130091	Ho Chi Minh's Ideology	2	27		6			57	1130302	Political Theory - Law & State Management
8	1060216	Cultural Place Names History, and Tourism of Vietnam	2	25		10			60		Social Sciences and Humanities
Total: 18 Credits (Compulsory: 18 Credits; Optional: 0 Credits)			18								

Semester 6

No.	Course Code	Course Name	Number credits	Class duration			Experimental/Practical	Other	Self-study time	Prerequisite Course Code	Managing Faculty
				Lecture	Exercise	Discussion					
1	1060023	Architectural and Fine Arts Heritage of Vietnam	2	25		10			60		Social Sciences and Humanities
2	1060222	Tourism Culture	2	25		10			60		Social Sciences and Humanities
3	1060104	Tourism Promotion and Marketing	2	25		10			60		Social Sciences and Humanities
4	2030198	General History of Vietnam	2	26	2	4			60		Social Sciences and Humanities
5	2030201	Professional Awareness Internship 2	1					Internship			Social Sciences and Humanities

6	2030057	Religions and Beliefs in Vietnamese Culture	2	25		10			60		Social Sciences and Humanities
7	2030054	General Anthropology	2	25		10			60		Social Sciences and Humanities
8	2030279	Traditional Vietnamese Art Forms	2	25		10			60		Social Sciences and Humanities
9	1060227	Language and Culture	2	25		10			60		Social Sciences and Humanities
Total: 17 Credits (Compulsory: 17 Credits; Optional: 0 Credits)			17								

Semester 7

No.	Course Code	Course Name	Number credits	Class duration			Experimental/Practical	Other	Self-study time	Prerequisite Course Code	Managing Faculty
				Theory	Exercises	Discussion					
1	1080269	Tourism Geography of Vietnam	2	25		10			60		Social Sciences and Humanities
2	2030280	Hotel Operations	2	25		10			60		Social Sciences and Humanities
3	2030284	Public Relations	2	20	10				60		Social Sciences and Humanities
4	2030065	Journalism Operations	2	20		10			60		Social Sciences and Humanities
5	2030292	Cultural Tourism Event Organization Operations	2	20	5	10			60		Social Sciences and Humanities
6	2030069	Organization and Management of Cultural Activities	2	25		10			60		Social Sciences and Humanities

7	1060223	Traditional Crafts and Vietnamese Cuisine	2	25		10			60		Social Sciences and Humanities
8	2030480	Culture and Literature of the South Central Region	2	25		10			60		Social Sciences and Humanities
<i>Choose 01 out of 02 Course Modules (02/04 Credits)</i>			2/4 Credits								
9	1100105	Tourism Psychology	2	25		10			60		Social Sciences and Humanities
10	2030281	Sustainable Tourism Development	2	25		10			60		Social Sciences and Humanities
Total: 16 Credits (Compulsory: 12 Credits; Optional: 2 Credits)			18								

Semester 8

No.	Course Code	Course Name	Number credits	Class duration			Experimental Practical	Other	Self-study time	Prerequisite Course Code	Managing Faculty
				Theory	Exercises	Discussion					
1	2030288	Graduation Internship	5							Internship	Social Sciences and Humanities
2	2030074	Graduation Thesis	6							Thesis	Social Sciences and Humanities
Course Module Replacing Graduation Thesis			6 Credits								
<i>Compulsory Course Module</i>			2								
3	2030070	Folklore in Society Modern Vietnam	2	25		10			60		Social Sciences and

											Humanities
<i>Elective Course Modules: Choose 2 out of 3 Course Modules (4/6 Credits)</i>			4/6 Credits								
4	2030071	Communication and Culture	2	25		10			60		Social Sciences and Humanities
5	2030294	Development Trends in Current Tourism	2	25		10			60		Social Sciences and Humanities
6	2030073	Cultural Heritage and Development of Current Tourism	2	25		10			60		Social Sciences and Humanities
Total: 11 Credits (Compulsory: 5 Credits; Optional: 06 Credits)			11								

11. GUIDELINES FOR PROGRAM IMPLEMENTATION

This training program is applied from the 2025 admission period for students of Vietnamese Studies (specializing in Culture and Tourism).

The training process is based on the designed curriculum, training objectives, target audience, human resource requirements, and specific training demands. For elective courses, depending on the actual development trends and societal needs, the Faculty will advise students on suitable courses.

The Head of the Faculty is responsible for organizing and guiding the principles for developing detailed syllabi to ensure that objectives, content, and requirements are met, while also satisfying the needs of learners and society.

The program is reviewed and updated every two years, responding to the development of Vietnamese Studies (specializing in Culture and Tourism) and aligning with socio-economic needs.

Gia Lai, August 01, 2025

RECTOR

Assoc. Prof. Dr. Doan Duc Tung