

MINISTRY OF EDUCATION AND TRAINING  
QUY NHON UNIVERSITY

**UNDERGRADUATE PROGRAM**

Level of education: **Undergraduate**  
Major: **Business Administration**  
Code: **7340101**  
Type of education: **Full-time**

## UNDERGRADUATE PROGRAM

*(Issued together with Decision No. 1369/QĐ-ĐHQN dated May 5, 2024  
of the Rector of Quy Nhon University)*

Level of education:	<b>Undergraduate</b>
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### 1. PROGRAM OBJECTIVES (POs)

#### 1.1. General objectives

Training bachelors of Business Administration with political qualities, ethics, and good health; master basic knowledge of social sciences, politics, and law; have skills in applying professional knowledge to solve problems in business and management activities; have professional responsibility and sense of community service; able to work independently, think creatively, and adapt to changes in the global business environment.

#### 1.2. Specific objectives

- + PO1: Demonstrate professional competence in business and management activities to meet national and international demands.
- + PO2: Exhibit self-directed learning, critical thinking, an entrepreneurial mindset, innovation, and digital proficiency to adapt to changes in the business environment.
- + PO3: Uphold ethical standards, professional responsibility, a positive attitude, and a commitment to community service.

### 2. EMPLOYMENT OPPORTUNITIES AND FURTHER STUDY PROSPECTS

+ **Employment opportunities:** Work at companies, corporations or joint ventures, non-profit organisations, social organisations, non-governmental organisations, establish private companies; Work in fields such as human resource management, financial management, production management, marketing management, supply chain management, strategic

management, logistics...; Work in positions such as: specialists in the sales department, planning department, marketing department, human resources administrative department, strategy building specialist, market development and partner searching at manufacturing and service companies, import-export companies or multinational companies; Have the opportunity to advance to become CEO, CFO at corporations, companies, establish and run private companies; Establish a private company, open an agent or act as a product distribution representative for domestic and foreign businesses; Participate in scientific research, teaching at universities, colleges,...

+ **Further study prospects:** Participate in short-term courses and training related to business administration at domestic and abroad; Study a second university degree in related majors; Register for post-graduate studies (master, doctorate) in business administration or other majors in the field of economics at domestic and foreign universities.

### 3. LEARNING OUTCOMES

#### Program Learning Outcomes (PLOs)

Students graduating from the Business Administration programme have the ability to:

+ PLO1: Apply fundamental scientific knowledge, foundational knowledge, specialised knowledge, and other complementary knowledge to practise and solve problems in business and management activities

+ PLO2: Apply communication skills in a business environment.

+ PLO3: Apply teamwork skills in a global business environment.

+ PLO4: Apply critical thinking in business and management activities.

+ PLO5: Identify business opportunities and propose innovative entrepreneurial ideas.

+ PLO6: Plan, organise, implement, and monitor business and management activities.

+ PLO7: Apply digital competence in business operations and learning research.

+ PLO8: Demonstrate career orientation in business and management activities.

+ PLO9: Recognize business ethics issues and social responsibilities in business and management activities.

#### Mapping of Program Objectives (POs) and Program Learning Outcomes (PLOs)

Program Objectives (POs)	Program Learning Outcomes (PLOs)								
	1	2	3	4	5	6	7	8	9
PO1	x	x	x	x	x	x	x		

PO2		x	x	x	x	x	x	x	x
PO3			x		x	x		x	x

Performance Indicators (PIs) used to assess the Program Learning Outcomes (PLOs) of the Business Administration Program

Program Learning Outcomes	Performance Indicators
PLO1: Apply fundamental scientific knowledge, foundational knowledge, specialised knowledge, and other complementary knowledge to practise and solve problems in business and management activities	PI 1.1: Identify the knowledge necessary to address practical problems in business and management practices.
	PI 1.2: Develop alternative solutions to address practical problems in business and management activities.
	PI 1.3: Solve problems in business and management activities based on the chosen solutions within specific situations.”
PLO2: Apply communication skills in a business environment.	PI 2.1: Identify effective communication strategies in business environments.
	PI 2.2: Identify appropriate listening and behavioral approaches in a business environment.
	PI 2.3: Demonstrate the ability to communicate through multiple forms (verbal, written, and nonverbal) in a business environment.
PLO3: Apply teamwork skills in a global business environment.	PI 3.1: Demonstrate the ability to establish teams in a global business environment.
	PI 3.2: Demonstrate the ability to work effectively in teams within a global business environment.
	PI 3.3: Demonstrate the ability to develop teams in a global business environment.
PLO4: Apply critical thinking in business and management activities.	PI 4.1: Demonstrate the ability to identify problems in business and management activities.

	PI 4.2: Analyze issues in business and management activities from different perspectives.
	PI 4.3: Present well-grounded arguments regarding issues arising in business and management activities.
PLO5: Identify business opportunities and propose innovative entrepreneurial ideas.	PI 5.1: Identify professional and business contexts.
	PI 5.2: Generate innovative startup ideas.
	PI 5.3: Design innovative startup plans.
PLO6: Plan, organise, implement, and monitor business and management activities.	PI 6.1: Develop plans for business and management activities.
	PI 6.2: Organize the implementation of business and management activities.
	PI 6.3: Monitor business and management activities.
PLO7: Apply digital competence in business operations and learning research.	PI 7.1: Utilize information and data.
	PI 7.2: Communicate and collaborate in a digital environment.
PLO8: Demonstrate career orientation in business and management activities.	PI 8.1: Identify competencies for career orientation in business and management.
	PI 8.2: Recognize opportunities for career orientation in business and management.
	PI 8.3: Develop career development plans in business and management.
PLO9: Recognize business ethics issues and social responsibilities in business and management activities.	PI 9.1: Identify ethical issues in business and management activities.
	PI 9.2: Demonstrate social responsibility in business and management activities.

#### 4. PROGRAM DURATION AND TOTAL CREDITS

**4.1. Program Duration:** 04 years

**4.2. Total credits:** 135 credits (excluding Physical Education and National Defense and Security Education courses).

##### Program structure

Program structure	Credits
<b>General Knowledge</b>	<b>22</b>
<b>Professional Knowledge</b>	<b>113</b>
- Fundamental knowledge	24
- Specialized knowledge (if any)	51
- Supplementary Knowledge	29
- Internship	3
- Graduation thesis, Alternative courses	6
<b>Total</b>	<b>135</b>

#### 5. ADMISSION REQUIREMENTS

Graduated from high school or equivalent according to current Admission Regulations; be favourable in chosen profession; have good health; have good political and moral qualities, and have a high sense of social responsibility; master high school knowledge; able to work independently, think creatively and do scientific research; able to adapt to changes in the global business environment.

#### 6. TRAINING METHOD, GRADUATION REQUIREMENTS

##### 6.1. Training Method

Credit-based training system

**6.2. Graduation Requirements:** Graduation requirements are implemented in accordance with the current regulations on undergraduate education issued by the Ministry of Education and Training of Vietnam and the undergraduate training regulations of Quy Nhon University. To be eligible for graduation, students must:

- Complete all required courses and accumulate the total number of credits specified in the training program.
- Obtain a cumulative Grade Point Average (GPA) of at least 2.00 on a 4.0 scale.

- Achieve all Program Learning Outcomes (PLOs) of the training program.
- Fulfill the requirements for Physical Education and obtain the Certificate of National Defense and Security Education.
- Meet the foreign language proficiency requirement as prescribed by the University.
- Meet the information technology competency requirement as prescribed by the University.

## **7. TEACHING METHODS AND LEARNING ASSESSMENT**

### **7.1 Teaching Methods**

The teaching methods used in the Business Administration and Management programme include various teaching and learning activities aimed at helping learners not only acquire foundational subject knowledge and social knowledge but also develop the ability to apply this knowledge to collaborate with others, thereby developing individual skills such as communication, negotiation, and teamwork. Specifically:

- *Direct instruction:* Direct instruction is a teaching method in which information is conveyed directly to learners, with the lecturer presenting and the students listening. This teaching method is commonly used in traditional classrooms and is effective when the lecturer wants to impart basic information or explain a new skill to the learners. The applied teaching methods include Lecture and Guest Lectures.

- *Indirect instruction:* Indirect instruction is a teaching method in which learners are provided with learning opportunities without any public teaching activities conducted by the lecturer. This is a learner-centred teaching process, in which the learners are encouraged to actively participate in the learning process, using critical thinking skills to solve problems. The applied teaching methods include Case-Based Learning, Problem-Based Learning, and Inquiry.

- *Experiential learning:* Experiential learning is a teaching method in which learners acquire knowledge and skills through their experiences in work, practice, real-life observations, and sensations. The applied teaching methods include Experiential Learning, Internship, Field Trip, Simulation, and Practise.

- *Interactive instruction:* Interactive instruction is a teaching method in which learners engage in multiple classroom activities such as posing questions or open-ended discussions and engaging in debates to solve problems. The teacher guides the learners step by step in solving the problem, helping them achieve the learning objectives. Learners can learn from their peers or the teacher to develop social skills, critical thinking skills, communication, negotiation, and decision-making. The applied teaching methods include Interactive Lecture, e-Learning, and Group Exercise.

- *Self-learning*: Self-study is understood as all learner learning activities carried out by individual learners with little or no guidance from teachers. This is a process that helps learners orient their learning according to their own learning experiences, have autonomy and control their learning activities through exercises, projects or problems that the teacher Suggestions and instructions in class. The learning method following this strategy is mainly the Work Assignment method and Self-Directed Learning method.

### Compatibility between Teaching Methods and Programme Learning Outcomes (PLOs)

Teaching Methods	Programme Learning Outcomes (PLOs)								
	1	2	3	4	5	6	7	8	9
<b>I. Direct Instruction</b>									
1. Lecture	x	x		x	x			x	x
2. Seminar	x	x		x	x			x	x
<b>II. Indirect Instruction</b>									
3. Case-Based Learning	x			x	x	x		x	x
4. Problem-Based Learning	x			x	x			x	x
5. Open-Ended Questions	x	x		x	x	x	x	x	x
<b>III. Experiential Learning</b>									
6. Experiential Learning	x	x		x	x	x		x	x
7. Internship - Real-World Experience	x	x	x	x	x	x	x	x	x
8. Simulation					x	x	x		
9. Practice	x					x			
<b>IV. Interactive Instruction</b>									
10. Interactive Lecture	x	x	x	x	x		x		
11. Group Exercises	x	x	x	x			x		
12. Online Learning	x	x					x		
<b>V. Self-Learning</b>									
13. Homework Assignments	x			x		x	x	x	x
14. Self-directed Learning	x			x	x	x	x	x	x

## 7.2 Learning Assessment

\* *Grading scale:* 10-point grading scale is used for all assessment forms in the courses.

\* *Format, evaluation criteria, and scoring system:*

a. Theoretical courses:

### Forms, Evaluation Criteria, and Weighting of Assessment Components

Assessment Component	Assessment Activities	Assessment Form	Evaluation Criteria	Weight (%)	CDR HP (CLOs)
Formative assessment (%) (Appropriate options may vary depending on the course)	Assessment 1	Designed diversely to assess the level of achievement of learning outcomes, such as multiple-choice, essay, group assignments, group discussions, practical exercises, experiments, essays, etc. (may vary depending on the course)	Correct answers or requirements specified by the teaching instructor regarding content and presentation format of written work/presentations.	... %	(not used for CLO assessment)
	Assessment 2			... %	(not used for CLO assessment)
	(*) <i>Midterm Exam (if applicable for formative assessment)</i>			... %	(not used for CLO assessment)
Summative assessment (%) <sup>1</sup> (Appropriate options may vary depending on the course)	(*) <i>Midterm Exam (%) (if applicable for summative assessment)</i>			... %	CLO ...
	Final Exam (%)	... %	CLO ...		
		... %	CLO ...		

<sup>1</sup> *Summative Assessment with a minimum weightage of 70%*

b) Practical Courses:

Students must participate in all experiments and practical exercises. The average score of practical exercises during the semester is rounded to one decimal place and considered the score for the practical course.

c) Comprehensive Internship, Graduation Internship:

50% process score; 50% interview score.

d) Thesis Course:

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

**\* Assessment Methods**

The assessment methods used in the Business Administration programme are divided into two main types: Formative Assessment and Summative Assessment.

Interpretation to describe the assessment methods as in the table:

**Table 13. Compatibility between Assessment Methods and Programme Learning Outcomes (PLOs)**

Assessment Methods	Programme Learning Outcomes (PLOs)								
	1	2	3	4	5	6	7	8	9
<b>I. Process Assessment</b>									
1. Quick Test									
2. Homework Assignments									
3. Discussion									
4. Skills-based Exercises									
5. Question and Answer									
6. Essay									
7. Practical Assessment									
8. Presentation									
9. Group Exercises									
10. Objective Multiple-Choice Test									

11. Project Work									
<b>II. Summative Assessment</b>									
12. Essay (closed or open-ended)	x			x	x			x	
13. Objective Multiple-Choice Test				x					
14. Skills-based Exercises									
15. Question and Answer		x		x				x	
16. Essay	x			x	x		x		
17. Practical Assessment	x					x			
18. Report (written content and question and answer)	x	x				x	x	x	x
19. Group Exercises			x	x			x		
20. Project Work	x	x	x	x	x	x	x	x	x

## 8. PROGRAM CONTENT

### Programme structure and content

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching	
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/Experiment	Others	Self-study	Prerequisite	Prior		
<b>Semester 1</b>																	
1	1090061	English 1	3	1	x			38	7					90			Department of Foreign language
2	2030003	Communication skills	2	1	x			18		4	20			60			Department of Social Sciences and Humanities
3	1140170	Microeconomics	3	2	x			30	15					90			Department of Economics & Accounting
4	1150075	Fundamental of Management	3	3	x			33	6	12				90			FBA
5	1150035	Principles of Marketing	3	3	x			40	5					90			FBA
6	1150248	Thinking and planning skills	2	5	x			24	6					60			FBA
7	1150548	Career orientation in business administration	1	3	x			12	3					30			FBA
Choose 1 out of the following 7 Physical Education courses:			1	CK													
8	1120172	Physical Education 1 (Football 1) (*)				x		4			26			30			Department of Physical Education

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching	
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/Experiment	Others	Self-study	Prerequisite	Prior		
9	1120175	Physical Education 1 (Volleyball 1) (*)				x		4				26		30			Department of Physical Education
10	1120178	Physical Education 1 (Basketball 1) (*)				x		4				26		30			Department of Physical Education
11	1120181	Physical Education 1 (Badminton 1) (*)				x		4				26		30			Department of Physical Education
12	1120184	Physical Education 1 (Vietnamese Traditional Martial Arts 1) (*)				x		4				26		30			Department of Physical Education
13	1120187	Physical Education 1 (Taekwondo 1) (*)				x		4				26		30			Department of Physical Education
14	1120190	Physical Education 1 (Karatedo 1) (*)				x		4				26		30			Department of Physical Education
<b>Semester 2</b>																	

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching	
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/Experiment	Others	Self-study	Prerequisite	Prior		
1	1090166	English 2	4	1	x			52	8					120	1090061		Department of Foreign language
2	1130049	General laws	2	1	x			27		6				60			Department of Political Theory - Law and State Management
3	1150501	Business research methods	3	5	x			30	15					90			Department of Finance-Banking & Business Administration
4	1140171	Macroeconomic	3	2	x			40	5					90			Department of Economics & Accounting
5	1140104	Economical mathematics	3	2	x			30	15					90			Department of Economics & Accounting
		<i>Choose 1 of 2 courses</i>	2														
6	1150129	Event holding		5		x		20	10					60			Department of Finance-Banking & Business Administration
7	1150372	Event holding		5		x		20	10					60			Department of Finance-Banking & Business Administration
Choose 1 out of the following 7 Physical Education courses:			1	CK													
8	1120173	Physical Education 2				x					26			30		1120172	Department of Physical Education

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/Experiment	Others	Self-study	Prerequisite	Prior	
		(Football 2) (*)														
9	1120176	Physical Education 2 (Volleyball 2) (*)				x					26		30		1120175	Department of Physical Education
10	1120179	Physical Education 2 (Basketball 2) (*)				x					26		30		1120178	Department of Physical Education
11	1120182	Physical Education 2 (Badminton 2) (*)				x					26		30		1120181	Department of Physical Education
12	1120185	Physical Education 2 (Vietnamese Traditional Martial Arts 2) (*)				x					26		30		1120184	Department of Physical Education
13	1120188	Physical Education 2 (Taekwondo 2) (*)				x					26		30		1120187	Department of Physical Education
14	1120191	Physical Education 2 (Karatedo 2) (*)				x					26		30		1120190	Department of Physical Education

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/Experiment	Others	Self-study	Prerequisite	Prior	
<b>Semester 3</b>																
1	1130299	Philosophy of Marxism and Leninism	3	1	x			40		10				100		Department of Political Theory - Law and State Administration
2	1140048	Accounting Principles	3	2	x			30	15					90	1140170, 1140171	Department of Economics & Accounting
3	1150098	Finance – Money	3	3	x			38	5	4				90		Department of Finance-Banking & Business Administration
4	1150249	Leadership	2	4	x			15	15					60	1150075	Department of Finance-Banking & Business Administration
5	1150081	Marketing Management	3	4	x			40	5					90	1150035	Department of Finance-Banking & Business Administration
6	1150084	Human Management	3	4	x			30	15					90	1150075	Department of Finance-Banking & Business Administration
		<i>Choose 1 of 3 courses</i>	2													
7	1140036	Development Economics		5		x		24	6					60	1140171	Department of Economics & Accounting
8	1150026	International Economics		5		x		24	6					60		Department of Finance-Banking &

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/Experiment	Others	Self-study	Prerequisite	Prior	
																Business Administration
9	1150549	Green Economics		5		x		24	6					60	1150075	Department of Finance-Banking & Business Administration
Choose 1 out of the following 7 Physical Education courses:			1	CK												
10	1120174	Physical Education 3 (Football 3) (*)				x		4				26		30	1120173	Department of Physical Education
11	1120177	Physical Education 3 (Volleyball 3) (*)				x		4				26		30	1120176	Department of Physical Education
12	1120180	Physical Education 3 (Basketball 3) (*)				x		4				26		30	1120179	Department of Physical Education
13	1120183	Physical Education 3 (Badminton 3) (*)				x		4				26		30	1120182	Department of Physical Education
14	1120186	Physical Education 3 (Vietnamese Traditional)				x		4				26		30	1120185	Department of Physical Education

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching	
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/Experiment	Others	Self-study	Prerequisite	Prior		
		Martial Arts 3) (*)															
15	1120189	Physical Education 3 (Taekwondo 3) (*)				x		4				26		30		1120188	Department of Physical Education
17	1120192	Physical Education 3 (Karatedo 3) (*)				x		4				26		30		1120191	Department of Physical Education
<b>Semester 4</b>																	
1	1120168	National Defense and Security Education 1 (*)	3	CK	x			37		8				82			Center for National Defense and Security Education
2	1120169	National Defense and Security Education 2 (*)	2	CK	x			22		8				52			Center for National Defense and Security Education
3	1120170	National Defense and Security Education 3 (*)	2	CK	x			14		6				44			Center for National Defense and Security Education

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching	
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/Experiment	Others	Self-study	Prerequisite	Prior		
4	1120171	National Defense and Security Education 4 (*)	2	CK	x			4				56		36			Center for National Defense and Security Education
1	1130300	Political economics of marxism and leninism	2	1	x			27		6				66			Department of Political Theory - Law and State Administration
2	1050389	Applied Informatics	2	5	x			30						60			Department of Information Technology
3	1140015	Corporation Accounting	3	5	x			30	15					90	1140048	1140048	Department of Economics & Accounting
4	1150241	Organisational Behaviour	3	4	x			32	8	10				90	1150075		Department of Finance-Banking & Business Administration
		<i>Choose 1 of 2 courses</i>	3														
5	1150089	Financial Management		4		x		30	15					90	1150098		Department of Finance-Banking & Business Administration
6	1150363	Financial Management		4		x		30	15					90	1150098		Department of Finance-Banking & Business Administration
		<i>Choose 1 of 3 courses</i>	2														

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching	
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/Experiment	Others	Self-study	Prerequisite	Prior		
7	1150261	Security Analysis and Investment		5		x		22	8					60	1140171		Department of Finance-Banking & Business Administration
8	1150550	Insurance Business		5		x		24	6					60	1140171		Department of Finance-Banking & Business Administration
9	1150502	Personal Financial Management		5		x		24	6					60	1140171	1150098	Department of Finance-Banking & Business Administration
<b>Semester 5</b>																	
1	1130301	Science Socialism	2	1	x			27		6				66			Department of Political Theory - Law and State Administration
2	1150073	Project Management	3	4	x			30	15					90	1150075		Department of Finance-Banking & Business Administration
3	1150392	Sales Management	3	4	x			30	15					90	1150081	1150075	Department of Finance-Banking & Business Administration
4	1150399	Import – Export Management	3	4	x			30	15					90	1150241		Department of Finance-Banking & Business Administration
		<i>Choose 1 of 2 courses</i>	3														

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching	
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/Experiment	Others	Self-study	Prerequisite	Prior		
5	1150246	Entrepreneurship		4		x		35	10					90	1150075	1150081	Department of Finance-Banking & Business Administration
6	1150365	Entrepreneurship		4		x		35	10					90	1150075	1150081	Department of Finance-Banking & Business Administration
		<i>Choose 1 of 2 courses</i>	<i>1</i>														
7	1150493	Field Trip		4		x						15	30	1150548			Department of Finance-Banking & Business Administration
8	1150515	Business Dialogue		4		x		5	5	10			30	1150548			Department of Finance-Banking & Business Administration
		<i>Choose 1 of 3 courses</i>	<i>2</i>														
9	1150381	Digital Marketing		4		x		24	6	60			60	1150081	1150035		Department of Finance-Banking & Business Administration
10	1150555	E-commerce		4		x		15	15				60	1150081			Department of Finance-Banking & Business Administration
11	1150560	Digital Business		4		x		15	15				60	1150081	1150075		Department of Finance-Banking & Business Administration

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching	
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/Experiment	Others	Self-study	Prerequisite	Prior		
		<i>Choose 1 of 3 courses</i>	2														
12	1010473	Statistics for business		3		x		20	10					60	1150248	1140104	Department of Mathematics and Statistics
13	1010439	Data analysis for business		3		x		20	10					60	1150248	1140104	Department of Mathematics and Statistics
14	1050347	Management Information System		3				30						60		1050389	Department of Information Technology
<b>Semester 6</b>																	
1	1130302	History of Vietnamese Communist Party	2	1	x			27		6				66			Department of Political Theory - Law and State Administration
2	1150214	English for Business Administration	3	5	x			29	16					90	2030003		Department of Finance-Banking & Business Administration
3	1150490	Innovation Management	2	4	x			22	8					60	1150081		Department of Finance-Banking & Business Administration
4	1150087	Production and Operation Management	3	4	x			30	15					90	1150075	1150081	Department of Finance-Banking & Business Administration
5	1150120	Internship	2	5	x								90	60	1150075	1150246	Department of Finance-Banking &

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/Experiment	Others	Self-study	Prerequisite	Prior	
																Business Administration
		<i>Choose 1 of 2 courses</i>	3													
6	1130364	Business Law		5		x		30	15					90	1130049	Department of Political Theory - Law and State Administration
7	1150554	Tax		5		x		33	12					90	1130049	Department of Finance-Banking & Business Administration
		<i>Choose 1 of 2 courses</i>	2													
8	1150551	Trade Negotiations		4		x		25	5					60	1150249	Department of Finance-Banking & Business Administration
9	1150370	Trade negotiations		4		x		25	5					60	1150249	Department of Finance-Banking & Business Administration
		<i>Choose 1 of 3 courses</i>	3													
10	1150556	Brand Management		4		x		30	15					90	1150035	1150081 Department of Finance-Banking & Business Administration
11	1150557	Consumer Behaviour		4		x		30	15					90	1150035	Department of Finance-Banking &

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching	
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/Experiment	Others	Self-study	Prerequisite	Prior		
																Business Administration	
12	1150500	Customer Relationship Management		4		x		30	15					90	1150035	1150081	Department of Finance-Banking & Business Administration
<b>Semester 7</b>																	
1	1130091	Ho Chi Minh thought	2	1	x			27	6					66	1130302		Department of Political Theory - Law and State Administration
2	1150093	Supply Chain Management	3	4	x			30	15					90	1150087		Department of Finance-Banking & Business Administration
3	1150064	Quality Management	3	4	x			30	15					90	1150087		Department of Finance-Banking & Business Administration
4	1150066	Strategic Management	3	4	x			30	15					90	1150087		Department of Finance-Banking & Business Administration
5	1150050	Business Analysis	3	4	x			30	15					90	1010473	1140048	Department of Finance-Banking & Business Administration
		<i>Choose 1 of 2 courses</i>	2														

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching	
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/Experiment	Others	Self-study	Prerequisite	Prior		
6	1150508	Corporate Social Responsibility		5		x		19	10	2				60	1150241	1150075	Department of Finance-Banking & Business Administration
7	1150552	Business Ethics		5		x		21	6	6				60	1150241	1150075	Department of Finance-Banking & Business Administration
		<i>Choose 1 of 3 courses</i>	<b>3</b>														
8	1150553	Foreign Trade Operations		5		x		34	9		4			90	1150087		Department of Finance-Banking & Business Administration
9	1150558	International Payment		5		x		30	15					90	1150087	1150098	Department of Finance-Banking & Business Administration
10	1150559	International payment		5		x		30	15					90	1150087	1150098	Department of Finance-Banking & Business Administration
<b>Semester 8</b>																	
1	1150122	Graduation Internship	3	6	x								135	90	1150120		Department of Finance-Banking & Business Administration
2	1150447	Graduate Dissertation	6	6		x							270	180	1150120		Department of Finance-Banking & Business Administration

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching	
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/Experiment	Others	Self-study	Prerequisite	Prior		
		<i>Replace Graduate Dissertation</i>															
3	1150519	Profession of corporate governance	3	6		x		30	15					90	1150120	1150246	Department of Finance-Banking & Business Administration
4	1150375	International Business Administration	3	6		x		30	15					90	1150120		Department of Finance-Banking & Business Administration
		<b>Total</b>	<b>135</b>														

**Note: Symbols of learning components (knowledge blocks):**

CK: Conditional Knowledge;

1: General Education Knowledge;

2: Fundamental Knowledge;

3: Disciplinary Knowledge;

4: Specialised Knowledge;

5: Supplementary Knowledge;

6: Graduation (Internship/ Graduate dissertation, courses replacing graduate dissertation).

## **9. GUIDELINES FOR PROGRAM IMPLEMENTATION**

- This training program is applied to students enrolled in the Business Administration major starting from the 2024 admission cohort.
- The training process is implemented based on the designed curriculum, educational objectives, target learners, human resource requirements, and specific requirements of the training program. For elective courses, depending on development trends and societal needs, the Faculty will advise students in selecting appropriate courses.
- The Dean of the Faculty is responsible for organizing and providing guidance on the principles for developing detailed course syllabi to ensure that the program objectives, contents, and requirements are fully achieved, while meeting the needs of both learners and society.
- The training program is reviewed and updated every 2–3 years to respond to developments in the field of Business Administration and to align with socio-economic development needs.

*Gia Lai, May 7, 2024*

***DEAN OF FACULTY***

***HEAD OF TRAINING  
OFFICE***

***BY THE DELEGATION OF  
THE RECTOR  
VICE-RECTOR***

**Assoc. Prof. Dr. Phạm Thị  
Bích Duyên**

**Dr. Le Xuan Vinh**

**Dr. Đinh Anh Tuan**