

MINISTRY OF EDUCATION AND TRAINING
QUY NHON UNIVERSITY



MASTER PROGRAM

Level:	Master
Major:	Business Administration
Code:	8340101
Orientation:	Applied
Mode of Study:	Full-time

Bình Định, 2024

MASTER PROGRAM

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

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

1. PROGRAM OBJECTIVES

1.1. General Objectives

The Master 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

The Master 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. JOB OPPORTUNITIES AND PROFESSIONAL DEVELOPMENT

Graduates of the application-oriented Master 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. LEARNING OUTCOMES

Graduates of the Master 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. ENTRY REQUIREMENTS

Applicants must meet the following entry requirements:

- 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 Program	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 Program	Undergraduate Majors	Bridging Courses	Notes
1	Business Administration	Finance and 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	- Entrepreneurship - Microeconomics - Macroeconomics - Principles of Management	

		Education and Training)		
13	Business Administration	Other majors	To be considered on a case-by-case basis	

5. ELIGIBLE APPLICANTS

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

6. PROGRAM DURATION AND TOTAL ACADEMIC WORKLOAD

6.1. Program Duration: 02 years (24 months)

6.2. Total Academic Workload: 60 credits, including 6 credits for Internship courses and 9 credits for Graduation course (Master Project).

Program Structure	Number of Credits
General Education Knowledge	2
Fundamental and Specialized Knowledge	49
Compulsory Courses	33
Elective Courses	16
Graduation course (Master Project)	9
Total	60

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 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 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 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. LEARNING ASSESSMENT

8.1. Grading Scale

A 10-point grading scale is used for all assessment components of the course.

8.2. Assessment Methods, Evaluation Criteria, and Weighting

- *Theoretical courses:*

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

		<i>requirements specified in Section M4 of the course syllabus.</i> <i>* Essays: Assigned by the course instructors.</i> <i>- Assessment Criteria: Accuracy of responses and compliance with the requirements specified in Section M4 of the course syllabus.</i>			
2	Summative Assessment	<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

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 Project):

This course is implemented in accordance with the current Regulations on Master 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 and summative assessment. These methods are specified in detail in the Program Specification.

9. PROGRAM CONTENT

No	Course Code		Course	Semester	In-class Hours			Experiment/Practice	Prerequisite Course Code	Department in Charge	Note
	Letter	Numeric			Total	Theory	Practice				
I. General Education Knowledge					2						
1	TCNH	83401	Philosophy	1	2	1	1			DPSLM	
II. Fundamental and Specialized Knowledge					49						
II.1. Compulsory Courses					33						

2	QTKT	102	Managerial Economics	1	3	2	1			DFBA	
3	QTPP	103	Scientific Methodology in Business	1	3	2	1			DFBA	
4	QTCL	201	Strategic Management	1	3	2	1			DFBA	
5	QTTN	202	Operations Management	2	3	2	1			DFBA	
6	QTNL	104	Human Resource Management	2	3	2	1			DFBA	
7	QTMK	105	Marketing Management	1	3	2	1			DFBA	
8	QTTC	203	Financial Management	2	3	2	1			DFBA	
9	QTQT	304	International Business Administration	3	3	2	1			DFBA	
10	QTCT	302	New Corporate Governance	3	3	2	1			DFBA	
11	QTTT	301	Professional Practice 1	3	2		2			DFBA	
12	QTTT	401	Professional Practice 2	4	4		4			DFBA	
II.2. Elective Courses					16						
<i>Elective 1: Choose 1 out of 2 courses</i>					2						
13	QTĐP	204	Negotiations Skills	1	2	1	1			DFBA	
14	QTLĐ	205	Leadership	1	2	1	1			DFBA	
<i>Elective 2: Choose 1 out of 3 courses</i>					3						
15	QTCU	306	Marketing Management	3	3	2	1			DFBA	
16	QTCL	309	Quality Management	3	3	2	1			DFBA	
17	QTKT	307	Management Accounting	3	3	2	1			DEA	
<i>Elective 3: Choose 1 out of 3 courses</i>					3						
18	QTTĐ	204	E-commerce	2	3	2	1			DFBA	
19	QTKĐ	205	Digital Business	2	3	2	1			DFBA	
20	QTĐM	207	Innovation Management	2	3	2	1			DFBA	

<i>Elective 4: Choose 1 out of 3 courses</i>					3						
21	QTĐT	311	Portfolio Management	3	3	2	1			DFBA	
22	QTDA	303	Project Management	3	3	2	1			DFBA	
23	QTRR	305	Risk Management	3	3	2	1			DFBA	
<i>Elective 5: Choose 1 out of 3 courses</i>					3						
24	QTHV	302	Organizational Behaviour	2	3	2	1			DFBA	
25	QTKH	209	Customer Relationship Management	2	3	2	1			DFBA	
26	QTTN	208	Corporate Social Responsibility	2	3	2	1			DFBA	
<i>Elective 6: Choose 1 out of 2 courses</i>					2	2					
27	QTTK	308	Statistics and Business Data Analysis	3	2	1		1		DMS	
28	QTCS	310	Public Policy Analysis	3	2	1	1			DFBA	
III. Graduation Course					9						
29	QTĐA	402	Master Project	4	9					DFBA	
Total credits					60						

10. TEACHING PLAN

No	Course Code		Course	Number of Credits	Semester				Department in Charge
	Letter	Numeric			1	2	3	4	
I. General Knowledge				2	2	0	0	0	
1	TCNH	83401	Philosophy	2	2				DPSLM
II. Fundamental Knowledge				49	14	15	16	4	
II.1. Compulsory Courses				33	12	9	8		
2	QTKT	102	Managerial Economics	3	3				DFBA
3	QTPP	103	Scientific Methodology In Business	3	3				DFBA
4	QTCL	201	Strategic Management	3	3				DFBA
5	QTTN	202	Operation Management	3		3			DFBA
6	QTNL	104	Human Resource Management	3		3			DFBA
7	QTMK	105	Marketing Management	3	3				DFBA

8	QTTC	203	Financial Management	3		3			DFBA
9	QTQT	304	International Business Administration	3			3		DFBA
10	QTCT	302	New Corporate Governance	3			3		DFBA
11	QTTT	301	Professional Practice 1	2			2		DFBA
12	QTTT	401	Professional Practice 2	4				4	DFBA
II.2. Elective Courses				16	2	6	8	0	
<i>Elective 1: Choose 1 out of 2 courses</i>				2					
13	QTDP	204	Negotiations Skill	2	2				DFBA
14	QTLT	205	Leadership	2	2				DFBA
<i>Elective 2: Choose 1 out of 3 courses</i>				3					
15	QTCU	306	Marketing Management	3			3		DFBA
16	QTCL	309	Quality Management	3			3		DFBA
17	QTKT	307	Management Accounting	3			3		DEA
<i>Elective 3: Choose 1 out of 3 courses</i>				3					
18	QTTD	204	E-Commerce	3		3			DFBA
19	QTKD	205	Digital Business	3		3			DFBA
20	QTDM	207	Innovation Management	3		3			DFBA
<i>Elective 4: Choose 1 out of 3 courses</i>				3					
21	QTDT	311	Portfolio Management	3			3		DFBA
22	QTDA	303	Project Management	3			3		DFBA
23	QTRR	305	Risk Management	3			3		DFBA
<i>Elective 5: Choose 1 out of 3 courses</i>				3					
24	QTHV	302	Organizational Behaviour	3		3			DFBA
25	QTKH	209	Customer Relationship Management	3		3			DFBA
26	QTTN	208	Corporate Social Responsibility	3		3			DFBA
<i>Elective 6: Choose 1 out of 2 courses</i>				2					
27	QTTK	308	Statistics and Business Data Analysis	2			2		DMS
28	QTCS	310	Public Policy Analysis	2			2		DFBA
III. Graduation Course				9	0	0	0	9	
29	QTDA	402	Master Project	9				9	DFBA
Total				60	16	15	16	13	

11. GUIDELINES FOR TRAINING PROGRAM IMPLEMENTATION

- This training program is applied to master 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 Dean 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 program in Business Administration and to align with the socio-economic development needs./.

Binh Dinh, December 19, 2024

DEAN OF DEPARTMENT	HEAD OF THE GRADUATE EDUCATION OFFICE	BY THE DELEGATION OF THE RECTOR VICE-RECTOR
---------------------------	--	--

**Assoc. Prof. Dr.
Pham Thi Bich Duyen**

**Assoc. Prof. Dr.
Ho Xuan Quang**

Dr. Dinh Anh Tuan