**PROGRAMME SPECIFICATION**Training major: **BACHELOR OF BUSINESS ADMINISTRATION**

Training level: Bachelor  
 Major code: **52340101**   
Date revised: August 2020

1. **Awarding institution:**Lac Hong University
2. **Name of the final award:**

Bachelor of Business Administration

1. **Mode of study: Full time**Type of study: Campus based
2. **Training time: 3.5 years**The normal period of study for a full-time bachelor’s degree is three years and the maximum period is six years
3. **Admission criteria:**

Math, Physics, Chemistry (A00) Math, Physics, English (A01)

Math, Literature, English (D01) Literature, History, Geography (C00)

1. **Programme objectives:**

Within 3-5 years after graduation, our BA graduates will be able to:

PEO1: organize and coordinate tasks professionally in the field of BA such as sales representative, business executive, business supervisor, recruitment specialist, production management and quality management;

PEO2: start their own business and manage their business in different business environments;

PEO 3: develop their lifelong-learning capabilities to access new knowledge.

**PLOs:**

PLO1: apply knowledge of natural sciences and social sciences to solve effective practical situations in BA discipline.

PLO2: evaluate changes and fluctuations in the domestic and international business environments to support companies in effectively implementing business strategies.

PLO3: analyze resources in production processes (such as human, material ones) to arrange and effectively assign producing activities.

PLO4: deploy commercial activities to each customer group as required.

PLO5: propose feasible solutions to improve business performance.

PLO6: carry out effective decisions to solve problems in practical business activities.

PLO7: effectively present their ideas in verbal, graphical and written communication.

PLO8: express professional ethics and social responsibility of entrepreneurs.

PLO9: create a habit of self-study and lifelong research.

1. **Programme structures:**

The programme structure comprises of the following 7 semesters.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject code** | **SUBJECT** | **Number of Credits** | | | | **No of periods** | **Practice teaching** |
| **Total credits** | **Theory** | **Practice** | **Exercise** |
| 125045 | Fundamentals of Economic | 3 | 2 | 0 | 1 | 60 | 60 |
| 102063 | Philosophy of Marxism and Leninism | 3 | 3 | 0 | 0 | 45 | 15 |
| 102064 | Political economics of Marxism and Leninism | 2 | 2 | 0 | 0 | 30 | 15 |
| 102065 | Scientific socialism | 2 | 2 | 0 | 0 | 30 | 15 |
| 100002 | Principles of Marketing | 2 | 1 | 0 | 1 | 45 | 45 |
| 100003 | Fundamentals of Management | 3 | 3 | 0 | 0 | 45 | 45 |
| 102027 | Calculus C | 3 | 2 | 0 | 1 | 60 | 60 |
| 102055 | English 1 | 2 | 2 | 0 | 0 | 30 | 30 |
| **Total Semester 1** | | **20** | **17** | **0** | **4** | **375** | **315** |
| 125042 | Business Cultures | 3 | 3 | 0 | 0 | 45 | 45 |
| 102037 | Probability and Mathematical Statistics | 2 | 1 | 1 | 0 | 60 | 60 |
| 102006 | General Laws | 2 | 2 | 0 | 0 | 30 | 30 |
| 125034 | Monetary and Finance | 3 | 3 | 0 | 0 | 45 | 45 |
| 125033 | Fundamentals of Accounting | 2 | 1 | 0 | 1 | 45 | 45 |
| 102014 | General Informatics | 3 | 2 | 1 | 0 | 75 | 60 |
| 102056 | English 2 | 2 | 1 | 0 | 1 | 45 | 45 |
| **Total Semester 2** | | **17** | **13** | **2** | **3** | **375** | **360** |
| 100007 | Statistics Theory | 2 | 1 | 0 | 1 | 45 | 45 |
| 102007 | Linear Programming | 3 | 3 | 0 | 0 | 45 | 45 |
| 100010 | Tax | 2 | 1 | 0 | 1 | 45 | 45 |
| 125058 | Start-up | 2 | 2 | 0 | 0 | 30 | 30 |
| 125059 | Leadership | 2 | 2 | 0 | 0 | 30 | 30 |
| 125020 | Marketing Management | 2 | 1 | 0 | 1 | 45 | 45 |
| 102057 | English 3 | 2 | 1 | 0 | 1 | 45 | 45 |
| **Elective Subject (Choose 1 of 2 subjects)** | | |  |  |  |  |  |
| 125026 | International Payment | 2 | 1 | 0 | 1 | 45 | 45 |
| 100004 | International Economic | 2 | 1 | 0 | 1 | 45 | 45 |
| **Total Semester 3** | | **17** | **12** | **0** | **6** | **360** | **360** |
| 125062 | Applied computing for economic | 2 | 1 | 0 | 1 | 45 | 45 |
| 125019 | International business Management | 3 | 3 | 0 | 0 | 45 | 45 |
| 125021 | Human resource Management | 2 | 1 | 0 | 1 | 45 | 45 |
| 125004 | Managerial Accounting | 2 | 1 | 0 | 1 | 45 | 45 |
| 125010 | Export-Import Operation | 2 | 1 | 0 | 1 | 45 | 45 |
| 125015 | Quality Management | 2 | 1 | 0 | 1 | 45 | 45 |
| 102033 | Ho Chi Minh Ideology | 2 | 2 | 0 | 0 | 30 | 15 |
| 102058 | English 4 | 2 | 1 | 0 | 1 | 45 | 45 |
| **Elective Subject (Choose 1 of 2 subjects)** | | |  |  |  |  |  |
| 125027 | Stock Market | 2 | 1 | 0 | 1 | 45 | 45 |
| 125005 | Negotiating and Contract Drafting skills | 2 | 1 | 0 | 1 | 45 | 45 |
| **Total Semester 4** | | **19** | **12** | **0** | **6** | **390** | **375** |
| 102066 | Viet Nam Communist Party History | 2 | 2 | 0 | 0 | 30 | 15 |
| 125048 | Scientific research Methodology | 3 | 3 | 0 | 0 | 45 | 45 |
| 125029 | E-commerce | 2 | 1 | 0 | 1 | 45 | 45 |
| 125052 | Start-up and application | 2 | 1 | 0 | 1 | 45 | 45 |
| 125016 | Strategic Management | 3 | 3 | 0 | 0 | 45 | 45 |
| 125024 | Financial Management | 2 | 1 | 0 | 1 | 45 | 45 |
| 125055 | Information System Organization in business | 2 | 2 | 0 | 0 | 30 | 30 |
| 102059 | English 5 | 2 | 1 | 0 | 1 | 45 | 45 |
| **Elective Subject (Choose 1 of 2 subjects)** | | |  |  |  |  |  |
| 125053 | Economic Law | 2 | 2 | 0 | 0 | 30 | 30 |
| 125046 | Organization Behavior | 2 | 2 | 0 | 0 | 30 | 30 |
| **Total Semester 5** | | **20** | **16** | **0** | **4** | **360** | **345** |
| 125056 | English for BA | 3 | 3 | 0 | 0 | 45 | 45 |
| 125011 | Business operation Analysis | 2 | 1 | 0 | 1 | 45 | 45 |
| 125018 | Project Management | 2 | 1 | 0 | 1 | 45 | 45 |
| 125017 | Supply chain Management | 2 | 1 | 0 | 1 | 45 | 45 |
| 125023 | Production management | 2 | 1 | 0 | 1 | 45 | 45 |
| 125057 | Risk Management | 2 | 2 | 0 | 0 | 30 | 30 |
| 102060 | English 6 | 2 | 1 | 0 | 1 | 45 | 45 |
| **Elective Subject (Choose 1 of 2 subjects)** | | |  |  |  |  |  |
| 128018 | Labor Law | 2 | 1 | 0 | 1 | 45 | 45 |
| 125035 | International Marketing | 2 | 1 | 0 | 1 | 45 | 45 |
| **Total Semester 6** | | **17** | **11** | **0** | **6** | **345** | **345** |
| 22222 | Graduation Thesis | 10 | 0 | 10 | 0 | 150 | 150 |
| **Total Semester 7** | | **10** | **0** | **10** | **0** | **150** | **150** |
| **Total Full Course** | | **120** | **81** | **12** | **29** | **2655** | **2550** |

1. **Mapping of courses to PLOs**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Subject code** | **SUBJECT** | **PLOs** | | | | | | | | |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** |
| 1 | 125045 | Fundamentals of Economic | 4 | 2 | 2 | 2 | 1 | 1 | 3 | 2 | 3 |
| 2 | 102063 | Philosophy of Marxism and Leninism | 1 | 1 | 3 | 1 | 1 | 1 | 3 | 2 | 4 |
| 3 | 102064 | Political economics of Marxism and Leninism | 1 | 1 | 3 | 1 | 1 | 1 | 3 | 2 | 4 |
| 4 | 102065 | Scientific socialism | 1 | 1 | 3 | 1 | 1 | 1 | 3 | 2 | 4 |
| 5 | 100002 | Principles of Marketing | 2 | 2 | 3 | 4 | 2 | 3 | 2 | 2 | 2 |
| 6 | 100003 | Fundamentals of Management | 3 | 4 | 2 | 1 | 2 | 3 | 2 | 2 | 2 |
| 7 | 102027 | Calculus C | 2 | 2 | 4 | 1 | 3 | 2 | 1 | 1 | 3 |
| 8 | 102055 | English 1 | 2 | 2 | 1 | 3 | 1 | 1 | 3 | 1 | 4 |
| 9 | 125065 | Business Cultures | 3 | 2 | 2 | 1 | 1 | 2 | 3 | 4 | 2 |
| 10 | 102037 | Probability and Mathematical Statistics | 2 | 2 | 4 | 1 | 3 | 2 | 1 | 1 | 2 |
| 11 | 102006 | General Laws | 2 | 3 | 1 | 2 | 1 | 2 | 2 | 4 | 2 |
| 12 | 125063 | Monetary and Finance | 3 | 4 | 2 | 1 | 1 | 3 | 2 | 2 | 2 |
| 13 | 125033 | Fundamentals of Accounting | 3 | 2 | 1 | 1 | 1 | 4 | 2 | 3 | 1 |
| 14 | 102014 | General Informatics | 2 | 1 | 2 | 1 | 1 | 1 | 4 | 1 | 3 |
| 15 | 102056 | English 2 | 2 | 2 | 1 | 3 | 1 | 1 | 3 | 1 | 4 |
| 16 | 100007 | Statistics Theory | 4 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 3 |
| 17 | 102007 | Linear Programming | 2 | 3 | 4 | 1 | 3 | 2 | 1 | 1 | 2 |
| 18 | 100010 | Tax | 4 | 3 | 1 | 2 | 1 | 3 | 2 | 2 | 2 |
| 19 | 125058 | Start-up | 2 | 2 | 3 | 2 | 4 | 2 | 2 | 2 | 2 |
| 20 | 125059 | Leadership | 2 | 2 | 3 | 3 | 2 | 1 | 2 | 4 | 1 |
| 21 | 125020 | Marketing Management | 2 | 3 | 1 | 4 | 3 | 2 | 2 | 2 | 1 |
| 22 | 102057 | English 3 | 2 | 2 | 1 | 3 | 1 | 1 | 4 | 1 | 3 |
| 23 | 125026 | **International Payment** | 2 | 4 | 2 | 3 | 1 | 2 | 2 | 3 | 2 |
| 24 | 100004 | **International Economic** | 2 | 4 | 1 | 2 | 2 | 2 | 2 | 3 | 3 |
| 25 | 125062 | Applied computing for economic | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 |
| 26 | 127026 | International business Management | 4 | 3 | 1 | 1 | 3 | 2 | 2 | 3 | 2 |
| 27 | 125021 | Human resource Management | 2 | 2 | 4 | 1 | 1 | 3 | 2 | 3 | 3 |
| 28 | 125004 | Managerial Accounting | 4 | 2 | 2 | 1 | 3 | 2 | 2 | 2 | 1 |
| 29 | 125054 | Export-Import Operation | 2 | 3 | 3 | 4 | 2 | 3 | 2 | 2 | 2 |
| 30 | 125015 | Quality Management | 3 | 3 | 2 | 1 | 2 | 3 | 2 | 4 | 2 |
| 31 | 102033 | Ho Chi Minh Ideology | 1 | 1 | 3 | 1 | 1 | 1 | 3 | 2 | 4 |
| 32 | 102058 | English 4 | 2 | 2 | 1 | 3 | 1 | 1 | 4 | 1 | 3 |
| 33 | 125027 | **Stock Market** | 1 | 3 | 1 | 1 | 2 | 4 | 2 | 2 | 3 |
| 34 | 125005 | **Negotiating and Contract Drafting skills** | 3 | 2 | 1 | 2 | 1 | 3 | 4 | 2 | 2 |
| 35 | 102001 | Viet Nam Communist Party History | 1 | 1 | 3 | 1 | 1 | 1 | 3 | 2 | 4 |
| 36 | 125048 | Scientific research Methodology | 3 | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 4 |
| 37 | 125029 | E-commerce | 3 | 3 | 2 | 4 | 3 | 2 | 3 | 2 | 2 |
| 38 | 125052 | Start-up and application | 2 | 2 | 3 | 2 | 4 | 2 | 2 | 2 | 2 |
| 39 | 125016 | Strategic Management | 2 | 4 | 2 | 1 | 4 | 2 | 2 | 3 | 2 |
| 40 | 125024 | Financial Management | 2 | 3 | 2 | 4 | 2 | 2 | 1 | 2 | 3 |
| 41 | 125055 | Information System Organization in business | 3 | 3 | 2 | 3 | 2 | 4 | 2 | 3 | 2 |
| 42 | 102059 | English 5 | 2 | 2 | 1 | 3 | 1 | 1 | 4 | 1 | 3 |
| 43 | 125053 | Economic Law | 3 | 2 | 1 | 1 | 1 | 2 | 2 | 4 | 2 |
| 44 | 125046 | Organization Behavior | 1 | 2 | 3 | 1 | 2 | 2 | 1 | 4 | 1 |
| 45 | 125056 | English for BA | 3 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 3 |
| 46 | 125011 | Business operation Analysis | 3 | 1 | 4 | 2 | 2 | 4 | 2 | 1 | 2 |
| 47 | 125018 | Project Management | 1 | 2 | 3 | 1 | 4 | 2 | 2 | 2 | 3 |
| 48 | 125017 | Supply chain Management | 1 | 3 | 3 | 2 | 2 | 4 | 1 | 2 | 2 |
| 49 | 125023 | Production management | 2 | 3 | 4 | 1 | 3 | 2 | 2 | 2 | 1 |
| 50 | 125057 | Risk Management | 3 | 1 | 2 | 1 | 2 | 4 | 2 | 2 | 3 |
| 51 | 102060 | English 6 | 2 | 2 | 1 | 3 | 1 | 1 | 4 | 1 | 3 |
| 52 | 128018 | Labor Law | 4 | 1 | 1 | 1 | 2 | 2 | 1 | 2 | 1 |
| 53 | 125035 | International Marketing | 2 | 3 | 3 | 4 | 3 | 2 | 2 | 2 | 2 |
| 54 | 22222 | Graduate thesis (Scientific research report) | 3 | 4 | 4 | 2 | 2 | 4 | 4 | 3 | 3 |
| Graduation thesis (Graduate internship report) | 2 | 4 | 3 | 2 | 2 | 4 | 4 | 3 | 2 |

*Convention:*

1. *Not related to output standards*
2. *Relevancy is low*
3. *Medium relevance*
4. *Relevance at a high level*

**Note**: Bold colored subjects are electives within the same semester. Students can choose 1 of the 2 subjects to study in each semester.

1. **Mapping of teaching and learning methods to achieve PLOs**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Knowledge** | | | | | | **Skill** | | | | | | | | **Attitude** | | | |
| ***General subject*** | |  | |  | |  | |  | |  | |  | |  | |  | |  |
| **Subjects** | **PLOs** | | | | | | | | | | | | | | | | | |
| **PLO1 (K3)** | | **PLO2 (K5)** | | **PLO3(K4)** | | **PLO4 (S3)** | | **PLO5 (S7)** | | **PLO6 (S5)** | | **PLO7 (S4)** | | **PLO8 (A4)** | | **PLO9 (A5)** | |
|
| Scientific socialism | 1 | |  | |  | |  | |  | |  | |  | | 1;4 | | 4 | |
| English 1 |  | |  | |  | | 1; 5; 14 | |  | |  | | 1; 5; 14 | |  | | 1; 5 | |
| English 2 |  | |  | |  | | 1; 5; 14 | |  | |  | | 1; 5; 14 | |  | | 1; 5 | |
| English 3 |  | |  | |  | | 1; 5; 14; 20 | |  | |  | | 1; 5; 14; 20 | |  | | 1; 5; 14 | |
| English 4 |  | |  | |  | | 1; 5; 17; 20 | |  | |  | | 1; 5; 17; 20 | |  | | 1; 5; 14 | |
| English 5 |  | |  | |  | | 1; 5; 17; 20 | |  | |  | | 1; 5; 17; 20 | |  | | 1; 5,17 | |
| English 6 |  | |  | |  | | 1; 5; 17; 19 | |  | |  | | 1; 5; 17; 19 | |  | | 1; 5; 17 | |
| Political economics of Marxism and Leninism | 1 | |  | |  | |  | |  | |  | |  | | 1,4 | | 1 | |
| Viet Nam Communist Party History | 1 | |  | |  | |  | |  | |  | |  | | 4 | | 1 | |
| Probability and Mathematical Statistics | 1 | |  | | 1,14 | |  | |  | | 4; 14 | |  | |  | |  | |
| General Laws | 1 | |  | |  | |  | |  | | 1,4 | | 1,17 | | 1.4 | |  | |
| Linear Programming | 1 | |  | | 1 | |  | |  | | 4; 14 | |  | |  | |  | |
| General Informatics | 1,4 | | 1,14 | |  | |  | | 1,17 | | 4,14 | |  | |  | |  | |
| Calculus C | 1 | |  | | 1 | |  | |  | | 4; 14 | |  | |  | |  | |
| Philosophy of Marxism and Leninism | 1 | | 4 | |  | |  | |  | |  | |  | | 4 | |  | |
| Ho Chi Minh Ideology | 1;4 | |  | |  | |  | |  | |  | |  | | 4 | |  | |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Fundamental subject** | |  |  |  |  |  |  |  |  |  |
| **PLOs** | | | | | | | | | | |
| **No.** | **Subjects** | **PLO1 (K3)** | **PLO2 (K5)** | **PLO3(K4)** | **PLO4 (S3)** | **PLO5 (S7)** | **PLO6 (S5)** | **PLO7 (S4)** | **PLO8 (A4)** | **PLO9 (A5)** |
| 1 | Organization Behavior |  |  | 1; 4 |  |  |  |  | 1; 2 |  |
| 2 | Fundamentals of Economic | 1; 9 |  |  |  |  |  | 1; 3 |  |  |
| 3 | International Economic |  | 1; 9 |  |  |  |  |  | 1 | 20 |
| 4 | Negotiating and Contract Drafting skills | 1 |  |  |  |  | 1; 19 | 1; 20 |  |  |
| 5 | Economic Law | 1; 6 |  |  |  |  |  |  |  |  |
| 6 | Labor Law | 1; 6 |  |  |  |  |  |  |  |  |
| 7 | Principles of Marketing |  |  | 1; 4; 9 | 4; 9; 20 |  | 6; 9; 20 |  |  |  |
| 8 | International Marketing |  | 1; 4 | 1; 9 | 12; 16 | 20 |  |  |  |  |
| 9 | Fundamentals of Accounting | 1 |  |  |  |  | 4; 14 |  | 20 |  |
| 10 | Statistics Theory | 1; 7 |  |  |  |  |  |  |  | 20 |
| 11 | Fundamentals of Management | 1 | 1; 12 |  |  |  | 4; 14 |  |  |  |
| 12 | Monetary and Finance | 1; 4 | 1; 9 |  |  |  | 14; 20 | 4; 14 |  | 20 |
| 13 | International Payment |  | 1; 13 |  | 1; 9 |  |  |  | 20 |  |
| 14 | Stock Market |  | 1; 4 |  |  |  | 20 |  |  | 20 |
| 15 | Tax | 1 | 1; 17 |  |  |  | 20 |  |  |  |
| 16 | Applied computing for economic | 1; 7 |  |  |  |  |  |  |  | 20 |

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| **Specialized subjects** | |  |  |  |  |  |  |  |  |  |
|  |  | **PLOs** | | | | | | | | |
| **No.** | **Subjects** | **PLO1 (K3)** | **PLO2 (K5)** | **PLO3(K4)** | **PLO4 (S3)** | **PLO5 (S7)** | **PLO6 (S5)** | **PLO7 (S4)** | **PLO8 (A4)** | **PLO9 (A5)** |
| 1 | English for BA |  | 17; 20 |  |  |  |  | 17; 19 |  | 20 |
| 2 | Graduate thesis (Scientific research report) | 1; 8 | 4; 14 | 14 |  |  | 8; 16 | 20; 13 | 20 | 20 |
| 3 | Graduation thesis (Graduate internship report) | 1; 8 | 4; 14 |  | 20 | 8; 16 |  | 20; 13 |  |  |
| 4 | Managerial Accounting | 1; 20 |  |  |  | 1; 4; 14 |  |  |  |  |
| 5 | Start-up and application | 1 |  | 1; 12 |  |  | 12; 20 |  |  |  |
| 6 | Start-up |  |  | 9; 16 |  | 8; 16 |  |  |  | 20 |
| 7 | Leadership |  |  | 1; 9 | 1; 13 |  |  |  | 20 |  |
| 8 | Export-Import Operation |  | 1 | 1; 4 | 15; 20; 4 |  | 15; 4 |  |  |  |
| 9 | Business operation Analysis | 1; 7 |  | 1; 12; 13 |  |  |  |  |  |  |
| 10 | Scientific research Methodology | 1; 4 |  |  |  |  |  |  |  | 20 |
| 11 | Quality Management | 1 | 1; 14 |  |  |  | 4; 14 |  | 4; 14 |  |
| 12 | Strategic Management |  | 1; 14 |  |  | 1; 4; 14 |  |  | 14 |  |
| 13 | Supply chain Management |  | 1; 4 | 1; 14 |  |  | 14; 20 |  |  |  |
| 14 | Project Management |  |  | 1; 9 |  | 14; 2 |  |  |  | 20 |
| 15 | International business Management | 4; 5 | 9; 11 |  |  | 20 |  |  | 20 |  |
| 16 | Marketing Management |  | 1; 4 |  | 14; 20 | 20 |  |  |  |  |
| 17 | Human resource Management | 1 | 1; 4 | 1; 16 |  |  |  |  |  |  |
| 18 | Risk Management | 1 |  |  |  |  | 19; 2 |  |  | 20 |
| 19 | Production management |  | 1; 4 | 1; 14; 20 |  | 4; 14 |  |  |  |  |
| 20 | Financial Management | 1; 5 |  | 1; 12; 13 |  |  |  |  |  | 20 |
| 21 | E-commerce | 1 | 1; 14 |  | 16 | 1; 9 |  | 4; 14 |  |  |
| 22 | Information System Organization in business | 1; 4 | 1; 4 |  | 4; 14 |  | 14; 20 | 9; 14 | 14 | 20 |
| 23 | Business Cultures | 1 |  |  |  |  |  | 4 | 20 | 5 |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **The teaching methods** | **PLO1** | **PLO2** | **PLO3** | **PLO4** | **PLO5** | **PLO6** | **PLO7** | **PLO8** | **PLO9** |
| 1 | Lecture | x | x | x | x | x | x | x | x | x |
| 2 | Forecast | x |  |  |  |  |  |  |  |  |
| 3 | Graph | x |  |  |  |  |  |  |  |  |
| 4 | Presentation by powerpoint | x |  |  |  |  |  |  |  |  |
| 5 | Work Assignment | x |  |  |  |  |  |  |  |  |
| 6 | Problem set | x |  |  |  |  |  |  |  |  |
| 7 | Date manipulation | x |  |  |  |  |  |  |  |  |
| 8 | Fieldwork/Practicum Tests |  | x |  |  |  |  |  |  |  |
| 9 | Group Discussion |  | x |  |  |  |  |  |  |  |
| 10 | Argument |  | x |  |  |  |  |  |  |  |
| 11 | Analyze research |  |  | x |  |  |  |  |  |  |
| 12 | Comparison |  |  | x |  |  |  |  |  |  |
| 13 | Report |  |  | x |  |  |  |  |  |  |
| 14 | Problem Exercise |  |  | x |  |  |  |  |  |  |
| 15 | Drill and Practice |  |  |  | x |  |  |  |  |  |
| 16 | Flipped Class |  |  |  |  | x |  |  |  |  |
| 17 | Case of study |  |  |  |  | x | x |  |  |  |
| 18 | Try Presentation |  |  |  |  |  |  | x |  |  |
| 19 | Role play |  |  |  |  |  |  |  | x |  |
| 20 | Written Reports |  |  |  |  |  |  |  |  | x |

1. **Mapping of assessment methods to achieve PLOs Assessment**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment** | | **Knowledge** | | | **Skills** | | | | **Attitude** | |
| **PLO1** | **PLO2** | **PLO3** | **PLO4** | **PLO5** | **PLO6** | **PLO7** | **PLO8** | **PLO9** |
| Applying | Evaluating | Analyzing | Practice | Design | Organize | Show/Make | Adopt | Maintain |
| **1** | MCQS | X |  |  |  |  |  |  |  |  |
| **2** | Short Answer Test | X |  |  |  |  |  |  |  |  |
| **3** | Essay | X | X | X |  |  |  | X |  |  |
| **4** | Performance Test | X | X | X | X |  |  |  | X |  |
| **5** | Written Test |  | X | X | X |  |  | X | X | X |
| **6** | Fieldwork/Practicum |  | X | X | X |  | X |  | X | X |
| **7** | Thesis |  | X | X |  | X | X | X | X | X |
| **8** | Presentation |  | X | X |  | X |  | X | X |  |
| **9** | Report |  | X | X | X | X | X | X | X | X |
| **10** | Case Studies | X | X | X |  |  |  |  |  |  |
| **11** | Gobbet |  | X |  |  |  |  | X | X | X |
| **12** | Reflectived Journals/Blogs |  |  |  |  | X | X | X | X | X |
| **13** | Open-book Examination | X | X | X |  |  |  |  | X | X |
| **14** | Debate |  | X | X |  |  |  | X | X |  |

1. **Subject chains in the training process**

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1. **BRIEF OUTLINE OF THE ALL COURSES IN THE PROGRAMME**

**125045- FUNDAMENTALS OF ECONOMIC**

The fundamentals of economic course aimed to meet unlimited needs of people in the condition of scarce resources. The subject consists of 2 parts (1) Microeconomics aims at the problem of individual consumers and manufacturers; (2) Macroeconomics related to general problems of the national economy. By this subject, learners can understand the basic concepts of economics such as the Demand-Supply, market mechanism, consumer choice, producer behavior, inflation, unemployment, economic cycle, financial and monetary system as well as macroeconomic policies of the country.

**References:**

* Lê Bảo Lâm, Kinh tế vi mô, NXB Thống Kê, 2016.
* Dương Tấn Diệp, Kinh Tế Vĩ Mô, NXB Thống Kê, 2015.
* Samuelson, Economics, Nordhaus, McGraw-Hill, 2011.
* Gregory Mankiw, Principles of Economics, Second edition, Hardcourt, 2013.

**125004- MANAGERIAL ACCOUNTING**

Managerial accounting includes basic knowledge related to recording, synthesizing, analyzing cost items in business management and administration activities. Evaluate the effect of costs on business operations of enterprises. Building cost estimates for the planning period, in order to provide information for controlling, evaluating production costs and selecting the best plan.

**References:**

* Phạm Văn Dược, Đặng Kim Cương (2010), Kế toán quản trị, TP.HCM, NXB. Thống Kê.
* Đoàn Ngọc Quế, Đào Tất Thắng, Lê Đình Trực (2009), Kế toán quản trị, TP.HCM, NXB. Lao động

**125005- NEGOTIATING AND CONTRACT DRAFTING SKILLS**

Negotiating and Contract Drafting skills equip students:

* Access new views of negotiation.
* Apply strategies for solving conflict in negotiation.
* Maximize the power in your negotiation and minimize the power in their negotiation.
* Be able to draft a contract according to law.
* Avoid disadvantages when contract drafting.
* Calculate the benefits or risks in a contract.

**References:**

* Đại Hồng Lĩnh, Nghệ thuật đàm phán thương lượng trong kinh doanh và cuộc sống, NXB Đà Nẵng.
* Thái Trí Dũng, Kỹ năng giao tiếp và thương lượng trong kinh doanh, NXB Thống kê.

**125054- EXPORT- IMPORT OPERATION**

This courseequips students with knowledge related to export-import operation, helps students to grasp the knowledge and skills in terms of communicating, negotiating, contract drafting, signing and organizing to conduct an export-import contract with foreign enterprises. In addition, the course also supports students with knowledge and skills that meet the requirements of foreign companies.

**References**:

* Nguyễn Văn Nam, Nghiệp vụ xuất nhập khẩu, NXB Lao Động, năm 2011
* Võ Thanh Thu, Kỹ thuật Kinh doanh Xuất nhập khẩu, NXB Tổng Hợp TP. HCM, 2011.
* Vũ Hữu Tửu, Kỹ thuật Nghiệp vụ Ngoại thương, NXB Thống Kê 1999.
* Incoterms 2010 của Phòng Thương Mại Quốc Tế.

**125011- BUSINESS OPERATION ANALYSIS**

This courseequips students with basic knowledge such as financial statements analysis, business activities result as well as analyzes the manufacturing factors in terms of fixed asset and material.

**References:**

* Nguyễn Năng Phúc, Phân tích kinh doanh lý thuyết và thực hành, NXB Tài Chính, 2007.
* Phan Đức Dũng, Phân tích hoạt động kinh doanh, NXB Thống Kê, 2006.
* Nguyễn Phú Giang, Kế toán quản trị và phân tích hoạt động kinh doanh, NXB Thống Kê, 2005.
* Huỳnh Đức Lộng, Phân tích hoạt động kinh doanh, NXB Tài Chính, 1997.

**125015- QUALITY MANAGEMENT**

This courseprovides students with knowledge serving quality management in all steps from the beginning to the end of manufacturing cycle- product consumption, specifically related to the quality of working, serving, process, every section, every person, etc. be mentioned to ensure that achieved quality of product/service to customers.

The basic knowledge in the course includes:

* The basic definitions of quality and quality management.
* Effectively methods for quality management.
* Methods, technology and specific working for quality management.
* Quality management system according to quality standards and State’s management.

**References**:

* Tạ Thị Kiều An, Ngô Thị Ánh, Đinh Phượng Vương –Quản trị chất lượng, ĐH Kinh Tế Tp.Hồ Chí Minh, 1998.
* Nguyễn Thị Liên Diệp - Quản trị học, 1997.
* Nguyên nhân thành bại của các doanh nghiệp hàng đầu thế giới, R.foster (Biên dịch: Trần Doãn Ấn) 1989.
* Masaaki imai\_kaizen, chìa khóa thành công về quản lí của Nhật Bản.
* Jonh S.Oakland\_Quản lí chất lượng đồng bộ, 1994.

**125016- STRATEGIC MANAGEMENT**

This courseprovides students with basic knowledge in terms of strategic management and application in practice including the basic definitions of strategy and strategic management, developing stages of strategic management, strategic management model of enterprises with long time objectives such as strategic plan, organization for conducting strategy, assessing, controlling, revising and change business strategy with the specific conditions of environment, market and human resource.

**References**: Quản trị chiến lược trong nền kinh tế toàn cầu, NXB Khoa học và Kỹ thuật, 12/2002.

**125017- SUPPLY CHAIN MANAGEMENT**

This course equips students with knowledge in terms of supply chain management and necessary skills for supply chain management in business activities.

After the course, student will be able to:

* Grasp basic knowledge in terms of supply chain, clearly understand value and role of supply chain in business activities.
* Grasp knowledge and skills in terms of management related activities in process for planning and sourcing.
* Grasp knowledge and skills in terms of management related activities in process for production and supply.
* Evaluate information technology in practice, the new trend of information technology and clearly understand how to apply information technology to the supply chain process.
* Utilize models and measure systems for assessing effectiveness of supply chain activities.
* Have knowledge and skills for building systems of supply chain.

**References**:

* Hồ Tiến Dũng, Quản trị điều hành - NXB Lao Động, 2010.
* Hồ Tiến Dũng Nâng cao kỹ năng điều hành sản xuất - NXB Đại Học Quốc Gia, 2006
* Michael Hugos, Tinh hoa quản trị chuỗi cung ứng, NXB Tổng hợp Thành phố Hồ Chí Minh, 2010.
* Đoàn Thị Hồng Vân, Quản trị chuỗi cung ứng, NXB Tổng hợp Thành phố Hồ Chí Minh, 2011.
* Robert J.Trent, Strategic Supply Management – Creating the next source of competitive advantage, J.Ross Publishing, 2007.

**125018- PROJECT MANAGEMENT**

This course equips students with basic knowledge in terms of project management from selection of a director to organize to conduct the project, controlling and finishing. This course helps students with high skills in terms of assessing and project management.

**References**

* Jack Clark Francis, Management of Investments International Edition, Mc- Graw Hill Inc. 1993.
* Viện Ngân hàng Thế giới, Phân tích kinh tế các hoạt động đầu tư, NXB Văn hóa – thông tin. Năm 2002.
* Thiết lập và thẩm định dự án đầu tư, Bộ môn Quản trị dự án, NXB Thống Kê, năm 2005.
* Vũ Công Tuấn. Quản trị dự án. NXB Thành Phố HCM, 1999.

**127026-INTERNATIONAL BUSINESS MANAGEMENT**

This course provides students with necessary knowledge and skills in terms of international business environment, challenges and opportunities for enterprise in the context of Vietnam actively integrating international economics. The content of course includes 3 parts: internationalization process of the global economy, environment for foreign companies, entry methods to the world market, strategy of foreign companies in practice.

**References**

* Bùi Lê Hà và cộng sự (2007), *Quản trị Kinh doanh quốc Tế*, NXB Thống Kê.
* Nguyễn Văn Nam (2011), *Quản trị kinh doanh quốc Tế*, NXB Thống Kê.
* Cavusgil, S.T., Knight, G. and Riesenberger, J.R., 2012. *International Business-The New Realities*. 2nd ed. Prentice Hall.
* Hill, C.W.L (2007), *International Business: Competing in the Global Marketplace*, McGraw Hill Irwin.

John J. Wild & Kenneth L. Wild (2014), *International Business*, Pearson, USA

**125020 MARKETING MANAGEMENT**

This course provides students with knowledge and skills in terms of marketing management such as market analysis, decision on strategic issues of marketing to select the target market, design strategy of Marketing mix (product, price, place and promotion). Making plans and organizing to conduct marketing programs as well as leading, controlling and assessing results of marketing activities.

**References**:

* Lê Thế Giới (2011), *Quản trị Marketing*, NXB Tài Chính.
* Nguyễn Văn Dung (2012), *Quản trị Marketing*, NXB Lao Động
* Philip Kotler (2013), *Quản trị Marketing* (tài liệu dịch), NXB Thống kê, Hà Nội.
* Trương Đình Chiến (2010), *Quản trị Marketing*, NXB Đại học Kinh Tế Quốc Dân.
* Vũ Thế Dũng (2004), *Quản trị tiếp thị*, NXB Khoa học và Kỹ thuật.
* Andrew Whalley (2010), *Strategic Marketing*, Publishing Aps ISBN
* MTD Training (2010), *Effective Marketing*, Publishing Aps ISBN.

**125021- HUMAN RESOURCE MANAGEMENT**

This course provides students with basic knowledge in terms of role of human resource (HR) management in enterprises, strategy of human resource management, recruitment and assignment tasks, assessing on working performance, training and developing HR, salary and welfare for labor, employment relations, etc.

**References**:

* “Quản trị nhân sự theo quan điểm tổng thể” của GS.TS Martin Hill (Thụy Sĩ) do TS Đinh Toàn Trung dịch thuật.
* “Kinh nghiệm của Nhật Bản về quản lý DN 1993” của Trung tâm Kinh tế Châu Á - Thái Bình Dương.
* “Tâm lý học quản trị và kinh doanh” của TS Thái Trí Dũng.
* “Quản trị học” của TS Đào Duy Huân.
* “Nghệ thuật lãnh đạo” của Nguyễn Hữu Lam, MBA.
* “Cẩm nang cho giám đốc tài chính xí nghiệp” của Alain Choinel & Gerard Rouyer.

**125057-RISK MANAGEMENT**

Risk is a problem that can occur in activities from business to daily-life. So, risk management is a necessary action for enterprises to help business activities with stability and minimize the effects of risk. This course provides students with knowledge such as identification, measure and controlling risk help them classify risk, minimize the risks for finance, price and investment.

**References**:

- Nguyễn Quang Thu, Ngô Quang Huân, Võ Thị Quý, Trần Quang Trung, Quản trị rủi ro, NXB Giáo Dục, 1998.

- Đoàn Thị Hồng Vân (2007), Quản Trị Rủi Ro và Khủng Hoảng, Nhà Xuất Bản Lao Động – Xã Hội.

- Tập thể tác giả (2011), CEO Và Quản Trị Rủi Ro, Nhà Xuất Bản Thanh Niên.

**125023- PRODUCTION MANAGEMENT**

This course provides students with basic knowledge in terms of production management in enterprises and making some plans such as demand forecast, capacity planning, planning for material demands, etc. This course also equips operational management skills in terms of location planning, production, etc. and assessing effectiveness of production.

**References:**

- Tài liệu tham khảo môn học Quản trị sản xuất của bộ môn Quản trị sản xuất trường Đại Học Kinh Tế TPHCM

- Quản lý sản xuất – Gerard Chevalier – Nguyễn Văn Nghiến (CFVG)

- Production/Operations Management – Nollet, Kelada, Diorio

- Quản trị sản xuất và tác nghiệp của GS.TS Đồng Thị Thanh Phương.

**125024- FINANCIAL MANAGEMENT**

This course equips students with basic knowledge and skills in terms of financial decisions such as financial analysis, financial planning, stock price, issues of return on investment, capital structure and financial risk analysis, etc.

**References**:

- Cẩm nang cho giám đốc tài chính xí nghiệp của Alain Choinel & Gerard Rouyer.

- Brealey, Myers and Marcus, Fundamentals of corporate finance. International Edition, Mc Graw Hill Inc. 1995

- Van Horn, Financial management and policy Eastern Economy Edition, 6th Edition

- Eugene F. Brigham, Fundamentals of Financial management. University of Florida, Sixth Edition

- Nguyễn Quang Thu, Quản Trị Tài Chính Căn Bản. NXB Thống Kê, Năm 2005, in lần thứ 2

- Nguyễn Hải Sản, Quản Trị Tài Chính Doanh Nghiệp, NXB Thống Kê Năm 1996.

**125026 INTERNATIONAL PAYMENT**

This course provides students with basic knowledge in terms of foreign exchange market, operation of foreign exchange, operation of risk management dealing with exchange rate, methods of international payment and grasp how to select and utilize methods of international payment in Trade Contract.

**References**:

* Trần Hoàng Ngân, Nguyễn Minh Kiều, 2010, *Thanh toán quốc tế*, NXB Lao động xã hội.
* Nguyễn Thị Thu Thảo, 2009, *Nghiệp vụ thanh toán quốc tế*, NXB Tài Chính
* Bho, T.S., & Trivedi, A.K, 2007, *International Trade Finance*. New York: Palgrave Macmillan.
* Edward G. Hinkelman, 2003, *A short course in International Payment*, NXB World Trade Press, USA.
* Peijie Wang, 2009, *The Economics of Foreign Exchange and Global Finance*, 2nd ed. Springer-Verlag Berlin

**125027- STOCK MARKET**

Stock market course provides students with basic knowledge in terms of stock market like stock trading system, trade and payment methods, technical analysis and the current regulations on activities of stock market. This also helps learners understand characteristics, nature and distinguish stock activities such as basic stock (bonds, preferred stocks and common stock), Derivatives including Right, Warrant, Futures, Forward and Option.

The basic technologies in stock analysis and identify stock price like basic analysis, technical analysis, methods for identifying stock price like discount, P/E, CAPM, etc.

**References**: Sách Thị trường chứng khoán của trường Đại học Kinh tế TP. Hồ Chí Minh

**125029- E-COMMERCE**

This course equips students with basic knowledge in terms of e-commerce, strategic policies and applying methods, utilizing electronic tools to conduct business activities, understanding and assessing the important role of E-commerce to the economy and researching, building models of E-commerce.

**References**:

* Hỏi đáp về thương mại điện tử - Ts.Nguyễn Văn Sơn – Nhà XB Thống kê
* Những kiến thức căn bản về thương mại điện tử - Minh Quang – Nhà XB LĐXH
* Giáo trình Thương Mại Điện Tử Căn Bản  - Ts. Trần Văn Hòe – NXB Tài Chính – 366 trang – Năm 2010
* Dương Tố Dung, 2005, Cẩm nang TMĐT cho doanh nhân, NXB Lao Động.

**125033- FUNDAMENTALS OF ACCOUNTING**

This course equips students with basic knowledge in terms of accounting theory like nature, functions, accounting principles, and system of accounting methods, procedures to record business transactions, types of accounting and organization for accounting systems.

**References**:

* Nguyên lý Kế Toán-Lý thuyết và Bài tập.
* Bài tập và Bài giải Nguyên lý kế toán.
* Nguyên lý kế toán thuộc bộ môn kế toán Khoa Tài chính kế toán, ĐH Lạc Hồng – lý thuyết và bài tập.
* Các sách kế toán của các nước (phần lý thuyết).
* Các văn bản pháp lý chung về kế toán luật kế toán, các điều lệ chế độ tổ chức kế toán) và các văn bản khác có liên quan (kể cả các luật) về kinh tế và kinh doanh.

**125063-MONETARY AND FINANCE**

This course equips students with basic knowledge in terms of monetary and finance function, financial system structure in the economy, financial market activities, financial intermediaries, State financial operations, business financial operations; operations of banking system to stable monetary system, providing capital, payment services, etc. for the economy.

**References**:

* Lý thuyết tài chính – chủ biên PGS-PTS. Dương Thị Bình Minh, NXBGD 1997.
* Lý thuyết tiền tệ – chủ biên PGS-PTS. Vũ Văn Hoá 1996.
* Thanh toán quốc tế ĐHKT 1997.

**125035 INTERNATIONAL MARKETING**

This course provides students with basic knowledge in terms of international marketing in international integration including analyzing, assessing international marketing environment, identifying methods for joining the world market, planning and organizing to conduct international marketing strategies.

**References**:

* International Marketing, Philip R. Cateora & John L. Graham, 13th Edition -2007
* Global Marketing Management, Masaaki Kotabe & Kristiaan Helsen, 3rd  Edition - 2004
* International Marketing, Michael R. Czinkota, 7th Edition, 2004
* International Marketing & Export Management, Gerald Albaum, Jesper Strandskov, Edwin Duerr, 4th Edition, 2002
* Marketing quốc tế, chủ biên PGS, TS Nguyễn Đông Phong, 2007.

**125065- BUSINESS CULTURES**

This course provides students with basic knowledge in terms of business culture, explains the importance of business culture in the formation and development process of enterprise, theory and practical knowledge related to business culture. So, students can build business culture effectively as a member/consultant to the company. By the theory combined with situation discussion and presentations according to each group, the learners access business culture at domestic and foreign enterprises.

**References**:

* Nguyễn Phúc Hoàng (2012), Văn hóa doanh nghiệp và Sự lãnh đạo, NXB. Thời Đại
* Nguyễn Mạnh Quân (2015), Đạo đức kinh doanh và văn hóa công ty, Hà Nội, NXB.Đại học Kinh tế Quốc dân

**125046- ORGANIZATION BEHAVIOR**

This course provides students with basic knowledge to analyze, explain and forecast behaviors in an organization, effect of it for conducting the duties, including three levels in terms of individual, group and organization.

**References**:

* Hành vi tổ chức - Nguyễn Hữu Lam - NXB Giáo dụ
* Quản trị học - Bộ môn QTNS & CLKD
* Quản lý nguồn nhân lực - Paul Hersey, Ken Blanchard - NXB Chính trị Quốc Gia
* Sức mạnh tinh thần tiến vào thế kỷ 21 - John Kehoe - NXB Trẻ
* Giữ chân nhân viên bằng cách nào - Vương Minh kiệt - NXB Lao động - Xã hội
* Tạo động lực làm việc phải chăng chỉ có thể bằng tiền - NXB Trẻ
* Thuật lãnh đạo nhóm - NXB Trẻ
* Làm chủ sự thay đổi – NXB Trẻ.

**125052-START-UP AND APPLICATION**

This course equips students with basic knowledge in terms of Start-up, so they can apply in practice with a Start-up project. The start-up and applicationcourse also providesnecessary skills to help students to think, find out, analyze and evaluate business ideas, thereby enhancing practical ability and problem solving skills when starting a Start-up to achieve success.

**References:**

* Giáo trình: PGS.TS. Nguyễn Ngọc Huyền, Khởi sự kinh doanh và tạo lập doanh nghiệp, NXB đại học kinh tế quốc dân, 2011
* Lập kế hoạch kinh doanh từ A đến Z của Mike McKeever, nhà xuất bản tổng hợp TP HCM, 2010;
* Khởi nghiệp thành công của Michael Morris, NXB Đại học kinh tế quốc dân, 2010
* Tài liệu tham khảo/ bài đọc: Tham khảo các tài liệu do giảng viên cung cấp, thông qua các tình huống thực tế hoặc do giảng viên biên soạn.

**125053-ECONOMIC LAW**

This course provides students with knowledge in terms of economic law such as the legal status of business entities, law of bankruptcy for business and cooperation including legal regulations on establishment and management of business operations, researching on signs of enterprises/ cooperatives falling into bankruptcy as well as legal formalities in order to solve them.

**References:**

* Giáo trình Luật Kinh tế, Trường Đại học Kinh tế TP. HCM, NXB Công an nhân dân, Hà Nội, 2015
* Lê Văn Hưng (2012), Giáo trình luật kinh tế, NXB Đại học quốc gia TP. HCM, TP. HCM.

**125055-INFORMATION SYSTEM ORGANIZATION IN BUSINESS**

This course provides students with knowledge and skills in terms of a business information system which is the most function creating success for every enterprise in the modern economy. It also presents how to use and reorganize information systems to exploit them effectively, so creating high quality goods and services and competitive advantages.

**References**:

* Bài giảng và bài tập tình huống của giảng viên
* Hệ thống thông tin quản trị, Nguyễn Huỳnh Anh Vũ, Nguyễn Ngọc Đức, 2010 - Trường ĐH Ngân Hàng TP Hồ Chí Minh - Nhà xuất bản Lao động Xã hội.
* Management Information Systems: 5th  ed, Effy Oz (Thomson Learning)

**125056- ENGLISH FOR BUSINESS ADMINISTRATION**

This course provides students with knowledge in terms of grammars and terms of English in management for serving to reference, research and study in currently as well as international business operations in the future.

**References**:

* Sarah Jones – Macziola & Gray White, A comunication Skills Course for Business English, Cambridge Professinal Enghish. Cambridge University Press, NY 10011 – 4211, USA
* National University in HCMC – University of Economics, English for Business Administration.

**125058- START-UP**

This course equips students with knowledge and skills in terms of Start-up, so they can synthesize and set up a business plan from describe, identify business objectives, analyze market, make a marketing plan, forecast the necessary capital, assess profitability, payback ability and forecast the other necessary business activities for grasping business opportunities and minimize the risk in practice.

**References**:

* Bùi Đức Tuân (2005), Kế hoạch kinh doanh, NXB Lao động – Xã hội.
* Mogens Thomsen, Kế hoạch kinh doanh năng động.
* Nguyễn Phú Quốc, Lập kế hoạch khởi sự kinh doanh.
* Phạm Ngọc Thúy (2012), Kế hoạch kinh doanh, NXB Đại học Quốc gia
* Phan Thăng, Hướng dẫn Lập dự án và Kế hoạch kinh doanh, NXB Lao động –xã hội.
* Trần Đoàn Lâm, Hướng dẫn Lập kế hoạch kinh doanh, NXB Lao động.

**125059-LEADERSHIP**

**In terms of knowledge**

This course provides students with the basic knowledge in terms of leadership such as the nature and role of leadership; leadership skills & personalities; the most effective use of the leader’s power; leadership styles in specific situations, etc.

**In terms of skills**

* Apply the theories of course for assessing leadership effectiveness of individual/enterprise.
* Set and develop the ability in terms of collecting information, synthetizing, systematizing problems in general relations, analyzing and making the decisions in the leading process.
* Develop the argument and presentation skills in public. .

**In terms of attitude**

Have a good sense of how to organize, implement and measure the effectiveness of leadership for an individual/business.

**References**:

* Nghệ thuật lãnh đạo, Nguyễn Hữu Lam, Nhà xuất bản Giáo dục, 2007
* Bộ sách về nghệ thuật lãnh đạo của John Maxwell, Nhà xuất bản Lao động – Xã hội,2008.

**100003-FUNDAMENTALS OF MANAGEMENT**

This course provides students with basic knowledge in terms of management in accordance with the discipline including the concept and nature of management, manager, managing theories, managing environment, decisions, functions (plan, organize, lead and control) in business activities. So, the students have full skills of building, conducting and controlling the plan, teamwork skills and making the decisions in business.

**References:**

* Nguyễn Thị Liên Diệp, “Quản trị học”, NXB Lao động xã hội, 2010
* James H. Donnelly, Vũ Trọng Hùng, Phan Thăng, “Quản trị học”, NXB Lao động xã hội, 2008
* Lưu Đan Thọ, “Quản trị học trong xu thế hội nhập: những vấn đề cốt yếu của quản lý” NXB Bộ Tài Chính, 2014

**125062- APPLIED COMPUTING FOR ECONOMIC**

This course provides students with basic knowledge in terms of applying SPSS, Excel in business research, writing explanations of the results and making policies from research application results.

**References**:

* Đỗ Văn Thắng và Phan Thành Huân (2012), Giáo trình: Sử dụng phần mềm SPSS. NXB Đại học Quốc gia TP. Hồ Chí Minh.
* Hoàng Trọng và Chu Nguyễn Mộng Ngọc (2008). Phân tích dữ liệu nghiên cứu với SPSS: dùng với SPSS các phiên bản 11.5, 13, 14, 15, 16. Tập 1. Tp. HCM: NXB Hồng Đức.
* Hoàng Trọng và Chu Nguyễn Mộng Ngọc (2014). Phân tích dữ liệu nghiên cứu với SPSS: dùng với SPSS các phiên bản 11.5, 13, 14, 15, 16. Tập 2. Tp. HCM: NXB Hồng Đức.

**125048- SCIENTIFIC RESEARCH METHODOLOGY**

This course provides students with basic knowledge in terms of science and scientific research, methods of scientific research, how to collect data, process data and present reports in the scientific research. In addition, the course is compiled with many contents that provide information, basic knowledge, steps in scientific research, necessary technology to approach qualitative, quantitative methods and presentation of results. This course aims to equip useful knowledge and practical information to students and those starting to do scientific research.

**References**:

* Nguyễn Thị Cành (2007), Giáo trình Phương pháp và phương pháp luận nghiên cứu khoa học kinh tế. Nhà xuất bản ĐH Quốc gia. TP.HCM.
* Đồng Thị Thanh Phương, Nguyễn Thị Ngọc An (2010), Phương pháp nghiên cứu khoa học. Nhà xuất bản Lao động Xã hội. TP.HCM.

100004-**INTERNATIONAL ECONOMIC**

This course presents basic theories about international trade and investment, tools to intervene in free trade as well as types of international economic integration, international resource mobility and international finance. So, students can grasp the theoretical basis, analyze the nature of trade between Vietnam and other countries in the world and evaluate international trade trends, benefits of regional and global economic integration.

**References:**

Hoàng Thị Chỉnh (2005), Giáo trình kinh tế quốc tế, TP.Hồ Chí Minh, NXB Thống kê.

Nguyễn Thị Bằng (2008), Kinh tế quốc tế: Giáo trình, Hà Nội, NXB Tài chính.

Đỗ Đức Bình, Nguyễn Thị Hồng (2008), Kinh tế quốc tế: Giáo trình, Hà Nội, NXB Giáo dục.

Nguyễn Văn Dung (2012), Kinh tế quốc tế: Bài tập và đáp án, TP.Hồ Chí Minh, NXB Phương Đông.

Hoàng Vĩnh Long (2008), Kinh tế học quốc tế, TP.Hồ Chí Minh, NXB Đại học quốc gia TP.Hồ Chí Minh

Thomas A.Pugel (2004), International Economics, New York, McGraw-Hill/Irwin.

1. **Progression points:**

Students must obtain a mark of 5.0 out of 10.0 for all courses. In cases where a student fails to accumulate a GPA (scales of 10.0) of 3.0 for the first year, or 3.5 for the second year, or 4.0 – 4.5 for the third year or over allowable study time, he or she will be required to withdraw from the programme.

1. **Special features:**

A five-day introduction in the first week of the first year; enterprises visit in school year 2 and 3; implementing start-up projects every year.

1. **Job opportunities**

* Domestic and foreign production, trade and service enterprises
* Administrative and non-business agencies
* Training institutions such as universities, colleges, professional secondary schools, research institutes.
* Create a business project for yourself.

1. **Date of issue and revision**

The programme was issued in August 2020 and revised in August 2020.