MINISTRY OF EDUCATION AND TRAINING
QUY NHON UNIVERSITY

UNDERGRADUATE PROGRAM

Level: **Undergraduate**

Major: **Digital Economy**

Code: **7310109**

Mode of study: **Full time**

Gia Lai, 2026

MINISTRY OF EDUCATION AND TRAINING
QUY NHON UNIVERSITY

SOCIALIST REPUBLIC OF VIET NAM
Independence - Freedom - Happiness

UNDERGRADUATE PROGRAM

(Issued together with Decision No. 1147/QĐ-ĐHQN dated April 22, 2026 of the Rector of Quy Nhon University)

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1. PROGRAM OBJECTIVES

1.1. General objectives

The Digital Economy program aims to produce graduates with strong political qualities, professional ethics, and good health; equipped with fundamental knowledge and professional competencies in the field of Digital Economy; capable of innovative thinking, adapting to digital work environments, engaging in international integration, and pursuing lifelong learning to meet the demands of socio-economic development.

1.2. Specific objectives

+ PO1: Possess professional knowledge, skills, and practical competencies in the field of Digital Economy.

+ PO2: Demonstrate competencies in data analytics, information systems management, and digital transformation operations.

+ PO3: Demonstrate self-learning ability, innovation capability, entrepreneurial mindset, and digital competencies.

+ PO4: Demonstrate professional ethics, responsibility, and commitment to community service.

2. JOB OPPORTUNITIES AND PROFESSIONAL DEVELOPMENT

+ Job opportunities: Graduates of the Digital Economy program may pursue the following career opportunities:

- Digital transformation specialists or officers working in digital transformation, digital economy, and business digitalization units of enterprises and socio-economic organizations;
- Specialists responsible for planning, developing, and implementing digital transformation projects and digital technology application projects in economic management within government agencies, local authorities, banks, and financial institutions;
- Consultants and implementation support specialists for digital transformation solutions, particularly for small and medium-sized enterprises (SMEs) and local businesses;
- E-commerce specialists responsible for managing online business systems, e-marketplaces, websites, and digital sales channels of enterprises;
- Specialists in managing, operating, and utilizing enterprise information systems such as ERP, CRM, and business data management systems;
- Specialists or managers in enterprises providing digital products, services, and platform-based business solutions;
- Website, digital content, and digital data administrators for organizations and enterprises;
- Entrepreneurs or startup team members in the fields of e-commerce, digital services, and platform-based business.
- Researchers and academic staff (career orientation) at research institutes and educational institutions in economics and digital economy upon pursuing higher levels of education.

+ Professional Development: Graduates may pursue further education and professional development through: Participating in short-term training and professional development programs in Digital Economy, Data Analytics, Digital Transformation, E-commerce, and Information Systems Management offered by domestic and international institutions; Obtaining professional certifications in related fields such as Business Analytics, Data Analytics, Digital Transformation, Enterprise Resource Planning and Customer Relationship Management (ERP/CRM), Financial Technology (FinTech), and other relevant areas; Pursuing a second bachelor's degree in related disciplines, including Economics, Business Administration, Management Information Systems, Data Science, and other relevant fields;

+ Pursuing postgraduate studies (Master’s and PhD programs) in Digital Economy, Economics, Development Economics, Business Administration, Management Information

Systems, Data Science, or other disciplines in the fields of economics, management, and technology at universities in Vietnam and abroad.

3. LEARNING OUTCOMES

Program Learning Outcomes (PLOs)

The program is designed to ensure that graduates achieve the following Program Learning Outcomes (PLOs):

+ PLO1: Apply knowledge of economics, management, and digital technologies to perform activities in the field of Digital Economy.

+ PLO2: Apply foundational knowledge of Digital Economy, Management Information Systems, and E-commerce in organizational operations.

+ PLO3: Use data analytics tools and processes to perform professional tasks in digital environments.

+ PLO4: Apply communication and international integration skills to address work-related issues in digital environments.

+ PLO5: Apply teamwork and interdisciplinary collaboration skills in digital environments.

+ PLO6: Identify business opportunities and propose innovative entrepreneurial ideas.

+ PLO7: Demonstrate self-learning, self-research, and lifelong learning capabilities.

+ PLO8: Demonstrate professional ethics and responsibility through professional judgments and evaluations in digital environments.

Table 1: Mapping of Program Objectives (POs) to Program Learning Outcomes (PLOs):

Program Objectives (POs)	Program Learning Outcomes (PLOs)							
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**
PO1	x	x		x				
PO2			x	x	x			
PO3			x			x	x	
PO4								x

Table 2. Performance Indicators (PIs) of Program Learning Outcomes (PLOs) in the Digital Economy Program

Program Learning Outcomes (PLO)	Performance Indicators (PI)

PLO1: Apply knowledge of economics, management, and digital technologies to perform activities in the field of Digital Economy.	PI 1.1: Identify knowledge of economics, management, and digital technologies relevant to activities in the field of Digital Economy.
	PI 1.2: Apply knowledge of economics, management, and digital technologies to perform professional activities in the field of Digital Economy.
PLO2: Apply foundational knowledge of Digital Economy, Management Information Systems, and E-commerce in organizational operations.	PI 2.1: Identify knowledge related to Digital Economy, Management Information Systems, and E-commerce in organizational operations.
	PI 2.2: Apply knowledge of Digital Economy, Management Information Systems, and E-commerce in organizational operations.
PLO3: Use data analytics tools and processes to perform professional tasks in digital environments.	PI 3.1: Browse, search, and filter data, information, and digital content in the field of Digital Economy.
	PI 3.2: Evaluate data, information, and digital content in the field of Digital Economy.
	PI 3.3: Manage data, information, and digital content in the field of Digital Economy.
PLO4: Apply communication and international integration skills to address work-related issues in digital environments.	PI 4.1: Select appropriate communication and presentation methods to present, exchange, and communicate ideas and professional issues in the field of Digital Economy and digital work environments.
	PI 4.2: Present professional documents in the field of Digital Economy in accordance with job requirements in digital environments.
	PI 4.3: Read and comprehend English-language materials related to the field of Digital Economy.
PLO5: Apply teamwork and interdisciplinary collaboration skills in digital environments.	PI 5.1: Form teams.
	PI 5.2: Develop team activity plans to achieve established objectives.

	PI 5.3: Contribute to team activities.
PLO6: Identify business opportunities and propose innovative entrepreneurial ideas.	PI 6.1: Identify professional and business contexts.
	PI 6.2: Generate innovative entrepreneurial ideas.
PLO7: Demonstrate self-learning, self-research, and lifelong learning capabilities.	PI 7.1: Demonstrate autonomy and responsibility in the learning process through proactive acquisition of knowledge and relevant information from various sources.
	PI 7.2: Demonstrate the ability to search for information and transform information into knowledge for problem-solving purposes.
PLO8: Demonstrate professional ethics and responsibility through professional judgments and evaluations in digital environments.	PI 8.1: Identify ethical and professional responsibility issues in professional activities within the field of Digital Economy.
	PI 8.2: Make professional judgments and evaluations in the field of Digital Economy based on ethical and professional responsibility considerations and their implications.

4. PROGRAM DURATION AND TOTAL ACADEMIC WORKLOAD

4.1. Program Duration: 04 years

4.2. Total academic workload: 135 credits (excluding Physical Education and National Defense and Security Education)

Table 3. Program Structure

Program Structure	Number of Credits
General Education Knowledge	**27**
Professional Knowledge	**108**
- Fundamental Knowledge	38
- Specialized Knowledge (if any)	34
- Supplementary Knowledge	25
- Internship and Fieldwork	5

- Graduation thesis / Alternative Courses	6
Total	**135**

5. ADMISSION REQUIREMENTS

5.1. Admission Requirements: Applicants shall be admitted in accordance with the current admission regulations issued by the Ministry of Education and Training and the admission regulations of Quy Nhon University.

5.2. Admission Methods: Admission shall be conducted in accordance with the annual undergraduate admission plan of Quy Nhon University.

6. TRAINING METHOD, GRADUATION REQUIREMENTS

6.1. Training Method:

The program is delivered under the credit-based education system.

6.2. Graduation Requirements: (Academic requirements, Physical Education and National Defense and Security Education, Foreign Language Requirement, Information Technology Requirement)

- Academic Requirements: In accordance with the current Regulations on Undergraduate Education issued by the Ministry of Education and Training, and the current Regulations on Undergraduate Education and Undergraduate Training of Quy Nhon University. Students must successfully complete all required courses and the total academic workload of the program; achieve a cumulative Grade Point Average (GPA) of at least 2.00 for the entire program; and attain all Program Learning Outcomes (PLOs).

- Physical Education and National Defense and Security Education: Fulfill the requirements for Physical Education and obtain the Certificate of National Defense and Security Education.

- Foreign Language Requirement: Meet the foreign language proficiency standard as prescribed by the University.

- Information Technology Requirement: Meet the information technology proficiency standard as prescribed by the University.

7. TEACHING METHODS AND LEARNING ASSESSMENT

7.1 Teaching Methods

The teaching methods adopted in the Digital Economy program encompass a variety of teaching and learning activities, aiming not only to equip students with fundamental professional and social knowledge but also to enable them to apply such knowledge in

collaboration with others. This, in turn, helps develop essential personal skills such as communication, negotiation, and teamwork. Specifically:

- *Face-to-Face Teaching:*

Face-to-Face Teaching is a teaching method in which information is delivered directly to learners through teacher presentations, while students primarily listen. This method is typically applied in traditional classrooms and is effective when instructors aim to convey fundamental information or explain new skills. The teaching methods applied include Lecture and Guest Lecture.

- *Indirect Teaching:*

Indirect teaching is a learner-centered teaching approach in which students are facilitated to engage in the learning process without explicit teaching activities by the instructor. Instead of directly transmitting content, instructors encourage active learner participation, fostering critical thinking skills to solve problems. The methods applied include Case-Based Learning, Problem-Based Learning, and Inquiry.

- *Experiential Learning:*

Experiential learning emphasizes gaining knowledge and skills through practice, real-world observation, and reflection. Learners "learn by doing" and by engaging in experiences. The methods applied include Experiential Learning, Internship, Field Trip, Simulation, and Practice.

- *Interactive Teaching and Learning:*

Interactive Teaching and Learning is a method that combines multiple classroom activities, such as problem posing or inquiry, requiring students to discuss and debate in order to address the problem. The instructor acts as a facilitator, guiding learners step by step toward achieving the intended learning outcomes. Through this process, students develop social, critical thinking, communication, and negotiation skills for decision-making. The methods applied include Interactive Lecture, e-Learning, and Group Exercise.

- *Self - study:*

Self-Study learning refers to all learning activities carried out individually by students with minimal or no direct teacher supervision. It enables learners to self-regulate their studies based on prior learning experiences, exercise autonomy, and manage their learning activities through assignments, projects, or issues proposed in class. The methods applied include Work Assignment and Self-Study Learning.

7.2 Learning Assessment

** Grading scale:*

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

** Assessment Methods, Evaluation Criteria, and Weighting*

a. Theoretical courses

Table 4. ***Assessment Methods, Evaluation Criteria, and Weighting***

No	Assessment Methods	Evaluation criteria	Select one of the following weighting groups		
			Group 1	**Group 2**	**Group 3**
1	**Formative Assessment** (Depending on the course, students may choose appropriately)		**30%**	**40%**	**50%**
	Quiz/Test, Group Assignment, and Practical Exercise	* Individual Assessments (written or presentation form) - Assessment criteria: Accuracy of answers and compliance with the requirements specified by the instructor. * Group Reports, Seminars, or Major Assignments - Assessment criteria: Content, format, and presentation in accordance with the instructor's requirements. * Practical Assignments - Assessment criteria: Accuracy of answers and compliance with the requirements specified by the instructor.			
2	**Summative Assessment** (Depending on the course, students may choose	Final Examination * Exam format: Written/oral. - Assessment criteria: Based on the answer key or requirements specified by the instructor. * Exam format: Practical exam.	**70%**	**60%**	**50%**

	appropriately)	- Assessment criteria: Based on the answer key or requirements specified by the instructor. * Exam format: Report submission - Assessment criteria: Content, format, and oral presentation of the report.			

b. Practical courses

Students are required to attend all laboratory and practical sessions. The average score of all practical sessions in the semester, rounded to one decimal place, will be considered as the grade for the practical component of the course.

c. Workplace Observation Internship/Graduation Internship

50% of the grade is based on formative assessment (process), and 50% on oral evaluation.

d. Graduation thesis

Implemented in accordance with the current Undergraduate Education Regulations of Quy Nhon University.

**** Assessment Methods***

The assessment system of the Digital Economy program consists of two main components: Formative Assessment and Summative Assessment. Formative Assessment is used to monitor and support student learning throughout the course, while Summative Assessment is used to evaluate the achievement of learning outcomes upon course completion. The assessment methods and criteria are described in the table below:

Table 5. Mapping of Assessment Methods to Program Learning Outcomes (PLOs)

Assessment Methods	**Program learning outcomes (PLOs)**							
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**
1. Assignment Assessment	x	x	x					x
2. Presentation Assessment			x					x
3. Group Work Assessment			x	x	x	x	x	x
4. Quiz and Test Assessment	x	x	x					x
5. Practical Assessment			x					

6. Written Examination	x	x	x					x
7. Multiple-Choice Examination	x	x	x					x
8. Oral Defense and Examination								
9. Report Assessment (Report Content and Oral Examination)						x		x

8. PROGRAM CONTENT

No	Course Code	Course	Semester	Number of credits	In-class Hours			Experiment, Practice	Others	Self-study Hours	Prerequisite Course Code(s)	Department in charge	Note
					Theory	Exercise	Discussion						
I. General Education Knowledge				**39**									
I.1. I.1. Political science and law				**13**									
1	1130049	Introduction to Law	1	2	27		6			60		DPSLM	
2	1130299	Marxist-Leninist Philosophy	2	3	40		10			90		DPSLM	
3	1130300	Marxist-Leninist Political Economy	3	2	27		6			60	1130299	DPSLM	
4	1130301	Scientific Socialism	4	2	27		6			60	1130300	DPSLM	
5	1130302	History of the Communist Party of Vietnam	5	2	27		6			60	1130301	DPSLM	
6	1130091	Ho Chi Minh Thought	6	2	27		6			60	1130302	DPSLM	
I.2. Physical Education and National Defense and Security Education				**ĐK**									
I.2.1. Physical Education: Students are required to choose one of the following seven Physical Education course groups.				*3*									
7	1120172	Physical Education 1 (Football 1)(*)	1	1	4			26		21		DPE	
8	1120173	Physical Education 2 (Football 2) (*)	2	1	4			26		21	1120172	DPE	
9	1120174	Physical Education 3 (Football 3) (*)	3	1	4			26		21	1120173	DPE	
10	1120175	Physical Education 1 (Volleyball 1) (*)	1	1	4			26		21		DPE	
11	1120176	Physical Education 2 (Volleyball 2) (*)	2	1	4			26		21	1120175	DPE	
12	1120177	Physical Education 3 (Volleyball 3) (*)	3	1	4			26		21	1120176	DPE	

No	Course Code	Course	Semester	Number of credits	In-class Hours			Experiment, Practice	Others	Self-study Hours	Prerequisite Course Code(s)	Department in charge	Note
					Theory	Exercise	Discussion						
13	1120178	Physical Education 1 (Basketball 1) (*)	1	1	4			26		21		DPE	
14	1120179	Physical Education 2 (Basketball 2) (*)	2	1	4			26		21	1120178	DPE	
15	1120180	Physical Education 3 (Basketball 3) (*)	3	1	4			26		21	1120179	DPE	
16	1120181	Physical Education 1 (Badminton 1) (*)	1	1	4			26		21		DPE	
17	1120182	Physical Education 2 (Badminton 2) (*)	2	1	4			26		21	1120181	DPE	
18	1120183	Physical Education 3 (Badminton 3) (*)	3	1	4			26		21	1120182	DPE	
19	1120184	Physical Education 1 (Vietnamese Traditional Martial Arts 1) (*)	1	1	4			26		21		DPE	
20	1120185	Physical Education 2 (Vietnamese Traditional Martial Arts 2) (*)	2	1	4			26		21	1120184	DPE	
21	1120186	Physical Education 3 (Vietnamese Traditional Martial Arts 3) (*)	3	1	4			26		21	1120185	DPE	
22	1120187	Physical Education 1 (Taekwondo 1) (*)	1	1	4			26		21		DPE	
23	1120188	Physical Education 2 (Taekwondo 2) (*)	2	1	4			26		21	1120187	DPE	
24	1120189	Physical Education 3 (Taekwondo 3) (*)	3	1	4			26		21	1120188	DPE	
25	1120190	Physical Education 1	1	1	4			26		21		DPE	

No	Course Code	Course	Semester	Number of credits	In-class Hours			Experiment, Practice	Others	Self-study Hours	Prerequisite Course Code(s)	Department in charge	Note
					Theory	Exercise	Discussion						
		(Karatedo 1) (*)											
26	1120191	Physical Education 2 (Karatedo 2) (*)	2	1	4			26		21	1120190	DPE	
27	1120192	Physical Education 3 (Karatedo 3) (*)	3	1	4			26		21	1120191	DPE	
28	1120239	Physical Education 1 (Pickleball 1) (*)	1	1	4			26		21		DPE	
29	1120240	Physical Education 2 (Pickleball 2) (*)	2	1	4			26		21	1120239	DPE	
30	1120241	Physical Education 3 (Pickleball 3) (*)	3	1	4			26		21	1120240	DPE	
I.2.2. **National Defense and Security Education**				*9*									
31	115001	National Defense and Security Policy of the Communist Party of Vietnam (*)	4	3	37		16			82		CNDSE	
32	115002	National Defense and Security Affairs (*)	4	2	22		16			52		CNDSE	
33	115003	General Military Knowledge (*)	4	2	14			32		44		CNDSE	
34	115004	Infantry Combat Techniques and Tactics (*)	4	2	4			56		36		CNDSE	
I.3. Foreign Languages				**7**									
35	1090061	English 1	1	3	30	15				90		DFL	
36	1090166	English 2	2	4	40	20				120	1090061	DFL	
I.4. Social Sciences / Mathematics, Natural Sciences and Environment, Management Sciences				**7**									
37	1140299	Digital Communication Skills	1	2	20	3	6	8		60		DEA	

No	Course Code	Course	Semester	Number of credits	In-class Hours			Experiment, Practice	Others	Self-study Hours	Prerequisite Course Code(s)	Department in charge	Note
					Theory	Exercise	Discussion						
38	105…	Digital Skill and AI Application	2	3	30			30		90		DIT	
39	1150422	Entrepreneurship	5	2	20	5	10			60	1130049	DFBA	
II. Professional Knowledge				**108**									
II.1. Fundamental Knowledge				**38**									
II.1.1a. Compulsory Courses				**36**									
40	1140170	Microeconomics	1	3	30	15				90		DEA	
41	1140171	Macroeconomics	1	3	34	9	4			90		DEA	
42	1140266	Economical Mathematics	1	3	33	12				90		DEA	
43	1050447	Database Fundamentals	2	2	18	6		12		60			
44	1140300	Introduction to Digital Economics	2	2	24	6				60	1140170	DEA	
45	1140047	Theory of Probability and Mathematical Statistics	2	3	30	15				90	1140266	DEA	
46	1140048	Accounting Principles	3	3	36	9				90	1140170 1140171	DEA	
47	1140033	Econometrics	3	3	30	9		12		90	1140047	DEA	
48	1050448	Computational Thinking and Programming	3	3	24	6		30		90			
49	1150466	Finance – Money	4	2	20	8	4			60	1140170 1140171	DFBA	
50	1140301	Digital Government	4	3	39		12			90		DEA	
51	1140302	Economic Information Systems Management	5	3	36	4		10		90		DEA	
52	1050449	Safety and Security of Information Systems	6	3	30	10	10			90		DIT	
II.1.2a. Elective Courses				**2**									
Choose 1 of the following 2 courses				2/4									
53	1140303	Sustainable Development	4	2	24	6				60		DEA	
54	1140304	Survey Design and Data Collection	4	2	20	6		8		60		DEA	
II.2. Foundation Knowledge/ Specialized Knowledge				**34**									

No	Course Code	Course	Semester	Number of credits	In-class Hours			Experiment, Practice	Others	Self-study Hours	Prerequisite Course Code(s)	Department in charge	Note
					Theory	Exercise	Discussion						
II.2.1. Major Knowledge				***0***									
***II.2.2.* Specialized Knowledge**				***34***									
II.2.2a. Compulsory Courses				*25*									
55	1140305	Digital Consumer Behavior Analysis	3	2	28		4			60	1140170	DEA	
56	1150699	Introduction to E-commerce	4	3	30	15				90		DFBA	
57	1150700	Digital Marketing	4	3	36	6		6		90	Digital Consumer Behavior Analysis	DFBA	
58	1150701	Digital Product Management	4	3	35		20			90	Introduction to Digital Economy	DFBA	
59	1140306	Platform Economics	5	3	39	3	6			90	Introduction to Digital Economy	DEA	
60	1140307	Enterprise Resource Planning and Customer Relationship Management Systems (ERP/CRM)	5	3	30	9	6	6		90	1050447	DEA	
61	1140308	Big Data in Economics and Business	6	3	36		9	9		90	1140047 1140033	DEA	
62	1150702	Fintech	6	3	30	10	5	5		90	1150100	DFBA	
63	1149149	Business Strategy and Planning	7	2	26		8			60	1140170 1140171	DEA	
II.2.2b. Elective Courses				*9*									
Choose 1 of the following 2 courses			5	3/6									
64	1140309	Data Analysis with PowerBI	5	3	30	9		12		90	1140033	DEA	
65	1140310	Data Analytics with R	5	3	30	9		12		90	1140033	DEA	
Choose 1 of the following 2 courses			7	3/6									
66	1140311	Managing Digital Transformation	7	3	35		20				Introduction to Digital Economy	DEA	

No	Course Code	Course	Semester	Number of credits	In-class Hours			Experiment, Practice	Others	Self-study Hours	Prerequisite Course Code(s)	Department in charge	Note
					Theory	Exercise	Discussion						
67	1140312	Digital Project Management	7	3	30	5	20			90	Platform Economics	DEA	
Choose 1 of the following 2 courses			7	3/6									
68	1150703	Cross-Border E-Commerce (CBE)	7	3	40	5				90		DFBA	
69	1050450	E-commerce Website Operations	7	3	16	10	8	30		90		DIT	
II.3. Supplementary Knowledge				**28**									
II.3.1. Professional Training and Skill Development				***25***									
II.3.1a. Compulsory Courses				*19*									
70	1130143	Fundamentals of Law	2	2	25	5				60		DPSLM	
71	1140313	English for Economics	3	2	20	6	8			60	1090061 1090166	DEA	
72	1140175	Research Methodology in Economics	3	2	24		12			60		DEA	
73	1150100	Corporate Finance	4	2	22	8				60	1140048	DFBA	
74	1140228	Investment Project Design	5	2	20	4	12			60	1150100	DEA	
75	1140229	Investment Project Appraisal	6	2	20	10				60	1140228	DEA	
76	1140314	Business Ethics and Corporate Social Responsibility	7	2	22	6	4			60		DEA	
77	1140315	Multimedia Communication	7	3	40	2	8			90	- Digital Consumer Behavior Analysis - Introduction to E-commerce		
78	1140316	Specialized Project	7	2				60	ĐA	60	1140190	DEA	
II.3.1b. Elective Courses				*06*									
Choose 1 of the following 2 courses			*3*	*2/4*									
79	1140317	Economic Forecasting Methods	3	2	20	6	8				1140033	DEA	

No	Course Code	Course	Semester	Number of credits	In-class Hours			Experiment, Practice	Others	Self-study Hours	Prerequisite Course Code(s)	Department in charge	Note
					Theory	Exercise	Discussion						
80	1140318	Practical Statistics	3	2	20	6	8				1140047	DEA	
Choose 1 of the following 4 courses			*6*	*2/8*									
81	1140319	Green Economy	6	2	26		8			60		DEA	
82	1140320	Circular Economy	6	2	24	4	4			60		DEA	
Choose 1 of the following 2 courses			*7*	*2/4*									
83	1140075	Investment Capital Market	7	2	24		12				Digital Product Management	DEA	
84	1140321	International Investment	7	2	24		12				Digital Product Management	DEA	
II.3.2. Professional internship, Graduation Internship				***5***									
85	1140322	Workplace Observation Internship	6	2				60	TT	60		DEA	
86	1140323	Graduation Internship	8	3				135	TT	90		DEA	
II.4. Graduation thesis, Alternative courses				**6**									
87	1140324	Graduation thesis	8	6				270	KL	180		DEA	
	Alternative Courses												
88	1140325	Policy Analysis and Forecasting Based on Artificial Intelligence	8	3	39		6	6		90		DEA	
89	1140326	Digital Business Models and Strategy	8	3	30	15					1140149	DEA	
TOTAL				**147**									

Note: (*) – Prerequisite course

9. TEACHING PLAN

Semester 1

No	Course Code	Course	Number of credits	In-class Hours	Experiment, Practice	Others			Department in charge	Note

				Theory	Exercise	Discussion			Self-study Hours	Prerequisite Course Code(s)		
Required Non-credit Courses			***1***									
1		Physical Education 1	1	4			26		21		DPE	
Compulsory Courses			***16***									
2	1090061	English 1	3	30	15				90		DFL	
3	1140170	Microeconomics	3	30	15				90		DEA	
4	1140171	Macroeconomics	3	34	9	4			90		DEA	
5	1140266	Economical Mathematics	3	33	12				90		DEA	
6	1130049	Introduction to Law	2	27		6			60		DPSLM	
7	1140299	Digital Communication Skills	2	20	3	6	8		60		DEA	
TOTAL: 16 Credits (16 Compulsory Credits + 0 Elective Credits) + 1 Credit of Physical Education			**17**									

Semester 2

No	Course Code	Course	Number of credits	In-class Hours			Experiment, Practice	Others	Self-study Hours	Prerequisite Course Code(s)	Department in charge	Note
				Theory	Exercise	Discussion						
Required Non-credit Courses			***1***									
1		Physical Education 2	1	4			26		21	1120172	DPE	
Compulsory Courses			***20***									
2	105	Digital Skill and AI Application	3	30			30		60		DIT	
3	1090166	English 2	4	40	20				120	1090061	DFL	
4	1130299	Marxist-Leninist Philosophy	3	40		10			90		DPSLM	
5	1050447	Database Fundamentals	2	18	6		12		60		DIT	
6	1140300	Introduction to Digital Economics	2	24	6				60	1140170	DEA	
7	1130143	Fundamentals of Law	2	25	5				60		DPSLM	
8	1140047	Theory of Probability and Mathematical Statistics	3	30	15				90	1140266	DEA	

TOTAL: 19 Credits (19 Compulsory Credits + 0 Elective Credits) + 1 Credit of Physical Education	**20**									

Semester 3

No	Course Code	Course	Number of credits	In-class Hours			Experiment, Practice	Others	Self-study Hours	Prerequisite Course Code(s)	Department in charge	Note
				Theory	Exercise	Discussion						
Required Non-credit Courses			***1***									
1		Physical Education 3	1	4			26		21	1120173	DPE	
Compulsory Courses			17									
2	1140048	Accounting Principles	3	36	9				90	1140170 1140171	DEA	
3	1140305	Digital Consumer Behavior Analysis	2	28		4			60	1140170	DEA	
4	1140033	Econometrics	3	30	9		12		90	1140047	DEA	
5	1140313	English for Economics	2	20	6	8			60	1090061 1090166	DEA	
6	1130300	Marxist-Leninist Political Economy	2	27		6			60	1130299	DPSLM	
7	1050448	Computational Thinking and Programming	3	24	6		30		90		DIT	
8	1140175	Research Methodology in Economics	2	24		12			60		DEA	
Elective Courses: Choose 2 out of 4 credits			2									
9	1140317	Economic Forecasting Methods	2	20	6	8				1140033	DEA	
10	1140318	Practical Statistics	2	20	6	8				1140047	DEA	
TOTAL: 19 Credits (17 Compulsory Credits + 2 Elective Credits) + 1 Credit of Physical Education			**20**									

Semester 4

No	Course Code	Course	Number of credits	In-class Hours			Experiment, Practice	Others	Self-study Hours	Prerequisite Course Code(s)	Department in charge	Note
				Theory	Exercise	Discussion						

Compulsory Courses			18									
1	1130301	Scientific Socialism	2	27		6			60	1130300	DPSLM	
2	1150699	Introduction to E-commerce	3	30	15				90		DFBA	
3	1140266	Finance – Money	2	20	8	4			60	1140170 1140171	DFBA	
4	1150100	Corporate Finance	2	22	8				60	1140048	DFBA	
5	1140301	Digital Government	3	39		12			90		DEA	
6	1150700	Digital Marketing	3	36	6		6		90	Digital Consumer Behavior Analysis	DEA	
7	1150701	Digital Product Management	3	35		20			90	Introduction to Digital Economy	DEA	
Elective Courses: Choose 2 out of 4 credits			2/4									
8	1140303	Sustainable Development	2	24	6				60		DEA	
9	1140304	Survey Design and Data Collection	2	20	6		8		60		DEA	
TOTAL: 20 Credits (18 Compulsory + 02 Elective Credits) + 0 Credits of National Defense and Security Education			**20**									

Semester 5

No	Course Code	Course	Number of credits	In-class Hours			Experiment, Practice	Others	Self-study Hours	Prerequisite Course Code(s)	Department in charge	Note
				Theory	Exercise	Discussion						
Required Non-credit Courses			***9***									
National Defense and Security Education			*9*									
1	115001	The National Defense and Security Policy of the Communist Party of Vietnam (*)	3	37		16			82		CNDSE	
2	115002	National Defense and Security Affairs (*)	2	22		16			52		CNDSE	

3	115003	General Military Knowledge (*)	2	14			32		44		CNDSE	
4	115004	Infantry Combat Techniques and Tactics (*)	2	4			56		36		CNDSE	
Compulsory Courses			***15***									
5	1150422	Entrepreneurship	2	20	5	10			60	1130049	DFBA	
6	1130302	History of the Communist Party of Vietnam	2	27		6			60	1130301	DPSLM	
7	1140228	Investment Project Design	2	20	4	12			60	1150100	DEA	
8	1140306	Platform Economics	3	39	3	6			90	Introduction to Digital Economy	DEA	
9	1140302	Economic Information Systems Management	3	36	4		10		90		DEA	
10	1140307	Enterprise Resource Planning and Customer Relationship Management Systems (ERP/CRM)	3	30	9	6	6		90	1050447	DEA	
Elective Courses: Choose 3 out of 6 credits			3/6									
11	1140310	Data Analytics with R	3	30	6		12		90	1140033	DEA	
12	1140309	Data Analysis with Power BI	3	30	6		12		90	1140033	DEA	
TOTAL: 18 Credits (13 Compulsory + 03 Elective Credits) and 9 Credits of National Defense and Security Education			**27**									

Semester 6

No	Course Code	Course	Number of credits	In-class Hours			Experiment, Practice	Others	Self-study Hours	Prerequisite Course Code(s)	Department in charge	Note
				Theory	Exercise	Discussion						
Compulsory Courses			***15***									
1	1050449	Safety and Security of Information Systems	3	30	10	10			90		DIT	

2	1150702	FinTech	3	30	10	5	5		90	1150100	DFBA	
3	1140229	Investment Project Appraisal	2	20	10				60	1140228	DEA	
4	1130091	Ho Chi Minh Thought	2	27		6			60	1130302	DPSLM	
5	1140308	Big Data in Economics and Business	3	36		9	9		90	1140047 1140033	DEA	
6	1140322	Workplace Observation Internship	2					60	60		DEA	
Elective Courses: Choose 2 out of 4 credits			***2***									
7	1140319	Green Economy	2	26		8			60		DEA	
8	1140320	Circular Economy	2	24	4	4			60		DEA	
TOTAL: 17 Credits (15 Compulsory + 02 Elective Credits)			**17**									

Semester 7

No	Course Code	Course	Number of credits	In-class Hours			Experiment, Practice	Others	Self-study Hours	Prerequisite Course Code(s)	Department in charge	Note
				Theory	Exercise	Discussion						
Compulsory Courses			**9**									
1	1140314	Business Ethics and Corporate Social Responsibility	2	22	6	4			60		DEA	
2	1140315	Multimedia Communicatio n	3	40	2	8			90			
3	1149149	Business Strategy and Planning	2	26		8			60	1140170 1140171	DEA	
5	1140316	Specialized Project	2				60	ĐA	60		DEA	
Elective Courses: Choose 2 out of 4 credits			**2**									
6	1140075	Investment Capital Market	2	24		12				Digital Product Management	DEA	
7	1140321	International Investment	2	24		12				Digital Product Management	DEA	
Elective Courses: Choose 3 out of 6 credits			3									
8	1140311	Managing Digital Transformation	3	35		20				Introduction to Digital Economy	DEA	
9	1140312	Digital Project Management	3	30	5	20			90	Platform Economics	DEA	
Elective Courses: Choose 3 out of 6 credits			3									

10	1150703	Cross-Border E-Commerce (CBE)	3	40	5				90		DEA	
11	1050450	E-commerce Website Operations	3	16	10	8	30		90		DEA	
TOTAL: 17 Credits (9 Compulsory + 8 Elective Credits)			**17**									

Semester 8

No	Course Code	Course	Number of credits	In-class Hours			Experiment, Practice	Others	Self-study Hours	Prerequisite Course Code(s)	Department in charge	Note
				Theory	Exercise	Discussion						
1	1140323	Graduation Internship	3					135	90		DEA	
Graduation thesis or Alternative Courses												
2	1140324	Graduation thesis	6					270	180		DEA	
Alternative Courses (6 Credits)												
3	1140325	Policy Analysis and Forecasting Based on Artificial Intelligence	3	39		6	6		90		DEA	
4	1140326	Digital Business Models and Strategy	3	30	15					1140149	DEA	
TOTAL: 9 Credits (9 Compulsory + 0 Elective Credits)			**09**									

10. Guidelines for Training Program Implementation

- This training program shall be applicable to students enrolled in the Digital Economy program from the 2026 regular undergraduate admission cohort of Quy Nhon University.

- The training process shall be implemented based on the designed curriculum, educational objectives, target learners, human resource requirements, and specific training requirements. For elective courses, depending on development trends, societal demands, and practical conditions, the Department shall provide academic advice to assist students in selecting appropriate courses.

- The Dean of the Department responsible for the program shall be accountable for organizing and guiding the development of the training program and detailed course syllabi to

ensure that the program objectives, contents, and requirements are fully achieved, while meeting the needs of learners and society.

- The training program shall be periodically reviewed, evaluated, and updated in accordance with the current regulations of the Ministry of Education and Training and Quy Nhon University to ensure its relevance to the development of the Digital Economy discipline and the socio-economic development needs./.

Gia Lai, April 22, 2026

DEAN OF DEPARTMENT	***HEAD OF TRAINING OFFICE***	***BY THE DELEGATION OF THE RECTOR VICE-RECTOR***
Assoc. Prof. Dr. Tran Thi Cam Thanh	**Dr. Le Xuan Vinh**	**Dr. Dinh Anh Tuan**