

**MINISTRY OF EDUCATION AND TRAINING
QUY NHON UNIVERSITY**

PROGRAMME SPECIFICATION

Education level:	Bachelor
Major:	Business Administration
Program code:	7340101
Training forms:	Full-time

Binh Dinh, 2024

LIST OF ABBREVIATIONS

Symbol	Interpretation
CLOs	Course Learning Outcomes
FBA	Department of Finance, Banking and Business Administration
POs	Programme Objectives
PLOs	Programme Learning Outcomes
QNU	Quy Nhon University

PROGRAMME SPECIFICATION

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

Education level:	Bachelor
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1. BACHELOR'S PROGRAM DESCRIPTION

1.1. Introduction to the Bachelor's Program

The bachelor of Business Administration program is one of the five bachelor programs of the department of Finance-Banking and Business Administration (FBA), Quy Nhon University. The Business Administration program enrolled its first course in the 2003 school year, after more than 20 years of training, the number of students registering to study Business Administration have been relatively stable; graduates have an advantage in finding jobs. To achieve that achievement, FBA has proactively updated and improved the application-oriented training program based on the opinions of stakeholders, ensuring learners are comprehensive in terms of capacity and quality, and adapt to the rapid change of the business environment.

1.2. General information about the Bachelor's Program

1. Major	Business Administration
2. Bachelor's Program	Business Administration
3. Specialisations of Bachelor's Program	
4. Education level	Bachelor
5. Program code	734010
6. Applicants	Students graduating from high school or equivalent according to current Admission Regulations
7. Training form	Full-time
8. Number of credit points	135
9. Training time	4 years
10. Assessment scale	10
11. Graduation requirements	- Accumulate a sufficient number of modules and volume of the training program

	<ul style="list-style-type: none"> - Cumulative average score of the entire course is 2.00 or higher - Have a certificate in Physical Education and Defense and Security Education - Meet foreign language and information technology proficiency standards according to school regulations
12. Graduate diploma	Bachelor
13. Language	Vietnamese
14. Career opportunities	<ul style="list-style-type: none"> - Work at companies, corporations or joint ventures, non-profit organisations, social organisations, non-governmental organisations, and establish private companies. - Work in fields such as human resource management, financial management, production management, marketing management, supply chain management, strategic management, logistics... - Work in positions such as: specialists in the sales department, planning department, marketing department, human resources administrative department, strategy building specialist, market development and partner searching at manufacturing and service companies, import-export companies or multinational companies. - Have the opportunity to advance to become CEO, CFO at corporations, companies, establish and run private companies. - Establish a private company, open an agent or act as a product distribution representative for domestic and foreign businesses. - Participate in scientific research, teaching at universities, colleges,...
15. Ability to improve qualifications	<ul style="list-style-type: none"> - Participate in short-term courses and training related to business administration at domestic and abroad. - Study a second university degree in related majors. - Register for post-graduate studies (master, doctorate) in business administration or other majors in the field of economics at domestic and foreign universities.

16. Reference – matching programs	
Referenced programs	<ul style="list-style-type: none"> - Bachelor degree program in Business Administration from University of Economics and Law, Ho Chi Minh City National University (Link); - Bachelor degree program in Business Administration of Lac Hong University (Link); - Bachelor degree program in Business Administration of the Banking Academy (Link); - Bachelor degree program in Business Administration of Hanoi Open University (Link); - Bachelor degree program in Business Administration of Far Eastern University (Link); - International training program: Lyceum of the Philippine University (Link).
Matching programs	<ul style="list-style-type: none"> - Bachelor degree program in Business Administration from University of Economics and Law, Ho Chi Minh City National University (Link); - Bachelor degree program in Business Administration of Lac Hong University (Link); - Bachelor degree program in Business Administration of Far Eastern University (Link); - International training program: Lyceum of the Philippine University (Link).
17. Compared professional standards	<ul style="list-style-type: none"> - Professional Standard 1 (domestic): Modern Business Administration Certificate from National Economics University (Link); - Professional Standard 2 (international): (Certified Marketing Executives- CME, Certified Sales Executive - CSE and SMEI Certified Professional Salesperson- SCPS, issued by the Sales & Marketing Executive International (SMEI) (Link))
18. Quality inspection standards	
19. Department of program management	The department of Finance-Banking and Business Administration, Quy Nhon University
20. Updated time	April, 2024

2. MISSION, VISION, EDUCATIONAL PHILOSOPHY OF QUY NHON UNIVERSITY

2.1. Mission – Vision of Quy Nhon University

The mission, vision, and core values of Quy Nhon University are clearly and precisely defined:

- **Mission:** QNU is a multi-disciplinary higher education institution with the mission of training and developing high-quality human resources; fostering talents; undertaking scientific research; imparting knowledge and facilitating technology transfer; effectively serve the country's sustainable development, especially the South-Central and Highlands regions; contributing to society's progress.

- **Vision:** By 2030, Quy Nhon University will be a multi-disciplinary, multi-field, application-oriented university with high prestige, meets quality standards in Southeast Asia; attain a vital position in training cooperation, research, and academic and cultural exchanges domestically and internationally

- **Core value:** Responsibility - Professionalism - Quality - Creativity - Humanity.

3. MISSION – VISION OF THE DEPARTMENT OF FINANCE-BANKING AND BUSINESS ADMINISTRATION

Based on the development orientation of QNU and FBA, development plans and strategies with goals, orientations, development scale and guiding perspectives, priority tasks... clearly demonstrate the department's mission and vision to 2030 are as follows:

- **Mission:** Training bachelor students in all aspects of competence and quality, with social responsibility in finance, banking, business management, tourism, and hotel management, logistics and supply chain management. This mission is achieved by constantly enhancing the programmes to international standards, strengthening scientific research, and improving teaching staff's quality to effectively serve the country's sustainable development, especially for the South-Central and Highlands region.

- **Vision:** By 2030, FBA will be a prestigious application-oriented training institution in finance, business management, tourism, and hotel management, logistics and supply chain management. FBA can meet the quality standards of Southeast Asia, ensuring that graduates gain employment and swiftly acclimate to the global economy.

4. PROGRAM OBJECTIVES

4.1. General objectives

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

4.2. Program objectives

The objectives of the Bachelor of Business Administration program are to provide learners with:

- PO1: Have professional capacity in business and management activities to meet national and international needs.

- PO2: Ability to self-study, critical thinking, entrepreneurial mindset, innovation and digital capacity to adapt to changes in the business environment.

- PO3: Have ethics, professional responsibility, positive attitude and sense of community service.

Table 1. Relationship between program objectives and QNU's mission, vision, educational philosophy

Program objectives	Mission	Vision	Educational philosophy		
			Comprehensive	Liberal	Practical
PO1: Have professional capacity in business and management activities to meet national and international needs.	x	x	x	x	x
PO2: Ability to self-study, critical thinking, entrepreneurial mindset, innovation and digital capacity to adapt to changes in the business environment.	x	x	x	x	x
PO3: Have ethics, professional responsibility, positive attitude and sense of community service.	x	x	x	x	x

Table 2. Relationship between program objectives and FBA's mission, vision

Program objectives	Mission, vision	
	Mission	Vision
PO1: Have professional capacity in business and management activities to meet national and international needs.	x	x
PO2: Ability to self-study, critical thinking, entrepreneurial mindset, innovation and digital capacity to adapt to changes in the business environment.	x	x
PO3: Have ethics, professional responsibility, positive attitude and sense of community service.	x	x

Table 3. Compatibility between program objectives and QNU's training objectives

Program objectives	QNU's training objectives			
	1. Learners have knowledge, professional skills and professional practices in an integrated environment.	2. Learners have vision, critical thinking, and proactively cooperate to solve local, national and global problems.	3. Learners have innovation capacity, digital capacity, entrepreneurial mindset, self-study and lifelong learning.	4. Learners have ethics, professional responsibility and a sense of community service.
PO1: Have professional capacity in business and management activities to meet national and international needs.	x			
PO2: Ability to self-study, critical thinking, entrepreneurial mindset, innovation and digital capacity to adapt to changes in the business environment.		x	x	
PO3: Have ethics, professional responsibility, positive attitude and sense of community service.				x

Table comparing the goals of the program with the Law on Higher Education and the QNU's Core Values: see [Appendix 1](#).

5. PROGRAM LEARNING OUTCOMES (PLOs)

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

- 1) PLO1: Apply general education knowledge, fundamental knowledge, specialised knowledge and other supporting knowledge to practise and solve problems in business and management activities.
- 2) PLO2: Apply communication skills in a business environment.
- 3) PLO3: Apply teamwork skills in a global business environment.
- 4) PLO4: Apply critical thinking in business and management activities.
- 5) PLO5: Identify business opportunities and propose innovative startup ideas.
- 6) PLO6: Plan, organise and monitor business and administrative activities.
- 7) PLO7: Applying digital capabilities in business, learning and research activities.
- 8) PLO8: Demonstrate career-oriented ability in business and management activities.
- 9) PLO9: Identify issues of business ethics and social responsibility in business activities and management.

Table 4. Compatibility between Program Learning Outcomes (PLOs) and Program Objectives (POs)

<p>Program Learning Outcomes</p> <p>Program Objectives</p>	<p>PLO1: Apply general education knowledge, fundamental knowledge, specialised knowledge and other supporting knowledge to practise and solve problems in business and management activities.</p>	<p>PLO2: Apply communication skills in a business environment.</p>	<p>PLO3: Apply teamwork skills in a global business environment</p>	<p>PLO4: Apply critical thinking in business and management activities.</p>	<p>PLO5: Identify business opportunities and propose innovative startup ideas.</p>	<p>PLO6: Plan, organise and monitor business and administrative activities.</p>	<p>PLO7: Applying digital capabilities in business, learning and research activities.</p>	<p>PLO8: Demonstrate career-oriented ability in business and management activities.</p>	<p>PLO9: Identify issues of business ethics and social responsibility in business activities and management.</p>
<p>PO1: Have professional capacity in business and management activities to meet national</p>	<p>x</p>	<p>x</p>	<p>x</p>	<p>x</p>	<p>x</p>	<p>x</p>	<p>x</p>		

and international needs.									
PO2: Ability to self-study, critical thinking, entrepreneurial mindset, innovation and digital capacity to adapt to changes in the business environment.		x	x	x	x	x	x	x	x
PO3: Have ethics, professional responsibility, positive attitude and sense of community service.			x		x	x		x	x

Table 5. Compatibility between Program Learning Outcomes (PLOs) and Vietnamese Qualifications Framework

Program Learning Outcomes	Vietnamese Qualifications Framework (level 6)														
	Kiến thức					Kỹ năng						Mức tự chủ và trách nhiệm			
	Basic knowledge of social science, political science and legislation	Steady practical knowledge, deep and broad theoretical knowledge within the scope of training.	Knowledge of information technology answering to the requirements of work	Knowledge about planning, organising and supervising processes of specific fields of work	Basic knowledge of the management and control of professional activities.	Have skills required to solve complex problems	Have skills to be a leader and create own jobs or for other people.	Have argument skills and skills to criticise and apply alternative solutions in unpredictable or changeable contexts	Have skills in evaluating the quality of work after completion and the performance results of team members.	Have skills to transfer information about problems and solutions to other people at the workplace; transfer and disseminate knowledge and skills in performance of defined or complex tasks.	Have foreign-language capacity at level 3/6 referencing to Vietnam’s framework of foreign language proficiency	Work independently or in a team in changeable contexts, take personal responsibility and take partial responsibility for teamwork results.	Guide and supervise the ordinary tasks of others.	Make self-orientation and produce professional conclusions and have ability to protect own viewpoints	Draw up plans, direct and manage resources, evaluate and find solutions to improve the task performance
PLO1	x	x	x	x	x						x				
PLO2						x	x			x			x		
PLO3					x	x	x			x		x			
PLO4								x						x	
PLO5							x								
PLO6				x											x

PLO7			x												
PLO8														x	
PLO9												x		x	

* (See more comparison matrices between Program Objectives, Program Learning Outcomes with those of University, Career Strategies, and a number of domestic and foreign educational institutions... in [Appendix 2](#), [Appendix 3](#), [Appendix 4](#)).

6. ENTRANCE STANDARDS OF THE PROGRAM AND ADMISSION METHODS

6.1. Entrance standards of the program

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

6.2. Admission methods

Diverse admission methods for the business administration program, such as reviewing academic transcripts, high school graduation exam scores, capacity assessment scores and direct admission according to Admission Regulations, are implemented according to the admission plan which is announced on the QNU's website ([Enrollment](#)).

7. FULL-COURSE KNOWLEDGE VOLUME

- General Education Knowledge volume includes 9 modules:

The general education knowledge helps learners have steady knowledge of social sciences, political science and law, Ho Chi Minh's ideology, etc. On the other hand, this knowledge volume also helps learners improve personal ethics, sense of compliance with the law, understand and demonstrate responsibility to the community and society.

- Majors Education Knowledge volume includes 63 modules:

The major's educational knowledge volume helps learners have a basic foundation of economic knowledge to be able to self-study and develop their career throughout their lives. At the same time, this knowledge volume also equips students with in-depth knowledge to help them practise and be creative in their careers, both in terms of professional skills, organisational and management skills, and professional and social relationships. In addition, this is also a volume of knowledge that helps learners improve their moral qualities, laws, professional standards, and community and social awareness.

Table 6. Academic program structure

	Knowledge volume	No. of credits	
		Compulsory	Free elective
1	<i>General Education Knowledge</i>	22	0
1.1	Political science and law	13	0
1.2	Foreign Language	7	0
1.3	Social Sciences/Math, Natural Sciences - Environment, Management Sciences	2	0
2	<i>Majors Education Knowledge</i>	77	36
2.1	Fundamental Knowledge	12	0
2.2	Disciplinary Knowledge	10	2

2.3	Specialised Knowledge	37	14
2.4	Supplementary Knowledge	15	14
2.5	Graduation internship, Graduation dissertation, the courses replace the graduation dissertation	3	6
Total		99	36
		135	

Table 7. Compatibility between knowledge volume and the QNU's educational philosophy

	Knowledge volume	QNU's educational philosophy		
		Comprehensive	Liberal	Practical
1	<i>General Education Knowledge</i>			
1.1	Political science and law	x	x	x
1.2	Foreign Language	x	x	x
1.3	Social Sciences/Math, Natural Sciences - Environment, Management Sciences	x	x	x
2	<i>Majors Education Knowledge</i>			
2.1	Fundamental Knowledge	x	x	x
2.2	Disciplinary Knowledge	x	x	x
2.3	Specialised Knowledge	x	x	x
2.4	Supplementary Knowledge	x	x	x
2.5	Graduation internship, Graduation dissertation, the courses replace the graduation dissertation	x	x	x

Table 8. Compatibility between knowledge volume and PLOs

	Knowledge volume	PLOs								
		1	2	3	4	5	6	7	8	9
1	<i>General Education Knowledge</i>									
1.1	Political science and law				x			x		x
1.2	Foreign Language		x	x						
1.3	Social Sciences/Math, Natural Sciences - Environment, Management Sciences		x							
2	<i>Majors Education Knowledge</i>									
2.1	Fundamental Knowledge	x			x	x	x	x	x	x
2.2	Disciplinary Knowledge	x			x	x	x	x	x	
2.3	Specialised Knowledge	x	x	x	x	x	x	x	x	x
2.4	Supplementary Knowledge	x	x	x	x	x	x	x	x	x

2.5	Graduation internship, Graduation dissertation, the courses replace the graduation dissertation	x	x		x	x		x	x	x
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8. ACADEMIC PROGRAMME CURRICULUM

8.1. Program structure and content

Table 9. Program structure and content

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

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

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/Experiment	Others	Self-study	Prerequisite	Prior	
																Business Administration
	Semester 3															
1	1130299	Philosophy of Marxism and Leninism	3	1	x			40		10				100		Department of Political Theory - Law and State Administration
2	1140048	Accounting Principles	3	2	x			30	15					90	140170, 1140171	Department of Economics & Accounting
3	1150098	Finance – Money	3	3	x			38	5	4				90		Department of Finance-Banking & Business Administration
4	1150249	Leadership	2	4	x			15	15					60	1150075	Department of Finance-Banking & Business Administration
5	1150081	Marketing Management	3	4	x			40	5					90	1150035	Department of Finance-Banking & Business Administration
6	1150084	Human Management	3	4	x			30	15					90	1150075	Department of Finance-Banking &

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/Experiment	Others	Self-study	Prerequisite	Prior	
																Business Administration
		<i>Choose 1 of 3 courses</i>	2													
7	1140036	Development Economics		5		x		24	6					60	1140171	Department of Economics & Accounting
8	1150026	International Economics		5		x		24	6					60		Department of Finance-Banking & Business Administration
9	1150549	Green Economics		5		x		24	6					60	1150075	Department of Finance-Banking & Business Administration
	Semester 4															
1	1130300	Political economics of marxism and leninism	2	1		x		27		6				66		Department of Political Theory - Law and State Administration
2	1050389	Applied Informatics	2	5		x		30						60		Department of Information Technology
3	1140015	Corporation Accounting	3	5		x		30	15					90	1140048	1140048 Department of Economics & Accounting

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching	
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/Experiment	Others	Self-study	Prerequisite	Prior		
4	1150241	Organisational Behaviour	3	4	x			32	8	10				90	1150075		Department of Finance-Banking & Business Administration
		<i>Choose 1 of 2 courses</i>	3														
5	1150089	Financial Management		4		x		30	15					90	1150098		Department of Finance-Banking & Business Administration
6	1150363	Financial Management		4		x		30	15					90	1150098		Department of Finance-Banking & Business Administration
		<i>Choose 1 of 3 courses</i>	2														
7	1150261	Security Analysis and Investment		5		x		22	8					60	1140171		Department of Finance-Banking & Business Administration
8	1150550	Insurance Business		5		x		24	6					60	1140171		Department of Finance-Banking & Business Administration

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

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

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching	
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/Experiment	Others	Self-study	Prerequisite	Prior		
10	1150555	E-commerce		4		x		15	15					60	1150081		Department of Finance-Banking & Business Administration
11	1150560	Digital Business		4		x		15	15					60	1150081	1150075	Department of Finance-Banking & Business Administration
		<i>Choose 1 of 3 courses</i>	2														
12	1010473	Statistics for business		3		x		20	10					60	1150248	1140104	Department of Mathematics and Statistics
13	1010439	Data analysis for business		3		x		20	10					60	1150248	1140104	Department of Mathematics and Statistics
14	1050347	Management Information System		3				30						60		1050389	Department of Information Technology
	Semester 6																
1	1130302	History of Vietnamese Communist Party	2	1		x		27		6				66			Department of Political Theory - Law and State Administration

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching	
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/ Experiment	Others	Self-study	Prerequisite	Prior		
2	1150214	English for Business Administration	3	5	x			29	16					90	2030003		Department of Finance-Banking & Business Administration
3	1150490	Innovation Management	2	4	x			22	8					60	1150081		Department of Finance-Banking & Business Administration
4	1150087	Production and Operation Management	3	4	x			30	15					90	1150075	1150081	Department of Finance-Banking & Business Administration
5	1150120	Internship	2	5	x								90	60	1150075	1150246	Department of Finance-Banking & Business Administration
		<i>Choose 1 of 2 courses</i>	3														
6	1130364	Business Law		5		x		30	15					90	1130049		Department of Political Theory - Law and State Administration
7	1150554	Tax		5		x		33	12					90	1130049		Department of Finance-Banking &

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/Experiment	Others	Self-study	Prerequisite	Prior	
																Business Administration
		<i>Choose 1 of 2 courses</i>	2													
8	1150551	Trade Negotiations		4		x		25	5				60	1150249		Department of Finance-Banking & Business Administration
9	1150370	Trade negotiations		4		x		25	5				60	1150249		Department of Finance-Banking & Business Administration
		<i>Choose 1 of 3 courses</i>	3													
10	1150556	Brand Management		4		x		30	15				90	1150035	1150081	Department of Finance-Banking & Business Administration
11	1150557	Consumer Behaviour		4		x		30	15				90	1150035		Department of Finance-Banking & Business Administration
12	1150500	Customer Relationship Management		4		x		30	15				90	1150035	1150081	Department of Finance-Banking &

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

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

No	Module code	Module name	No. of credit	Knowledge	Module type			Learning activities						Module conditions		Department responsible for teaching
					Compulsory	Mandatory elective	Free elective	Theory	Assignment	Discussion	Practice/Experiment	Others	Self-study	Prerequisite	Prior	
	Semester 8															
1	1150122	Graduation Internship	3	6	x							135	90	1150120		Department of Finance-Banking & Business Administration
2	1150447	Graduate Dissertation	6	6		x						270	180	1150120		Department of Finance-Banking & Business Administration
		<i>Replace Graduate Dissertation</i>														
3	1150519	Profession of corporate governance	3	6		x		30	15				90	1150120	1150246	Department of Finance-Banking & Business Administration
4	1150375	International Business Administration	3	6		x		30	15				90	1150120		Department of Finance-Banking & Business Administration
		Total	135													

*(See comparison of training program structure in [Appendix 5](#))

Note: Symbols of learning components (knowledge blocks):

1: General Education Knowledge;

2: Fundamental Knowledge;

3: Disciplinary Knowledge;

4: Specialised Knowledge;

5: Supplementary Knowledge;

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

8.2. Course matrix table

Table 10. Course matrix

No.	Course	Semester	Knowledge block/Learning block	Number of credits	Compulsory/Mandatory elective/Free elective	PLO1: Apply general education knowledge, fundamental knowledge, specialised knowledge and other supporting knowledge to practise and solve problems in business and management activities.			PLO2: Apply communication skills in a business environment.			PLO3: Apply teamwork skills in a global business environment.			PLO4: Apply critical thinking in business and management activities.			PLO5: Identify business opportunities and propose innovative startup ideas.			PLO6: Plan, organize and monitor business and administrative activities.			PLO7: Applying digital capabilities in business, learning and research activities.			PLO8: Demonstrate career-oriented ability in business and management activities.			PLO9: Identify issues of business ethics and social responsibility in business activities and management.					
						1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3			
1	English 1	Semester 1	General Education Knowledge	3	Compulsory				Y	I		Y	I																						
2	Communication Skills	Semester 1	General Education	2	Compulsory				X	I																									

			Knowled ge																												
3	Microeconomics	Semester 1	Fundamental Knowledge	3	Compulsory	X	I								Y	I									Y	I					
4	Management	Semester 1	Fundamental Knowledge	3	Compulsory	X	I										X	I							X	I					
5	Principles of Marketing	Semester 1	Fundamental Knowledge	3	Compulsory	X	I								Y	I	X	I							Y	I					
6	Thinking and planning skills	Semester 1	Supplementary Knowledge	2	Compulsory				X	I																					
7	Career Orientation	Semester 1	Fundamental Knowledge	1	Compulsory									Y	I										X	I					
8	English 2	Semester 2	General Education Knowledge	4	Compulsory				Y	R			Y	I																	
9	Fundamentals of Law	Semester 2	General Education Knowledge	2	Compulsory									Y	I													X	I		
10	Business research methods	Semester 2	Supplementary Knowledge	3	Compulsory						X	I			X	I				X	I										

11	Macroeconomic	Semester 2	Fundamental Knowledge	3	Compulsory	Y	I							X	I							Y	I							
12	Economical mathematics	Semester 2	Fundamental Knowledge	3	Compulsory	Y	I						Y	I								Y	I							
	<i>Elective 1: Choose 1 of 2 courses</i>	Semester 2		2																		X	I							
13	Event holding	Semester 2	Specialised Knowledge	2	Mandatory elective																	X	I							
14	Event holding	Semester 2	Specialised Knowledge	2	Mandatory elective																	X	I							
15	Philosophy of and Marxism Leninism	Semester 3	General Education Knowledge	3	Compulsory								X	I								Y	I					Y	I	
16	Accounting Principles	Semester 3	Fundamental Knowledge	3	Compulsory														Y	I								X	I	
17	Finance – Money	Semester 3	Fundamental Knowledge	3	Compulsory	X	I								Y	I							Y	I						
18	Leadership	Semester 3	Specialised Knowledge	2	Compulsory	Y	R		X	R		X	R																	

19	Marketing Management	Semester 3	Specialised Knowledge	3	Compulsory								Y	R					Y	R	X	I	X	R					
20	Human Management	Semester 3	Specialised Knowledge	3	Compulsory	X	R				-	Y	R	-					X	R									-
	<i>Elective 2: Choose 1 of 3 courses</i>	Semester 3		2									Y	I					X	I									
21	Development Economics	Semester 3	Supplementary Knowledge	2	Mandatory elective								Y	I					X	I									
22	International Economics	Semester 3	Supplementary Knowledge	2	Mandatory elective								Y	I					X	I									
23	Green Economics	Semester 3	Supplementary Knowledge	2	Mandatory elective								Y	I					X	I									
24	Political economics of marxism and leninism	Semester 4	General Education Knowledge	2	Compulsory									Y	R												Y	I	
25	Applied Informatics	Semester 4	Specialised Knowledge	2	Compulsory														X	R									
26	Corporation Accounting	Semester 4	Supplementary Knowledge	3	Compulsory	Y	R																				X	R	

27	Organisational Behaviour	Semester 4	Specialised Knowledge	3	Compulsory	X	R					X	R						X	R					
	<i>Elective 3: Choose 1 of 2 courses</i>	Semester 4		3		X	R					X	R						Y	R					
28	Financial Management	Semester 4	Specialised Knowledge	3	Mandatory elective	X	R					X	R						Y	R					
29	Financial management	Semester 4	Specialised Knowledge	3	Mandatory elective	X	R					X	R						Y	R					
	<i>Elective 4: Choose 1 of 3 courses</i>	Semester 4		2															X	R					
30	Security Analysis and Investment	Semester 4	Supplementary Knowledge	2	Mandatory elective														X	R					
31	Insurance Business	Semester 4	Supplementary Knowledge	2	Mandatory elective														X	R					
32	Personal Financial Management	Semester 4	Supplementary Knowledge	2	Mandatory elective														X	R					
33	Science Socialism	Semester 5	General Education Knowledge	2	Compulsory																				

34	Project Management	Semester 5	Specialised Knowledge	3	Compulsory	X	R							Y	R			Y	E	X	R											
35	Sales Management	Semester 5	Specialised Knowledge	3	Compulsory					X	E	A									X	R										
36	Import – Export Management	Semester 5	Specialised Knowledge	3	Compulsory					-									X	E	A				Y	R	Y	R				
	<i>Elective5: Choose 1 of 2 courses</i>	Semester 5		3		X	R												X	R		Y	R				X	R				
37	Entrepreneurship	Semester 5	Specialised Knowledge	3	Mandatory elective	X	R												X	R		Y	R				X	R				
38	Entrepreneurship	Semester 5	Specialised Knowledge	3	Mandatory elective	X	R												X	R		Y	R				X	R				
	<i>Elective 6: Choose 1 of 2 courses</i>	Semester 5		1																							X	R				
39	Field Trip	Semester 5	Specialised Knowledge	1	Mandatory elective																						X	R				
40	Business Dialogue	Semester 5	Specialised Knowledge	1	Mandatory elective																						X	R				
	<i>Elective7: Choose 1 of 3 courses</i>	Semester 5		2																Y	R						X	E	A	X	E	A

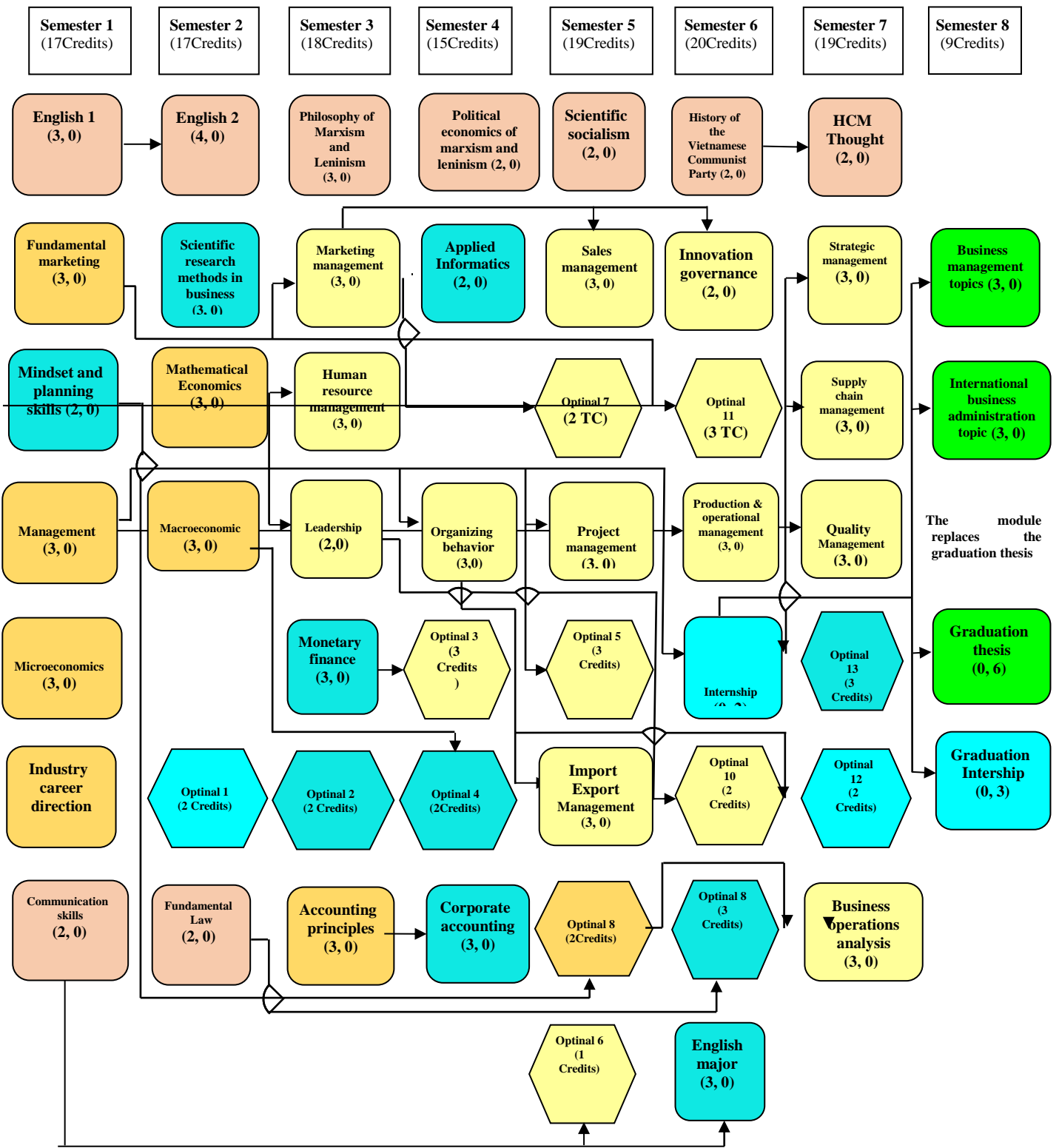
41	Digital Marketing	Semester 5	Specialised Knowledge	2	Mandatory elective																	Y	R												X	E	A	X	E	A															
42	E-commerce	Semester 5	Specialised Knowledge	2	Mandatory elective																																		X	E	A	X	E	A											
43	Digital Business	Semester 5	Specialised Knowledge	2	Mandatory elective																																			X	E	A	X	E	A										
	<i>Elective 8: Choose 1 of 3 courses</i>	Semester 5		2																																			X	R							Y	R							
44	Statistics for business	Semester 5	Fundamental Knowledge	2	Mandatory elective																																				X	R							Y	R					
45	Data analysis for business	Semester 5	Fundamental Knowledge	2	Mandatory elective																																					X	R							Y	R				
46	Management Information System	Semester 5	Fundamental Knowledge	2	Mandatory elective																																							X	R							Y	R		
47	History of Vietnamese Communist Party	Semester 6	General Education Knowledge	2	Compulsory																																											Y	R					Y	R
48	English for Business Administration	Semester 6	Supplementary Knowledge	3	Compulsory																																													X	R			Y	R

49	Innovation Management	Semester 6	Specialised Knowledge	2	Compulsory						X	R						Y	R				X	R		-				
50	Production and Operation Management	Semester 6	Specialised Knowledge	3	Compulsory	X	R											X	R							Y	R			
51	Internship	Semester 6	Specialised Knowledge	2	Compulsory	X	R		Y	R																		Y	E	
	<i>Elective 9: Choose 1 of 2 courses</i>	Semester 6		3												Y	R											X	R	A
52	Business Law	Semester 6	Supplementary Knowledge	3	Mandatory elective											Y	R											X	R	A
53	Tax	Semester 6	Supplementary Knowledge	3	Mandatory elective											Y	R											X	R	A
	<i>Elective 10: Choose 1 of 2 courses</i>	Semester 6		2					X	E	A	X	E			X	E	A												
54	Trade Negotiations	Semester 6	Specialised Knowledge	2	Mandatory elective				X	E	A	X	E			X	E	A												
55	Trade negotiations	Semester 6	Specialised Knowledge	2	Mandatory elective				X	E	A	X	E			X	E	A												
	<i>Elective 11: Choose 1 of 3 courses</i>	Semester 6		3						X	E	A													X	R				

56	Brand Management	Semester 6	Specialised Knowledge	3	Mandatory elective					X	E	A									X	R				
57	Consumer Behaviour	Semester 6	Specialised Knowledge	3	Mandatory elective					X	E	A									X	R				
58	Customer Relationship Management	Semester 6	Specialised Knowledge	3	Mandatory elective					X	E	A									X	R				
59	Ho Chi Minh thought	Semester 7	General Education Knowledge	2	Compulsory									Y	R									Y	R	
60	Supply Chain Management	Semester 7	Specialised Knowledge	3	Compulsory	Y	E			X	E	A							X	E	A	X	E	A		
61	Quality Management	Semester 7	Specialised Knowledge	3	Compulsory	X	E	A											X	E	A				Y	E
62	Strategic Management	Semester 7	Specialised Knowledge	3	Compulsory	X	E	A		X	E	A	Y	E					X	E	A					
63	Business Analysis	Semester 7	Specialised Knowledge	3	Compulsory									X	E	A	Y	E							Y	E
	<i>Elective 12: Choose 1 of 2 courses</i>	Semester 7		2									Y	E							X	E	A	X	E	A

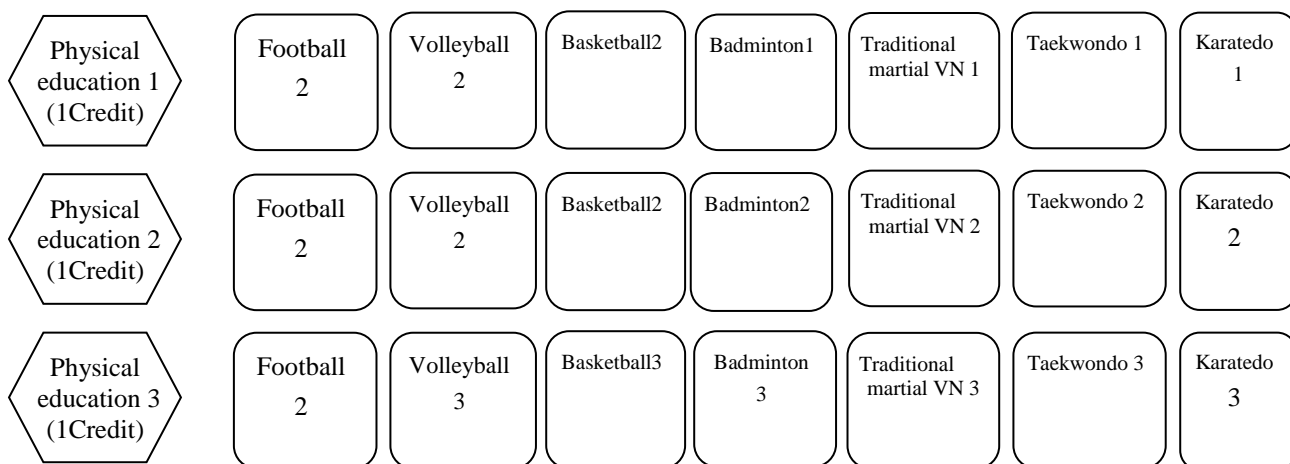
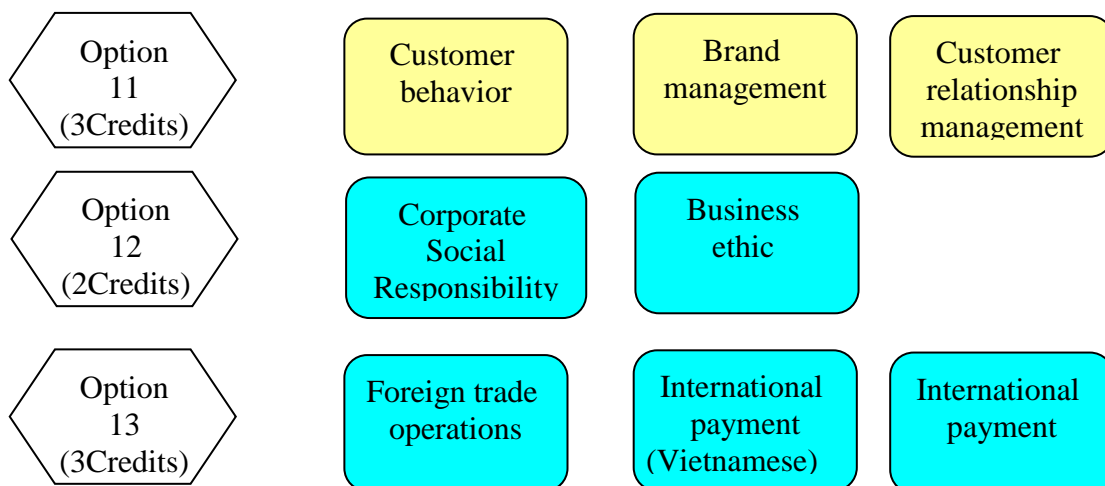
64	Corporate Social Responsibility	Semester 7	Supplementary Knowledge	2	Mandatory elective										Y	E									X	E	A	X	E	A	
65	Business Ethics	Semester 7	Supplementary Knowledge	2	Mandatory elective										Y	E										X	E	A	X	E	A
	<i>Elective 13: Choose 1 of 3 courses</i>	Semester 7		3		Y	E																		X	E	A				
66	Foreign Trade Operations	Semester 7	Supplementary Knowledge	3	Mandatory elective	Y	E																		X	E	A				
67	International Payment	Semester 7	Supplementary Knowledge	3	Mandatory elective	Y	E																		X	E	A				
68	International payment	Semester 7	Supplementary Knowledge	3	Mandatory elective	Y	E																		X	E	A				
69	Graduation Internship	Semester 8	Graduation	3	Compulsory	X	E	A	Y	E											Y	E							X	E	A
	<i>Elective 14: Choose 1 of 2 courses</i>					X	E	A	X	E	A				X	E	A	X	E	A		Y	E		Y	E			X	E	A
70	Graduate Dissertation	Semester 8	Graduation	6	Mandatory elective																										
	<i>Replace Graduate Dissertation</i>																														
71	Profession of corporate governance	Semester 8	Graduation	3	Mandatory elective	X	E	A	X	E	A							X	E	A					Y	E					

9. ACADEMIC CURRICULUM TREE





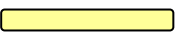

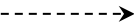


List of optional courses:

Option 1 (2Credits)	Event holding (Vietnamese)	Event holding	
Option 2 (2Credits)	Economic development	International economy	Green economy
Option 3 (3Credits)	Financial management (Vietnamese)	Financial management	
Option 4 (2Credits)	Stock analysis and investment	Business operations analysis	Manage personal finance
Option 5 (3Credits)	Entrepreneurship (Vietnamese)	Entrepreneurship	
Option 6 (1Credits)	Career reality	Business dialogue	
Option 6 (2Credits)	Digital Marketing	E-commerce	Digital business
Option 8 (2Credits)	Business statistics	Data analysis in business	Management information systems
Option 9 (3Credits)	Taxes	Business Law	
Option 10 (2Credits)	Trade negotiations (Vietnamese)	Trade negotiations	



Chú thích:

	Education fundamental knowledge		Complementary knowledge
	Basic industry and sector knowledge		Graduation thesis, alternative coursework
	Industry knowledge and expertise (if any)		Prerequisite courses
Course name (x,y)	x: Number of theoretical credits y: Number of experimental, practical credits		Previous courses

10. TEACHING METHODS - LEARNING AND ASSESSMENT, EVALUATION

10.1. Teaching methods

❖ *Teaching methods*¹

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

- *Direct instruction:*

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

- *Indirect instruction:*

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

- *Experiential learning:*

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

- *Interactive instruction:*

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

- *Self-learning:*

Self-study is understood as all learner learning activities carried out by individual learners with little or no guidance from teachers. This is a process that helps learners orient their learning according to their own learning experiences, have autonomy and control their learning activities through exercises, projects or problems that the teacher Suggestions and instructions

¹ Detailed teaching and learning methods: Appendix 8

in class. The learning method following this strategy is mainly the Work Assignment method and Self-Directed Learning method.

Table 11. Compatibility between Teaching Methods and Program Learning Outcomes (PLOs)

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

❖ **Improving the Quality of Teaching**

- *Emphasising the use of teaching methods that focus on developing learners' capabilities and maximising their positive, creative, and proactive qualities:*

To achieve this, instructors must promote psychological functions, independent thinking abilities, and creativity by creating opportunities for students to discuss and present their perspectives and thoughts on relevant course-related issues. It is important to coordinate different teaching methods appropriately tailored to the specific learner groups and contexts, enabling learners to actively organise their research and learning, actively seek knowledge, explore, and acquire the required knowledge and skills based on the course's learning outcomes.

- Optimising facilities, teaching and learning resources:

The institution needs to have investment plans and effectively utilise facilities, resources, and materials to support the teaching, scientific research, and learning activities of instructors and students. Strengthening and expanding cooperation between the institution and production facilities, institutes, universities, organisations, and individuals both domestically and internationally to create favourable conditions and mobilise resources for the construction, application, and effective use of modern facilities, technology, and advanced education and training methods to enhance the quality of education.

- Preparation of instructors:

Teachers need to prepare teaching materials, study guides, and teaching aids (if necessary). For online teaching, it is necessary to determine the means to organise teaching and learning activities, including textbooks, learning management systems, electronic learning materials, supplemental materials, laboratories, computer rooms, etc.

10.2. Extracurricular activities:

Extracurricular activities refer to activities or courses implemented outside the training program's regular curriculum. These activities are usually voluntary and based on individual needs, abilities, and preferences. Learners are free to choose from a variety of different activities such as sports/cultural activities, student scientific research, entrepreneurship and innovation competitions, debates, presentations, events, festivals, volunteer work (green summer), blood donation, activities for the poor, and other activities that enhance soft skills. The compatibility between extracurricular activities and the educational philosophy and learning outcomes is reflected in Appendix 9.

10.3. Assessment and evaluation methods:

** Grading scale:*

A 10-point grading scale is used for all assessment forms in the courses.

** Assessment methods, criteria, and weight:*

a) Theoretical courses:

Bảng 12. Forms, Evaluation Criteria, and Weighting of Assessment Components

Assessment Component	Assessment Activities	Assessment Form	Evaluation Criteria	Weight (%)	CDR HP (CLOs)
Formative assessment (%) (Appropriate options may vary depending on the course)	Assessment 1	Designed diversely to assess the level of achievement of learning outcomes, such as multiple-choice, essay, group	Correct answers or requirements specified by the teaching instructor regarding content and	... %	(not used for CLO assessment)
	Assessment 2			... %	(not used for CLO assessment)

	(*) <i>Midterm Exam (if applicable for formative assessment)</i>	assignments, group discussions, practical exercises, experiments, essays, etc. (may vary depending on the course)	presentation format of written work/presentations.	... %	(not used for CLO assessment)
Summative assessment (%) ² (Appropriate options may vary depending on the course)	(*) <i>Midterm Exam (%) (if applicable for summative assessment)</i>			... %	CLO ...
	Final Exam (%)			... %	CLO ...
				... %	CLO ...

b) Practical Courses:

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

c) Comprehensive Internship, Graduation Internship:

50% process score; 50% interview score.

d) Thesis Course:

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

*** Assessment Methods**

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

Interpretation to describe the assessment methods as in the table:

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

Assessment Methods	Program Learning Outcomes (PLOs)								
	1	2	3	4	5	6	7	8	9
I. Process Assessment									
1. Quick Test									
2. Homework Assignments									
3. Discussion									
4. Skills-based Exercises									

² *Summative Assessment with a minimum weightage of 70%*

5. Question and Answer									
6. Essay									
7. Practical Assessment									
8. Presentation									
9. Group Exercises									
10. Objective Multiple-Choice Test									
11. Project Work									
II. Summative Assessment									
12. Essay (closed or open-ended)	x			x	x			x	
13. Objective Multiple-Choice Test				x					
14. Skills-based Exercises									
15. Question and Answer		x		x				x	
16. Essay	x			x	x		x		
17. Practical Assessment	x					x			
18. Report (written content and question and answer)	x	x				x	x	x	x
19. Group Exercises			x	x			x		
20. Project Work	x	x	x	x	x	x	x	x	x

Guidelines for implementing the assessment methods can be found in Appendix 10.

11. BRIEF DESCRIPTION OF COURSES

The Business Administration program consists of 72 courses, including elective and compulsory courses, described in detail in Appendix 11.

12. FACULTY AND SUPPORTING STAFF

The program's faculty consists of 14 full-time lecturers. Additionally, faculty members from the Department, the University, and guest lecturers from collaborative programs between Quy Nhon University and other universities nationwide (Appendix 12).

13. INFRASTRUCTURE, TECHNOLOGY, AND LEARNING MATERIALS

13.1. Infrastructure

Table 14. Infrastructure and Equipment for Implementing the Business Administration Training Program

No.	Catalogue	Quantity	Construction floor area (m2)	Course/Subject	Usage period (semester, academic year)	Ghi chú
1	Halls, lecture halls, classrooms of various types, multipurpose rooms, offices of professors, associate professors, and tenured lecturers					
1.1	Halls, classrooms with over 200 seats	03	300	Common course/subjects	Semesters 1, 2, 3, 4	
1.2	Classrooms with 100 - 200 seats	02	150	Foundational theoretical course/subjects for the major	Semesters 1, 2, 3, 4, 5	
1.3	Classrooms with 50 - 100 seats	05	100	Foundational theoretical course/subjects for the major	Semesters 1, 2, 3, 4, 5	
1.4	Classrooms with under 50 seats	05	60	Major-specific course modules/subjects	Semesters 6,7, 8	
1.5	Multimedia classrooms	05	100	Major-specific and foreign languages course /subjects	The entire course	
1.6	Offices of professors, associate professors, and tenured lecturers	0	0			
2	Library, learning resource centre	3	3,339	All courses/subjects	The entire course	
3	Research centres, laboratories, experimental facilities, facilities of practice, internships, and training	4	580	Financial management, E-commerce, Business data analysis, Principles of accounting, Event holding,	The entire course	

No.	Catalogue	Quantity	Construction floor area (m2)	Course/Subject	Usage period (semester, academic year)	Ghi chú
				Communication skills, Introductory computer science, Management information systems		

13.2. Online training technology

Table 15. Research centres, laboratories, experiments, practice facilities, internships, and training required for Business Administration training

Catalogue of support for research, experiments, practice, internships, and training					Names of courses/subjects that use the equipment	Usage period (semester, academic year)	Number of students/machines, equipment	Note
No.	Names, devices, symbols, and purposes of use	Country of origin, year of manufacture	Quantity	Unit				
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
1	Multifunctional classroom - <i>Interactive whiteboard</i> - <i>Sound system</i>	2020	05 05	Item	All courses	All courses	Shared	
2	Foreign Language Classroom 1 - <i>LED TV</i> - <i>Video camera</i> - <i>Computer/Headphones</i> - <i>Management software</i>	2020	01 01 41 01	Item	Foreign Language course	All courses	Shared	

3	Finance and Business Practice Lab <i>- Desktop computers</i>	2020	25	Item	Financial Management, Electronic Commerce, Business Data Analysis, Import-Export Management	All courses	01 person/machine	
4	Accounting Practice Lab <i>-Desktop computers</i>	2020	25	Item	Principles of Accounting	All courses	01 person/machine	
5	"Tourism and Hospitality Services Training Center <i>- LED TV</i> <i>- Desktop computers</i>	2020 2020	04 02	Item	Event Organization, Communication Skills	All courses	01 person/machine	
6	"Computer Practice Lab <i>- Desktop computers</i>	2020	90	Item	Fundamentals of Computer Science, Management	All courses	01 person/machine	

13.3. Learning materials

The learning materials system for the Business Administration major includes a diverse range of books, textbooks, and references in Vietnamese and English (Appendix 23).

14. INTERNATIONAL COOPERATION

14.1. With training institutions

Quy Nhon University has signed cooperation agreements with many domestic and foreign agencies and educational institutions to support the university's training activities. Educational institutions that have participated in the Bachelor of Business Administration program include those in the following fields:

- Invite lecturers to participate in teaching;
- Provide feedback on the development of training programs;
- Cooperate in the field of scientific research and technology transfer, and jointly implement scientific and technological research projects;
- Participate in scientific conferences and seminars;
- Publish scientific articles in journals and printed materials, publish textbooks, reference books, and monographs for teaching and learning;
- Exchange students and student extracurricular activities;

14.2. With businesses and other partners

As of May 2023, Quy Nhon University has established partnerships with 477 agencies and businesses in Binh Dinh province, the Central Highlands region, and nationwide (Appendix 14). The contents of the cooperation agreements relate to:

- Training;
- Providing internship locations; Visits, surveys, and learning experiences;
- Professional and technical training;
- Scientific research and technology transfer;
- Community service;
- Supporting student entrepreneurship activities; Seeking scholarships for students;
- Recruiting.

15. SCIENTIFIC RESEARCH BY LECTURERS AND STUDENTS

15.1. Scientific Research by Lecturers

In addition to teaching activities, lecturers also participate in scientific research. The scientific research activities include:

* Lecturers presiding over and participating in scientific research projects:

- National-level projects;
- Ministerial-level and equivalent projects;
- University-level projects.

* Publishing scientific research results in the following forms:

- Scientific articles published in domestic and international specialised journals;

- Scientific articles accepted at domestic and international academic conferences;
- Writing and publishing books for education, including monographs, references, study guides, and case studies for teaching;
- Other scientific activities: including reporting activities at specialised scientific seminars at the Department level; guiding students in scientific research at all levels.

15.2. Scientific Research by Students

Scientific research activities of Business Administration students include:

- Students are responsible for or participate in research projects under the guidance of lecturers;
 - Participating in academic seminars, academic clubs, and academic competitions organised by the Department, Faculty, Union, or in collaboration with external organisations;
 - Research projects and studies conducted by students under the guidance of faculty participating in student scientific research awards at the Faculty, University, City, Provincial, and Ministerial levels;
 - Publishing research results, applying research findings to economic and social practice in other officially recognized forms;
 - Other scientific research activities.

16. GUIDELINES FOR IMPLEMENTING TRAINING PROGRAMS

- This training program will be applied to Business Administration students starting from the 2024 admission period.
 - The training process is based on the designed curriculum, training objectives, target audience, manpower requirements, and specific training requirements. For elective subjects, based on the actual situation of development trends and social needs, the Faculty will advise students on choosing appropriate modules.
 - The Head of Department is responsible for organising and guiding the principles for developing detailed syllabi to ensure that objectives, content, and requirements are met, while also satisfying the needs of learners and society.
 - The training program will be reviewed and updated at least every 5 years to meet the development of the Business Administration industry and be in line with the needs of socio-economic development./.

Binh Dinh, 2024

**HEAD OF THE DEPARTMENT OF
MANAGEMENT TRAINING
PROGRAM**

**HEAD OF THE
UNIVERSITY TRAINING
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RECTOR

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