

MINISTRY OF EDUCATION AND TRAINING
QUY NHON UNIVERSITY

PROGRAM

Level : **Undergraduate**

Major : **Tourism and Travel Service Management**

Code : **7810103**

Tode of Study: **Full-time**

Gia Lai, 2025

PROGRAM

*(Issued together with Decision No. 4641/QĐ-DHQN dated December 30, 2024
of the Rector of Quy Nhon University)*

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1. PROGRAM OBJECTIVES (POs)

1.1. General Objectives

The undergraduate program in Tourism and Travel Service Management aims to equip students with fundamental and specialized knowledge, professional skills, practical competencies, and innovative capabilities in tourism and travel management. The program also fosters political awareness, professional ethics, good health, and lifelong learning ability, enabling graduates to demonstrate professional responsibility and community engagement; meet the requirements of socio-economic development, national defense and security, and international integration.

1.2. Specific Objectives (POs)

Graduates of the Tourism and Travel Service Management program are able to:

- PO1: Demonstrate professional competence in tourism service and tour management to meet the needs of both domestic and international labor markets.
- PO2: Demonstrate self-learning ability, critical thinking, entrepreneurial mindset, innovative capability, and digital competence to adapt to the dynamic tourism and travel industry.
- PO3: Exhibit professional ethics, social responsibility, positive attitudes, and a strong commitment to community service.

2. EMPLOYMENT OPPORTUNITIES AND FURTHER STUDY PROSPECTS

Graduates of the Tourism and Travel Service Management program may pursue careers in:

- Tour guide.

- Positions in tour design and tour operations, tour guiding, tourism sales and marketing, event and conference organization, at tourism service enterprises, eco-tourism destinations, resorts, national parks, nature reserves, biosphere reserves, and historical and cultural heritage sites.

- Positions in tour management, tour operations, and tour product design at domestic and international travel companies or non-governmental organizations (NGOs).

- Various positions in domestic and international hotels and restaurants within the hospitality industry.

- Tourism management positions in government agencies, including those under the Vietnam National Authority of Tourism, travel service management agencies, and Departments of Culture, Sports and Tourism at provincial and municipal levels.

- Tourism and hospitality consultants in domestic and international consulting organizations.

- Project officers or specialists in non-governmental organizations implementing community-based tourism development projects.

- Opportunities to develop independent business activities, including operating travel services or running travel agencies.

- Opportunities to start a business and establish and manage their own tourism and travel service enterprises.

- Opportunities to work as researchers or lecturers in tourism at universities, colleges, and research institutes.

- Participation in short-term professional training and capacity-building programs related to tourism and travel services both domestically and internationally.

- Enrollment in other undergraduate programs in related disciplines.

- Enrollment in postgraduate programs in tourism or other disciplines related to the tourism economy at universities in Vietnam or abroad.

3. PROGRAM LEARNING OUTCOMES (PLOs)

Graduates of the Tourism and Travel Service Management program are able to:

PLO1: Apply fundamental, disciplinary, and specialized knowledge to solve practical problems in Tourism and Travel Service Management.

PLO2: Demonstrate effective communication skills in Tourism and Travel Service Management.

PLO3: Demonstrate teamwork skills in Tourism and Travel Service Management.

PLO4: Apply critical thinking in Tourism and Travel Service Management.

PLO5: Identify business opportunities and develop innovative entrepreneurial
Department of Economics and Accountings.

PLO6: Plan, organize, implement, and supervise activities in Tourism and Travel Service Management.

PLO7: Apply digital competencies in Tourism and Travel Service Management.

PLO8: Demonstrate career orientation capability in Tourism and Travel Service Management.

PLO9: Evaluate business ethics and social responsibility issues in Tourism and Travel Service Management.

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

POs	PLOs								
	1	2	3	4	5	6	7	8	9
PO1	x	x	x	x		x	x	x	
PO2				x	x	x	x	x	
PO3									x

4. PROGRAM DURATION AND TOTAL CREDITS

4.1. Program Duration: 04 years

4.2. Total credits: Total credits: 135 credits (excluding 3 credits of Physical Education and 9 credits of National Defense and Security Education)

Program structure	Credits
General Education Knowledge	22
Professional Knowledge	113
- Fundamental knowledge	41
- Specialized knowledge	39
- Supplementary Knowledge	27
- Graduation thesis, Alternative courses	6
Total	135

5. ADMISSION REQUIREMENTS

Eligible Applicants are admitted in accordance with the current undergraduate admission regulations of Quy Nhon University.

6. TRAINING METHOD AND GRADUATION REQUIREMENTS

6.1. Training Method: The program is delivered under a credit-based education system.

6.2. Graduation Requirements:

- Complete all required courses and accumulate the total number of credits specified in the curriculum.
- Achieve cumulative Grade Point Average (GPA) of 2.00 or higher for the entire program.
- Complete all Physical Education courses and obtain a National Defense and Security Education certificate.
- Meet the foreign language and information technology competency standards as stipulated by the University.

7. TEACHING, LEARNING METHODS AND LEARNING ASSESSMENT

7.1. Teaching and Learning Methods

Teaching preparation

- Teaching materials, learning guides, and instructional equipment (if required).
- Practical exercises and case studies related to the course content.

Teaching and Learning Methods

- Face-to-Face Teaching: Lectures, Classroom discussions, presentations.
- Indirect Teaching: Guided questioning, Problem-based learning, Case-based learning, Group-based learning.
- Experiential Learning: internship, Field trip, Case studies.
- Interactive Teaching and Learning: Discussions, Teamwork activities.
- Self-directed learning: Homework assignments, Case analysis and problem-solving tasks.

Continuous Improvement in Teaching

In addition to flexibly applying the above teaching and learning methods, lecturers are expected to continuously improve their teaching approaches and adopt modern higher-education pedagogical methods to help students achieve the PLOs and enhance overall teaching quality. Those emphasize the integration of educational technologies and innovative teaching strategies that promote students' active learning, creativity, independence, and critical thinking. This approach encourages students to take responsibility for their own learning, actively explore academic resources such as textbooks, scholarly articles, and professional journals, and develop the ability to identify and solve real-world problems.

7.2. Learning Assessment

**** Grading scale***

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

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

a. Theoretical courses

No.	Methods	Evaluation criteria	Weighting
1	Progress Assessment	Activeness, level of preparation, and participation in classroom activities. Attendance at scheduled classes is compulsory. Students must not be absent for more than 20% of the total class hours. Depending on the number of absences, the lecturer will determine the corresponding score proportionally. i. Individual Tests: - Students are required to complete one or more individual assessments (in written or presentation format) with different weightings depending on the level of difficulty, as determined by the course instructor. - Assessment criteria: Accuracy of answers and compliance with the requirements specified by the instructor. ii. Group Reports, Seminars, or Major Assignments - Students may be required to complete group reports, seminars, or major assignments as specified by the course instructor. - Assessment criteria: Content, format, and presentation quality in accordance with the instructor's requirements and the detailed course syllabus. iii. Practical Assignments - Students may also complete practical exercises or practical assignments as required by the course instructor. - Assessment criteria: Accuracy and compliance with the requirements specified by the instructor.	30% or 40% or 50%
2	Final exam	Final Exam i. Examination format: Written or oral examination, Multiple-choice Test - Assessment criteria: based on the answer key provided by the course instructor. ii. Examination format: Practical exercise - Assessment criteria: based on the answer key provided by the course instructor. iii. Examination format: Report / Project report - Assessment criteria: based on the content, format, and oral defense of the report.	70% or 60% or 50%

b. Practical courses

Students are required to attend all practical sessions. The final grade for the practical course is calculated as the average score of all practical assessments during the semester, rounded to one decimal place.

c. Field trip, Internship, and Graduation Internship

Progress assessment: 50%; Oral evaluation: 50%

d. Graduation Thesis

The graduation thesis is implemented in accordance with the Regulations on Undergraduate Education issued together with Decision No. 1487/QĐ-ĐHQN dated July 1, 2021 of Quy Nhon University.

*** Assessment Methods**

The assessment methods used in the Tourism and Travel Service Management program are divided into two main categories: Formative assessment and Summative assessment.

Mapping between Assessment Methods and Program Learning Outcomes (PLOs)

Assessment Methods	PLOs								
	1	2	3	4	5	6	7	8	9
I. Formative Assessment									
1. Attendance assessment									
2. Assignment assessment	X		X	X		X		X	X
3. Presentation assessment					X	X		X	X
4. Group assignment assessment			X	X	X	X		X	X
5. Major assignment assessment			X	X				X	X
6. Report assessment			X	X				X	X
II. Summative Assessment									
7. Written examination		X	X	X		X	X	X	X
8. Multiple-choice test			X	X				X	X
9. Oral examination			X	X	X			X	X
10. Report / project report			X	X				X	X
11. Graduation thesis defense			X	X				X	X
12. Practical examination		X					X		

8. PROGRAM CONTENT

No.	Course code	Course	Se me ster	Nu mber of credit	Class duration			Ex per iment/ Practice	Othe rs	Self-stud y Hours	Required Non-credit Course Code	Departme nt in Charge	Note
					Theo ry	Assi gnment	Disc ussion						
I. General Education Knowledge				34									
I.1. Political Science and Legal Studies				13									
1	1130299	Marxist-Leninist Philosophy	3	3	40		10			90		Department of Political Science, Law and State Management	
2	1130300	Marxist-Leninist Political Economy	4	2	27		6			60	1130299	Department of Political Science, Law and State Management	
3	1130301	Scientific Socialism	5	2	27		6			60	1130299	Department of Political Science, Law and State Management	
4	1130302	History of the Communist Party of Vietnam	6	2	27		6			60	1130301	Department of Political Science, Law and State Management	
5	1130091	Ho Chi Minh thought	7	2	27		6			60	1130302	Department of Political Science, Law and State Management	
6	1130049	Introduction to Law	2	2	27		6			60		Department of Political Science, Law and State Management	
I.2. Physical Education and National Defense and Security Education				Prerequisite									
I.2.1. Physical Education: Choose one of the 7 following group courses.				3									
7	1120172	Physical Education 1 (Football 1)(*)	1	1	4			26		30		Department of Physical Education	
8	1120173	Physical Education 2 (Football 2)(*)	2	1	4			26		30	1120172	Department of Physical Education	
9	1120174	Physical Education 3 (Football 3)(*)	3	1	4			26		30	1120173	Department of Physical Education	
10	1120175	Physical Education 1 (Volleyball 1)(*)	1	1	4			26		30		Department of Physical Education	
11	1120176	Physical Education 2 (Volleyball 2)(*)	2	1	4			26		30	1120175	Department of Physical Education	
12	1120177	Physical Education 3 (Volleyball 3)(*)	3	1	4			26		30	1120176	Department of Physical Education	
13	1120178	Physical Education 1 (Basketball 1)(*)	1	1	4			26		30		Department of Physical Education	
14	1120179	Physical Education 2 (Basketball 2)(*)	2	1	4			26		30	1120178	Department of Physical Education	
15	1120180	Physical Education 3 (Basketball 3)(*)	3	1	4			26		30	1120179	Department of Physical Education	
16	1120181	Physical Education 1 (Badminton 1)(*)	1	1	4			26		30		Department of Physical Education	

17	1120182	Physical Education 2 (Badminton 2)(*)	2	1	4			26		30	1120181	Department of Physical Education	
18	1120183	Physical Education 3 (Badminton 3)(*)	3	1	4			26		30	1120182	Department of Physical Education	
19	1120184	Physical Education 1 (Traditional Vietnamese Martial Arts 1)(*)	1	1	4			26		30		Department of Physical Education	
20	1120185	Physical Education 2 (Traditional Vietnamese Martial Arts 2)(*)	2	1	4			26		30	1120184	Department of Physical Education	
21	1120186	Physical Education 3 (Traditional Vietnamese Martial Arts 3)(*)	3	1	4			26		30	1120185	Department of Physical Education	
22	1120187	Physical Education 1 (Taekwondo 1)(*)	1	1	4			26		30		Department of Physical Education	
23	1120188	Physical Education 2 (Taekwondo 2)(*)	2	1	4			26		30	1120187	Department of Physical Education	
24	1120189	Physical Education 3 (Taekwondo 3)(*)	3	1	4			26		30	1120188	Department of Physical Education	
25	1120190	Physical Education 1 (Karatedo 1)(*)	1	1	4			26		30		Department of Physical Education	
26	1120191	Physical Education 2 (Karatedo 2)(*)	2	1	4			26		30	1120190	Department of Physical Education	
27	1120192	Physical Education 3 (Karatedo 3)(*)	3	1	4			26		30	1120191	Department of Physical Education	
I.2.2. National Defense and Security Education			9										
28	1120168	Defense and Security Education 1 (*)	4	3	37		16			90		Center for National Defense and Security Education	
29	1120169	Defense and Security Education 2 (*)	4	2	22		16			60		Center for National Defense and Security Education	
30	1120170	Defense and Security Education 3 (*)	4	2	14			32		60		Center for National Defense and Security Education	
31	1120171	Defense and Security Education 4 (*)	4	2	14			32		60		Center for National Defense and Security Education	
I.3. Foreign Language			7										
32	1090061	English 1	1	3	30	15				90		Department of Foreign Language	
33	1090166	English 2	2	4	40	20				120	1090061	Department of Foreign Language	
I.4. Social Sciences, Mathematics, Natural and Environmental Sciences, and Management Sciences 2 credits													
34	2030003	Communication Skills	1	2	18		4	20		60		Department of Social Sciences and Humanities	
II. Professional Knowledge			113										
II.1. Fundamental knowledge			41										
II.1a. Compulsory Courses			25										
35	1140170	Microeconomics	1	3	34	9	4			90		Department Of Economics	

												And Accounting	
36	1140171	Macroeconomics	1	3	40	5				90		Department Of Economics And Accounting	
37	1150569	Career Orientation in Tourism and Travel Service Management	1	1	10			10		30		FBA	
38	1150463	Tourism Overview	1	3	26	5	8	20		90		FBA	
39	1150075	Management	2	3	36	6	6			90		FBA	
40	1150312	Marketing for Hospitality and Tourism	2	3	35	5	10			90		FBA	
41	1150630	Digital transformation in the tourism industry	3	3	24	6		30		90	1140170	FBA	
42	1150098	Finance – Money	4	3	38	5	4			90	1140170 1140171	FBA	
43	1150066	Strategic Management	6	3	32	8	10			90	1150075	FBA	
<i>II.1b. Elective Courses</i>			16										
<i>Choose 1 of 2 courses (2/4 credits)</i>													
44	1150249	Leadership	3	2	22	4	8			60	1140170	FBA	
45	1150573	Human Management	3	2	19	10	2			60	1140170	FBA	
<i>Choose 1 of 3 courses (2/6 credits)</i>													
46	1010393	Statistics in Tourism	3	2	20	8	4			60	1150463	Department of Mathematics and Statistics	
47	1010475	Business Data Analysis	3	2	20	10				60	1150463	Department of Mathematics and Statistics	
48	1050391	Management Information System	3	2	20	8	4			60		Department of Information technology	
<i>Choose 1 of 2 courses (2/4 credits)</i>													
49	1150618	Personal Finance Management (Vietnamese)	5	2	21	9				60	1150075	FBA	
50	1150619	Personal Finance Management (English)	5	2	21	9				60	1150075	FBA	
<i>Choose 1 of 2 courses (2/4 credits)</i>													
51	1150010	Consumer behavior	5	2	16	10	8			60	1150312	FBA	
52	1150270	Customer Relationship Management	5	2	24	4	4			60	1150312	FBA	
<i>Choose 1 of 2 courses (3/6 credits)</i>													
53	1150089	Financial management (Vietnamese)	6	3	29	15	2			90	1140171	FBA	
54	1150363	Financial management (English)	6	3	29	15	2			90	1140171	FBA	
<i>Choose 1 of 2 courses (3/6 credits)</i>													
55	1150622	International payment (Vietnamese)	6	3	35	10				90	1150098	FBA	
56	1150623	International payment (English)	6	3	35	10				90	1150098	FBA	
<i>Choose 1 of 2 courses (2/4 credits)</i>													
57	1070331	Vietnamese cultural foundation	2	2	26			8		60		Department of Social Sciences and Humanities	
58	1150132	Tourism Culture	2	2	28		4			60		FBA	
<i>II.2. Specialized Knowledge</i>			39										
<i>II.2a. Compulsory Courses</i>			29										
59	1150574	Diplomatic Protocol	2	3	30	8	5	9		90		FBA	
60	1150471	Tourism destinations in Vietnam	3	2	20		5	15		60	1150463	FBA	
61	1150576	Method of Tourism Presentation	3	3	30			30		90	2030003	FBA	

62	1150324	Professional skills for tour guide	4	3	30	5	5	15		90	1150463	FBA		
63	1150617	Tour Design and Operation	4	3	30			30		90	1150248	FBA		
64	1050389	Application Informatics	4	2	15			30		60	1150248	Department of Information technology		
65	1150468	Online Travel Business	5	2	20			20		60	1150463		FBA	
66	1150604	Cheerleading skills	5	2	20			20		60	1150463		FBA	
67	1150567	Hospitality Management	6	3	30	10			10	90	1150463	FBA		
68	1150351	Travel business administration	6	3	30	5	5	15		90	1150075	FBA		
69	1150475	MICE Tourism Management	7	3	30	6	6	12		90	1150075; 1150463	FBA		
II.2b. Elective Courses				10										
Choose 1 of 2 courses (2/4 credits)														
70	1150473	Ecological Tourism	5	2	20		5	15		60	1150569	FBA		
71	1150613	Cultural Tourism	5	2	20		5	15		60	1150569	FBA		
Choose 1 of 2 courses (3/6 credits)														
72	1150525	Immigration Procedures and Aviation Operations	7	3	30	5	5	15		90	1150569	FBA		
73	1150575	Cruise Managment	7	3	30	10		10		90	1150613	FBA		
Choose 1 of 3 courses (3/9 credits)														
74	1150577	Administration of Shipping Services for travelling	7	3	30	5	5	15		90	1150471	FBA		
75	1150578	Administration of Tourism Agent	7	3	30	5	5	15		90	1150075	FBA		
76	1150093	Supply chain management	7	3	36	5	8			90	1150075	FBA		
Choose 1 of 2 courses (2/4 credits)														
77	1150472	Ethics in the tourism and hotel business	7	2	23	5	4			60	1150463	FBA		
78	1150331	Sustainable tourism development	7	2	25		6	4		60	1150617	FBA		
II.3. Supplementary Knowledge				27										
II.3.1. Professional Training and Skills Development				34										
II.3.1a. Compulsory Courses				15										
79	1150248	Thinking and planning skills	1	2	24	4	4			60		FBA		
80	1150629	Scientific Methodology in Service Industry	2	3	30	14	2			90		FBA		
81	2030262	Vietnam history outline	3	2	26		8			60		Department of Social Sciences and Humanities		
82	1150523	English For Tourism 1	4	3	30	5	5	15		90	1090166		FBA	
83	1150422	Start up	5	2	20	5	10	0	0	60	1130049		FBA	
84	1150524	English For Tourism 2	5	3	40		10			90	1090166		FBA	
II.3.1b. Elective Courses				3										
Choose 1 of 3 courses (3/9 credits)														
85	1090417	Korean	7	3	30	15				90	1150463	Department of Foreign Language		
86	1090210	Chinese	7	3	30	15				90	1150463	Department of Foreign Language		
87	1090416	The Japanese Language	7	3	30	15				90	1150463	Department of Foreign Language		
II.3.2. Fieldtrip, internship, graduation internship				9										
88	1150631	Professional Internship 1	5	1					TT	30	1150463	FBA		
89	1150632	Professional Internship 2	6	1					TT	30	1150463	FBA		
90	1150476	Internship	6	2					TT	60	1150617	FBA		

91	1150633	Graduation Internship	8	5					TT	150	1150476; 1150475	FBA	
<i>II.4. Graduation Thesis, Alternative Courses</i>				6									
92	1150484	Graduation Thesis	8	6					KL	180	1150476	FBA	
<i>Alternative Courses</i>				6									
93	1150485	Professional skills for Travelling	8	3	20	5	5	35		90	1150476; 1150475	FBA	
94	1150335	Tourism Destination Management	8	3	20	5	5	35		90	1150476; 1150475	FBA	
Total				147									

9. TENTATIVE TEACHING PLAN

Semester 1

No.	Course code	Course Name	Number of credit	Class duration			Experiment/ Practice	Others	Self-study Hours	Required Non-credit Course Code	Department in Charge	Note
				Theory	Assignment	Discussion						
1	1090061	English 1	3	30	15				90		Department of Foreign Language	
2	2030003	Communication Skills	2	18		4	20		60		Department of Social Sciences and Humanities	
3	1140170	Microeconomics	3	34	9	4			90		DEPARTMENT OF ECONOMICS AND ACCOUNTING	
4	1140171	Macroeconomics	3	40	5				90		DEPARTMENT OF ECONOMICS AND ACCOUNTING	
5	1150569	Career Orientation in Tourism and Travel Service Management	1	10			10		30		FBA	
6	1150248	Thinking and planning skills	2	24	4	4	0	0	60		FBA	
7	1150463	Tourism Overview	3	26	5	8	20	0	90		FBA	
<i>Choose 1 of 7 courses.</i>												Required
8	1120172	<i>Physical Education 1 (Football 1)(*)</i>	1	4			26		30		Department of Physical Education	
9	1120175	<i>Physical Education 1 (Volleyball 1)(*)</i>	1	4			26		30		Department of Physical Education	
10	1120178	<i>Physical Education 1 (Basketball 1)(*)</i>	1	4			26		30		Department of Physical Education	
11	1120181	<i>Physical Education 1 (Badminton 1)(*)</i>	1	4			26		30		Department of Physical Education	
12	1120184	<i>Physical Education 1 (Traditional Vietnamese Martial Arts 1)(*)</i>	1	4			26		30		Department of Physical Education	

13	1120187	<i>Physical Education 1 (Taekwondo 1)(*)</i>	1	4			26		30		Department of Physical Education	
14	1120190	<i>Physical Education 1 (Karatedo 1)(*)</i>	1	4			26		30		Department of Physical Education	
Total: 17 credits (17 compulsory + 0 elective) and 01 Physical Education			18									

Semester 2:

No.	Course code	Course Name	Number of credit	Class duration			Experiment/ Practice	Others	Self-study Hours	Required Non-credit Course Code	Department in Charge	Note
				Theory	Assignment	Discussion						
1	1090166	English 2	4	40	20				120	1090061	Department of Foreign Language	
2	1130049	Introduction to Law	2	27		6			60		Department of Political Science, Law and State Management	
3	1150629	Scientific Methodology in Service Industry	3	30	14	2			90		FBA	
4	1150075	Management	3	36	6	6			90		FBA	
5	1150574	Diplomatic Protocol	3	30	8	5	9		90		FBA	
6	1150312	Marketing for Hospitality and Tourism	3	35	5	10			90		FBA	
<i>Choose 1 of 2 courses (2/4 credits)</i>												
7	1070331	Vietnamese cultural foundation	2	26			8		60		Department of Social Sciences and Humanities	
8	1150132	Tourism Culture	2	28		4			60		FBA	
<i>Choose 1 of 7 courses.</i>												Required
9	1120173	<i>Physical Education 2 (Football 2)(*)</i>	1	4			26		30	1120172	Department of Physical Education	
10	1120176	<i>Physical Education 2 (Volleyball 2)(*)</i>	1	4			26		30	1120175	Department of Physical Education	
11	1120179	<i>Physical Education 2 (Basketball 2)(*)</i>	1	4			26		30	1120178	Department of Physical Education	
12	1120182	<i>Physical Education 2 (Badminton 2)(*)</i>	1	4			26		30	1120181	Department of Physical Education	
13	1120185	<i>Physical Education 2 (Traditional Vietnamese Martial Arts 2)(*)</i>	1	4			26		30	1120184	Department of Physical Education	
14	1120188	<i>Physical Education 2 (Taekwondo 2)(*)</i>	1	4			26		30	1120187	Department of Physical Education	
15	1120191	<i>Physical Education 2 (Karatedo 2)(*)</i>	1	4			26		30	1120190	Department of Physical Education	
Total: 20 credits (18 compulsory + 2 elective) and 1 Physical Education			21									

Semester 3:

No.	Course code	Course Name	Number of credit	Class duration			Experiment/Practic e	Others	Self-study Hours	Required Non-credit Course Code	Department in Charge	Note
				Theory	Assignment	Discussion						
1	1130299	Marxist-Leninist Philosophy	3	40		10			90		Department of Political Science, Law and State Management	
2	1150471	Tourism destinations in Vietnam	2	20		5	15		60	1150463	FBA	
3	1150630	Digital transformation in the tourism industry	3	24	6	0	30	0	90	1140170	FBA	
4	1150576	Method of Tourism Presentation	3	30			30		90	2030003	FBA	
5	2030262	Vietnam history outline	2	26		8			60		Department of Social Sciences and Humanities	
<i>Choose 1 of 2 courses (2/4 credits)</i>												
6	1150249	Leadership	2	22	4	8			60	1140170	FBA	
7	1150573	Human Management	2	19	10	2			60	1140170	FBA	
<i>Choose 1 of 3 courses (2/6 credits)</i>												
8	1010393	Statistics in Tourism	2	20	8	4	0	0	60	1150463	Department of Mathematics and Statistics	
9	1010475	Business Data Analysis	2	20	10		0	0	60	1150463	Department of Mathematics and Statistics	
10	1050391	Management Information System	2	20	8	4	0	0	60		Department of Information technology	
<i>Choose 1 of 7 courses.</i>												Prerequisite
11	1120174	Physical Education 3 (Football 3)(*)	1	4			26		21	1120173	Department of Physical Education	
12	1120177	Physical Education 3 (Volleyball 3)(*)	1	4			26		21	1120176	Department of Physical Education	
13	1120180	Physical Education 3 (Basketball 3)(*)	1	4			26		21	1120179	Department of Physical Education	
14	1120183	Physical Education 3 (Badminton 3)(*)	1	4			26		21	1120182	Department of Physical Education	
15	1120186	Physical Education 3 (Traditional Vietnamese Martial Arts 3)(*)	1	4			26		21	1120185	Department of Physical Education	
16	1120189	Physical Education 3 (Taekwondo 3)(*)	1	4			26		21	1120188	Department of Physical Education	
17	1120192	Physical Education 3 (Karatedo 3)(*)	1	4			26		21	1120191	Department of Physical Education	
Total: 17 credits (13 compulsory + 4 elective) and 1 Physical Education			18									

Semester 4:

No.	Course code	Course Name	Number	Class duration	Experiment	Others	Self-study	Required Non-credit	Department in Charge	Note
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			of credit	Theory	Assignment	Discussion	t/Practice		Hours	Course Code		
1	1120168	Defense and Security Education 1 (*)	3	37		8			82		Center for National Defense and Security Education	
2	1120169	Defense and Security Education 2 (*)	2	22		8			52		Center for National Defense and Security Education	
3	1120170	Defense and Security Education 3 (*)	2	14		6			44		Center for National Defense and Security Education	
4	1120171	Defense and Security Education 4 (*)	2	4			56		36		Center for National Defense and Security Education	
5	1130300	Marxist-Leninist Political Economy	2	27		6			60	1130299	Department of Political Science, Law and State Management	
6	1150523	English For Tourism 1	3	30	5	5	15		90	1090166	FBA	
7	1150098	Finance – Money	3	38	5	4	0	0	90	1140170 1140171	FBA	
8	1150324	Professional skills for tour guide	3	30	5	5	15		90	1150463	FBA	
9	1150617	Tour Design and Operation	3	30			30		90	1150248	FBA	
10	1050389	Application Informatics	2	15			30		60	1150248	Department of Information technology	
Total: 16 credits (16 compulsory + 0 elective), 9 Defense & Security Education			25									

Semester 5:

No.	Course code	Course Name	Number of credit	Class duration			Experiment/Practice	Others	Self-study Hours	Required Non-credit Course Code	Department in Charge	Note
				Theory	Assignment	Discussion						
1	1130301	Scientific Socialism	2	27		6			60	1130299	Department of Political Science, Law and State Management	
2	1150631	Professional Internship 1	1					TT	30	1150463	FBA	
3	1150422	Start up	2	20	5	10	0	0	60	1130049	FBA	
4	1150524	English For Tourism 2	3	40		10			90	1090166	FBA	
5	1150468	Online Travel Business	2	20	0	0	20	0	60	1150463	FBA	
6	1150604	Cheerleading skills	2	20	0	0	20	0	60	1150463	FBA	
<i>Choose 1 of 2 courses (2/4 credits)</i>												
7	1150618	Personal Finance Management (Vietnamese)	2	21	9		0	0	60	1150075	FBA	
8	1150619	Personal Finance Management (English)	2	21	9		0	0	60	1150075	FBA	
<i>Choose 1 of 2 courses (2/4 credits)</i>												
9	1150010	Consumer behavior	2	16	10	8			60	1150312	FBA	

10	1150270	Customer Relationship Management	2	24	4	4			60	1150312	FBA	
<i>Choose 1 of 2 courses (2/4 credits)</i>												
11	1150473	Ecological Tourism	2	20		5	15		60	1150569	FBA	
12	1150613	Cultural Tourism	2	20		5	15		60	1150569	FBA	
Total: 18 credits (12 compulsory + 6 elective)			18									

Semester 6:

No.	Course code	Course Name	Number of credit	Class duration			Experiment/Practice	Others	Self-study Hours	Required Non-credit Course Code	Department in Charge	Note
				Theory	Assignment	Discussion						
1	1130302	History of the Communist Party of Vietnam	2	27		6			60	1130301	Department of Political Science, Law and State Management	
2	1150632	Professional Internship 2	1					TT	30	1150463	FBA	
3	1150567	Hospitality Management	3	30	10			10	90	1150463	FBA	
4	1150351	Travel business administration	3	30	5	5	15		90	1150075	FBA	
5	1150476	Internship	2					TT	60	1150617	FBA	
6	1150066	Strategic Management	3	32	8	10			90	1150075	FBA	
<i>Choose 1 of 2 courses (3/6 credits)</i>												
7	1150089	Financial management (Vietnamese)	3	29	15	2			90	1140171	FBA	
8	1150363	Financial management (English)	3	29	15	2			90	1140171	FBA	
<i>Choose 1 of 2 courses (3/6 credits)</i>												
9	1150622	International payment (Vietnamese)	3	35	10	0			90	1150098	FBA	
10	1150623	International payment (English)	3	35	10	0			90	1150098	FBA	
Total: 20 credits (14 compulsory + 6 elective)			20									

Semester 7:

No.	Course code	Course Name	Number of credit	Class duration			Experiment/Practice	Others	Self-study Hours	Required Non-credit Course Code	Department in Charge	Note
				Theory	Assignment	Discussion						
1	1130091	Ho Chi Minh thought	2	27		6			60	1130302	Department of Political Science, Law and State Management	
2	1150475	MICE Tourism Management	3	30	6	6	12		90	1150075; 1150463	FBA	
<i>Choose 1 of 2 courses (2/4 credits)</i>												
3	1150472	Ethics in the tourism and hotel business	2	23	5	4			60	1150463	FBA	
4	1150331	Sustainable tourism development	2	25		6	4		60	1150617	FBA	
<i>Choose 1 of 3 courses (3/9 credits)</i>												
5	1150577	Administration of Shipping Services for travelling	3	30	5	5	15		90	1150471	FBA	

6	1150578	Administration of Tourism Agent	3	30	5	5	15		90	1150075	FBA	
7	1150093	Supply chain management	3	36	5	8			90	1150075	FBA	
<i>Choose 1 of 2 courses (3/6 credits)</i>												
8	1150525	Immigration Procedures and Aviation Operations	3	30	5	5	15		90	1150569	FBA	
9	1150575	Cruise Management	3	30	10			10	90	1150613	FBA	
<i>Choose 1 of 3 courses (3/9 credits)</i>												
10	1090417	Korean	3	30	15				90	1150463	Department of Foreign Language	
11	1090210	Chinese	3	30	15				90	1150463	Department of Foreign Language	
12	1090416	The Japanese Language	3	30	15				90	1150463	Department of Foreign Language	
Total: 16 credits (5 compulsory + 1 elective)			16									

Semester 8:

No.	Course code	Course Name	Number of credit	Class duration			Experiment/Pratice	Others	Self-study Hours	Required Non-credit Course Code	Department in Charge	Note
				Theory	Assignment	Discussion						
1	1150633	Graduation Internship	5					TT	150	1150476; 1150475	FBA	
<i>Graduation thesis, Alternative courses</i>												
2	1150484	Graduation Thesis	6					The sis	180	1150476	FBA	
<i>Alternative courses</i>												
3	1150485	Professional skills for Travelling	3	20	5	5	35		90	1150476; 1150475	FBA	
4	1150335	Tourism Destination Management	3	20	5	5	35		90	1150476; 1150475	FBA	
Total: 11 credits (11 compulsory + 0 elective)			11									

10. GUIDELINES FOR PROGRAM IMPLEMENTATION

The program is designed based on the regulations on undergraduate education issued by the Ministry of Education and Training and is applied to students enrolled in the Tourism and Travel Service Management program starting from the 2025–2026 academic year admission cycle.

The training process is implemented based on the designed curriculum, program objectives, target learners, workforce requirements, and specific training requirements. For elective courses, depending on the actual development trends and societal demands, the Faculty will provide academic guidance to help students select appropriate courses.

The Department of Economics and Accounting of the Faculty is responsible for organizing and guiding the development of detailed course syllabi to ensure that the program

objectives, content, and requirements are fully met while also addressing the needs of learners and society.

The training program is reviewed and updated at least once every five years to ensure that it keeps pace with the development of the Tourism and Travel Service Management industry and remains aligned with socio-economic development needs.

Bình Định, December 31, 2025

**DEPARTMENT OF
ECONOMICS AND
ACCOUNTING OF
FACULTY**

**HEAD OF TRAINING
OFFICE**

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

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

Dr. Le Xuan Vinh

Dr. Dinh Anh Tuan