

MINISTRY OF EDUCATION AND TRAINING  
QUY NHON UNIVERSITY

## **MASTER'S PROGRAM**

Level of education : Master's  
Major : Business Administration  
Major Code : 8340101  
Program Orientation : Application-Oriented Program  
Mode of Study : Full-time

**Binh Dinh, 2024**

## **MASTER'S PROGRAM**

*(Issued together with Decision No. 4499/QĐ-ĐHQN dated December 19, 2024  
of the Rector of Quy Nhon University)*

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### **1. PROGRAM OBJECTIVES**

#### **1.1. General objectives**

The Master's program in Business Administration aims to provide learners with comprehensive and up-to-date knowledge in business administration, practical managerial skills, and the ability to work independently, think creatively, and adapt to the dynamic changes of the global business environment.

#### **1.2. Specific Objectives (Program Objectives - POs)**

The Master's program in Business Administration enables graduates to:

- PO1: Possess advanced professional knowledge, strategic thinking, and the ability to analyze, evaluate, and forecast changes in the business environment.
- PO2: Demonstrate leadership, organizational, and managerial capabilities to operate businesses with a strong sense of social responsibility.
- PO3: Exhibit creativity and innovation, and effectively adapt to the global business environment.

### **2. CAREER OPPORTUNITIES AND FURTHER EDUCATION**

Graduates of the application-oriented Master's program in Business Administration may:

- Hold managerial positions in enterprises and socio-economic organizations both domestically and internationally, as well as in government agencies.
- Serve as professional advisors to business leaders in organizing and managing corporate and organizational operations.

- Start their own businesses and become entrepreneurs, business owners, or chief executive officers in domestic and international enterprises.

- Work as researchers, policy makers, and business strategy planners at economic research institutes and government agencies.

- Conduct research and teach specialized courses in business administration at universities and professional colleges, or pursue further doctoral studies in business administration both domestically and internationally.

### **3. PROGRAM LEARNING OUTCOMES**

Graduates of the Master's Program in Business Administration are expected to achieve the following competencies:

#### ***- Knowledge***

PLO1: Integrate practical knowledge with in-depth, broad, advanced, and interdisciplinary theoretical knowledge in business operations and management.

#### ***- Skills***

PLO2: Demonstrate proficiency in planning, organizing, directing, and supervising business and management activities.

PLO3: Develop critical thinking and innovative capabilities in business and management practices.

#### ***- Autonomy and Responsibility***

PLO4: Evaluate management activities and propose improvement measures to enhance the effectiveness of business and managerial operations.

PLO5: Adapt effectively to competitive working environments in the context of global integration.

(The rubric and measurement indicators for the Program Learning Outcomes are presented in the Appendix.)

### **4. ADMISSION REQUIREMENTS**

**Applicants must meet the following conditions:**

- Have graduated from a university or have satisfied all requirements for the recognition of a bachelor's degree (or an equivalent or higher qualification) in a field relevant to Business Administration;

- Possess foreign language proficiency at Level 3 or higher according to the 6-Level Foreign Language Proficiency Framework for Vietnam.

***List of relevant undergraduate majors:*** Programs belonging to the Business field group (73401) as specified in the Regulations on the Statistical Classification of Higher Education Training Fields (issued together with Circular No. 09/2022/TT-BGDĐT dated June 6, 2022 of the Ministry of Education and Training).

No.	Master's Program Applied For	Relevant Undergraduate Major	Notes
1	Business Administration	Business Administration	
2	Business Administration	Marketing	
3	Business Administration	Real Estate	
4	Business Administration	International Business	
5	Business Administration	Commercial Business	
6	Business Administration	E-commerce	
7	Business Administration	Fashion and Textile Business	

***List of Undergraduate Majors Requiring Bridging Courses and the Required Bridging Courses***

No.	Master's Program Applied For	Undergraduate Majors Requiring Bridging Courses	Bridging Courses	Notes
1	Business Administration	Finance - Banking	Entrepreneurship	Depending on specific cases, the Department may propose appropriate bridging courses
2	Business Administration	Insurance		
3	Business Administration	Accounting		
4	Business Administration	Auditing		
5	Business Administration	Management Science		
6	Business Administration	Public Management		
7	Business Administration	Human Resource Management		
8	Business Administration	Management Information Systems		
9	Business Administration	Office Management		
10	Business Administration	Industrial Relations		
11	Business Administration	Project Management		
12	Business Administration	Other majors listed in the		

		<i>Regulations on the Statistical Classification of Higher Education Training Fields</i> (issued under Circular No. 09/2022/TT-BGDĐT dated June 6, 2022 of the Ministry of Education and Training)	<ul style="list-style-type: none"> <li>- Microeconomics</li> <li>- Macroeconomics</li> <li>- Principles of Management</li> </ul>	
13	Business Administration	Other majors	To be considered on a case-by-case basis	

## 5. ADMISSION REQUIREMENTS

Admission is conducted in accordance with the current Regulations on Master's Degree Admission and Training issued by Quy Nhon University and the Ministry of Education and Training (MOET).

## 6. PROGRAM DURATION AND TOTAL CREDIT REQUIREMENTS

**6.1. Program Duration:** 2 years (24 months)

**6.2. Total Program Credits:** 60 credits, including 6 credits for internship and 9 credits for the graduation component (Master's Project).

<b>Program Structure</b>	<b>Credits</b>
<b>General knowledge</b>	<b>2</b>
<b>Foundation and specialized knowledge</b>	<b>49</b>
<i>Compulsory courses</i>	33
<i>Elective courses</i>	16
<b>Graduation course (Master's Project)</b>	<b>9</b>
<b>Total</b>	<b>60</b>

## 7. TRAINING PROCESS AND GRADUATION REQUIREMENTS

### 7.1. Training process

The program is delivered under the credit-based system, in compliance with the current regulations of the Ministry of Education and Training and Quy Nhon University.

### 7.2. Graduation requirements

Graduation requirements comply with the current Regulations on Master's Degree Admission and Training of the Ministry of Education and Training and Quy Nhon University, including:

a) Successfully completing all courses in the training program and defending the Master's Project with satisfactory results;

b) Achieving the foreign language proficiency required by the program's learning outcomes prior to the graduation assessment. This requirement must be evidenced by one of the following:

- A diploma or certificate demonstrating Level 4 proficiency or higher according to the 6-Level Foreign Language Proficiency Framework for Vietnam, as specified in the Appendix of the current Regulations on Master's Degree Admission and Training of Quy Nhon University, or other equivalent certificates recognized by the Ministry of Education and Training;

- A bachelor's degree or higher in a foreign language major;
- A bachelor's degree or higher in another major where the program was delivered entirely in a foreign language.

c) Fulfilling all obligations as required by Quy Nhon University; not being subject to criminal prosecution, and not currently under disciplinary action or academic suspension.

### 7.3. Degree awarded

Vietnamese: BẰNG THẠC SĨ QUẢN TRỊ KINH DOANH

English: THE DEGREE OF MASTER IN BUSINESS ADMINISTRATION

## 8. ASSESSMENT METHODS AND GRADING SCALE

### 8.1. Grading scale

A 10-point grading scale is applied to all forms of assessment within each course.

### 8.2. Assessment methods, criteria, and weighting

#### - *Theoretical courses:*

No.	Assessment Method	Assessment Criteria	Select one of three weighting groups		
			Group 1	Group 2	Group 3
1	<b>Continuous Assessment</b>	<p><i>* Attendance: regular and full participation in class sessions.</i></p> <p><i>* Individual test: Learners complete an individual test in either written or presentation form.</i></p> <p><i>- Assessment criteria: Accuracy of responses and compliance with the requirements specified in Section M4 of the course syllabus.</i></p> <p><i>* Group reports or major assignments: as required by the course instructor.</i></p> <p><i>- Assessment criteria: Content, format, and presentation quality of the report or assignment in accordance with the detailed requirements specified in Section M4 of the course syllabus.</i></p> <p><i>* Essays: Assigned by the course instructors.</i></p> <p><i>- Assessment criteria: Accuracy of responses and compliance with the requirements</i></p>	30%	40%	50%

		<i>specified in Section M4 of the course syllabus.</i>			
2	<b>Final Assessment</b>	<i>Final course examination</i> <i>* Examination format: written or oral examination.</i> <i>- Assessment criteria: based on the answer key or requirements specified in Section M4 of the course syllabus.</i> <i>* Alternative format: report/ written assignment/ essay.</i> <i>- Assessment criteria: content and format in accordance with the requirements specified in Section M4 of the course syllabus.</i>	70%	60%	50%

**- Professional Internship Course:**

50% of the final grade is based on continuous assessment by the supervising lecturer, and the remaining 50% is based on the oral defense and evaluation of the internship report conducted by an assessment committee appointed by the Department. Detailed assessment criteria are specified in the course syllabus.

**- Graduation Course (Master's Project):**

This course is implemented in accordance with the current Regulations on Master's Degree Admission and Training of Quy Nhon University. Detailed evaluation criteria are specified in the course syllabus..

**8.3. Assessment methods**

Assessment methods include formative assessment (continuous assessment) and summative assessment (final assessment). These methods are specified in detail in the Program Specification.

**9. CURRICULUM FRAMEWORK**

No	Course Code		Course Name	Semester	Number of credits			Prerequisite Course Code	Managing Faculty	Note
	Letter	Numeric			Total	Theory	Practise			
<b>I. General Knowledge</b>					<b>2</b>					
1	TCNH	83401	Philosophy	1	2	1	1		Political Theory, Law and Public Administration	
<b>II. Fundamental Knowledge</b>					<b>49</b>					
<b>II.1. Compulsory Courses</b>					<b>33</b>					

2	QTKT	102	Managerial Economics	1	3	2	1			Finance, Banking and Business Administration	
3	QTPP	103	Scientific Methodology in Business	1	3	2	1			Finance, Banking and Business Administration	
4	QTCL	201	Strategic Management	1	3	2	1			Finance, Banking and Business Administration	
5	QTTN	202	Operations Management	2	3	2	1			Finance, Banking and Business Administration	
6	QTNL	104	Human Resource Management	2	3	2	1			Finance, Banking and Business Administration	
7	QTMK	105	Marketing Management	1	3	2	1			Finance, Banking and Business Administration	
8	QTTC	203	Financial Management	2	3	2	1			Finance, Banking and Business Administration	
9	QTQT	304	International Business Administration	3	3	2	1			Finance, Banking and Business Administration	
10	QTCT	302	New Corporate Governance	3	3	2	1			Finance, Banking and Business Administration	
11	QTTT	301	Professional Practice 1	3	2		2			Finance, Banking and Business Administration	
12	QTTT	401	Professional Practice 2	4	4		4			Finance, Banking and Business Administration	
<b>II.2. Elective Courses</b>					<b>16</b>						
<i>Group 1: Choose 1 out of 2 courses</i>					2						

13	QTĐP	204	Negotiations skills	1	2	1	1			Finance, Banking and Business Administration	
14	QTLĐ	205	Leadership	1	2	1	1			Finance, Banking and Business Administration	
<i>Group 2: Choose 1 out of 3 courses</i>					3						
15	QTCU	306	Marketing management	3	3	2	1			Finance, Banking and Business Administration	
16	QTCL	309	Quality management	3	3	2	1			Finance, Banking and Business Administration	
17	QTKT	307	Management Accounting	3	3	2	1			Economics and Accounting	
<i>Group 3: Choose 1 out of 3 courses</i>					3						
18	QTTĐ	204	E-commerce	2	3	2	1			Finance, Banking and Business Administration	
19	QTKD	205	Digital Business	2	3	2	1			Finance, Banking and Business Administration	
20	QTĐM	207	Innovation Management	2	3	2	1			Finance, Banking and Business Administration	
<i>Group 4: Choose 1 out of 3 courses</i>					3						
21	QTĐT	311	Portfolio Management	3	3	2	1			Finance, Banking and Business Administration	
22	QTDA	303	Project management	3	3	2	1			Finance, Banking and Business Administration	
23	QTRR	305	Risk Management	3	3	2	1			Finance, Banking and Business Administration	
<i>Group 5: Choose 1 out of 3 courses</i>					3						
24	QTHV	302	Organizational	2	3	2	1			Finance,	

			Behaviour							Banking and Business Administration
25	QTKH	209	Customer Relationship Management	2	3	2	1			Finance, Banking and Business Administration
26	QTTN	208	Corporate Social Responsibility	2	3	2	1			Finance, Banking and Business Administration
<i>Group 6: Choose 1 out of 2 courses</i>					2	2				
27	QTTK	308	Statistics and Business Data Analysis	3	2	1		1		Mathematics and Statistics
28	QTCS	310	Public Policy Analysis	3	2	1	1			Finance, Banking and Business Administration
<b>III. Graduation course</b>					<b>9</b>					
29	QTĐA	402	Master's Project	4	9					Finance, Banking and Business Administration
<b>Total credits</b>						<b>60</b>				

## 10. STUDY PLAN

No	Course Code		Course Name	Number of credits	Semester				Managing Faculty
	Letter	Numeric			1	2	3	4	
<b>I. General Knowledge</b>				<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	
1	TCNH	83401	Philosophy	2	2				Political Theory, Law and Public Administration
<b>II. Fundamental Knowledge</b>				<b>49</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>4</b>	
<b>II.1. Compulsory Courses</b>				<b>33</b>	<b>12</b>	<b>9</b>	<b>8</b>		
2	QTKT	102	Managerial Economics	3	3				Finance, Banking and Business Administration
3	QTPP	103	Scientific Methodology in Business	3	3				Finance, Banking and Business Administration

4	QTCL	201	Strategic management	3	3				Finance, Banking and Business Administratio n
5	QTTN	202	Operation Management	3		3			Finance, Banking and Business Administratio n
6	QTNL	104	Human resource management	3		3			Finance, Banking and Business Administratio n
7	QTMK	105	Marketing management	3	3				Finance, Banking and Business Administratio n
8	QTTC	203	Financial management	3		3			Finance, Banking and Business Administratio n
9	QTQT	304	International business administration	3			3		Finance, Banking and Business Administratio n
10	QTCT	302	New Corporate Governance	3				3	Finance, Banking and Business Administratio n
11	QTTT	301	Professional Practice 1	2				2	Finance, Banking and Business Administratio n
12	QTTT	401	Professional Practice 2	4				4	Finance, Banking and Business Administration
<b>II.2. Elective Courses</b>				<b>16</b>	<b>2</b>	<b>6</b>	<b>8</b>	<b>0</b>	
<i>Group 1: Choose 1 out of 2 courses</i>				2					
13	QTĐP	204	Negotiations skill	2	2				Finance, Banking and Business Administration
14	QTLĐ	205	Leadership	2	2				Finance, Banking and Business Administration
<i>Group 2: Choose 1 out of 3 courses</i>				3					

15	QTCU	306	Marketing management	3			3		Finance, Banking and Business Administration
16	QTCL	309	Quality management	3			3		Finance, Banking and Business Administration
17	QTKT	307	Management Accounting	3			3		Economics and Accounting
<i>Group 3: Choose 1 out of 3 courses</i>				3					
18	QTTĐ	204	E-commerce	3		3			Finance, Banking and Business Administration
19	QTKD	205	Digital Business	3		3			Finance, Banking and Business Administration
20	QTĐM	207	Innovation Management	3		3			Finance, Banking and Business Administration
<i>Group 4: Choose 1 out of 3 courses</i>				3					
21	QTĐT	311	Portfolio Management	3			3		Finance, Banking and Business Administration
22	QTDA	303	Project management	3			3		Finance, Banking and Business Administration
23	QTRR	305	Risk Management	3			3		Finance, Banking and Business Administration
<i>Group 5: Choose 1 out of 3 courses</i>				3					
24	QTHV	302	Organizational Behaviour	3		3			Finance, Banking and Business Administration
25	QTKH	209	Customer Relationship Management	3		3			Finance, Banking and Business Administration
26	QTTN	208	Corporate Social Responsibility	3		3			Finance, Banking and Business Administration
<i>Group 6: Choose 1 out of 2 courses</i>				2					
27	QTTK	308	Statistics and Business Data Analysis	2			2		Mathematics and Statistics
28	QTCS	310	Public Policy Analysis	2			2		Finance, Banking and Business Administration

<b>III. Graduation course</b>				<b>9</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>9</b>	
29	QTĐA	402	Master's Project	9				9	Finance, Banking and Business Administration
<b>Total</b>				<b>60</b>	<b>16</b>	<b>15</b>	<b>16</b>	<b>13</b>	

## 11. GUIDELINES FOR PROGRAM IMPLEMENTATION

- This training program is applied to master's cohorts admitted from the 2025 intake onward for graduate learners majoring in Business Administration.

- The training process is implemented based on the designed curriculum, training objectives, target learners, human resource requirements, and specific requirements of the training program. For elective courses, depending on practical conditions, development trends, and social demands, the department responsible for the program and the department managing the courses will advise learners in selecting appropriate courses.

- The Head of the Department responsible for the program is responsible for organizing and guiding the principles for developing the training program and detailed course syllabi, ensuring that the objectives, contents, and requirements of the program are fulfilled while meeting the needs of learners and society.

- The training program is periodically reviewed, evaluated, and updated in accordance with the current regulations of the Ministry of Education and Training and Quy Nhon University, in order to meet the development requirements of the Master's program in Business Administration and to align with the socio-economic development needs./.

*Binh Dinh, December 19, 2024*

**RECTOR**

**Assoc. Prof. Dr. Doan Duc Tung**