

PROGRAMME SPECIFICATION
PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION

Program Name: Full-time Bachelor's Program

Level of Education: Undergraduate

Major: Bachelor of Business Administration

Major Code: 7.34.01.01

Mode of Study: Full-time

Duration of Study: 3.5 years

Applicable Cohort: 2024 intake onwards

Date of Promulgation: May 2024.

1. GENERAL INFORMATION ABOUT THE PROGRAM

1.1. Program Objectives

Graduates of the Business Administration program are expected to achieve the following competencies:

Programme Educational Objectives (PEOs)	Description
PEO1	Organize and professionally coordinate business administration activities such as sales representation, business operations management, sales supervision, recruitment specialization, production coordination, and quality supervision.
PEO2	Start and manage businesses in different business environments.
PEO3	Develop personal capabilities by acquiring new knowledge through lifelong learning.

1.2. Job Positions and Career Opportunities after Graduation

- Government agencies in legislative and administrative sectors, such as departments within People's Committees at different levels or public organizations and enterprises such as Viettel, Vietnam Post, power corporations, and the State Bank of Vietnam.

- Domestic and international enterprises operating in fields such as production, services, and trade.

- Public or private educational institutions across the country.

1.3. Mode and Duration of Study

Mode of Study: Full-time

Duration: 3.5 years

2. ADMISSION REQUIREMENTS

Admission is based on the current regulations on full-time undergraduate admissions issued by LHU and the Ministry of Education and Training of Vietnam.

3. ALIGNMENT BETWEEN THE UNIVERSITY VISION, MISSION AND PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

Vision and Mission	PEOs		
	PEO1	PEO2	PEO3
Mission: Lac Hong University is an institution for education, applied scientific research, and technology transfer that meets the needs of society.	X		X
Serving the community.		X	
Lac Hong University provides human resources and nurtures talented individuals with the competencies and qualities required to serve the country's industrialization and modernization in the era of international integration.		X	X
Vision: By 2030, Lac Hong University aims to become a leading application-oriented university in Vietnam.	X	X	X

4. ALIGNMENT MATRIX OF THE VIETNAM NATIONAL QUALIFICATIONS FRAMEWORK (VNQF) AND PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

Programme Educational Objectives (PEOs)	Vietnam National Qualifications Framework														
	1.1	1.2	1.3	1.4	1.5	2.1	2.2	2.3	2.4	2.5	2.6	3.1	3.2	3.3	3.4
PEO1	X	X	X	X	X										
PEO2						X	X	X	X	X					
PEO3											X	X	X	X	X

5. PROGRAMME LEARNING OUTCOMES (PLO)

Upon graduation, students are expected to achieve the following learning outcomes:

Programme Educational Objectives (PLOs/SOs)	Level (Bloom domain/ Bloom level)	Description
Knowledge		
PLO1	3	Apply natural and social science knowledge to solve practical situations in Business Administration.
PLO2	5	Evaluate changes and fluctuations in domestic and international business environments to support effective business strategies.
PLO3	4	Analyze production resources (human and material) to organize production activities effectively.
Skills		

PLO4	3	Implement commercial activities for specific customer groups as required.
PLO5	4	Create business plans to initiate business activities for oneself and for the enterprise.
PLO6	2	Make decisions to resolve real-world business issues.
PLO7	3	Communicate personal ideas through language, images, and text.
Attitude		
PLO8	2	Demonstrate professional ethics and social responsibility as an entrepreneur.
PLO9	4	Establish a habit of lifelong self-study and research

6. MAPPING BETWEEN PROGRAMME EDUCATIONAL OBJECTIVES (PEOs) AND PROGRAMME LEARNING OUTCOMES (PLOs)

PLOs	PEOs		
	PEO1	PEO2	PEO3
PLO1	X		
PLO2	X		
PLO3	X		
PLO4		X	
PLO5		X	
PLO6		X	
PLO7		X	X
PLO8	X		X
PLO9	X		X

7. COURSES AND THEIR MAPPING TO PROGRAMME LEARNING OUTCOMES

7.1. General Education Courses

Courses	PLO								
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
Physical Education 1	CLO1					CLO2		CLO3	
Marxist–Leninist Philosophy	CLO1					CLO2,3			CLO4
Marxist–Leninist Political Economy	CLO1					CLO2			CLO3
Scientific Socialism	CLO1					CLO2			CLO3
English 1						CLO1	CLO2		
Physical Education 2	CLO1					CLO2		CLO3	
Probability Theory and Mathematical Statistics	CLO1, 2,3					CLO4			CLO5
General Laws	CLO1						CLO2	CLO3	
Introduction to Informatics	CLO1, 2,3,4,5								
English 2							CLO1		CLO2
Physical Education 3	CLO1					CLO2		CLO3	
English 3						CLO1	CLO2		
Ho Chi Minh Ideology	CLO1					CLO2		CLO3	
English 4						CLO1	CLO2		
Viet Nam Communist Party History	CLO1					CLO2		CLO3	

English 5						CLO1	CLO2		
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7.2. Major Foundation Courses

Courses	PLO								
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
Economics	CLO1	CLO2		CLO3			CLO4		
Principles of Marketing	CLO1	CLO2				CLO3	CLO4		CLO5
Principles of Management	CLO1	CLO2				CLO3			CLO4
Monetary and Financial Theory		CLO1		CLO2			CLO3		
Principles of Accounting	CLO1		CLO2			CLO3		CLO4	
Stock Market	CLO1		CLO2			CLO3		CLO4	
Tax	CLO1	CLO2				CLO3		CLO4	
Entrepreneurship		CLO2	CLO1	CLO3				CLO4	
Economic Law	CLO1		CLO2			CLO3			CLO4
Principles of Statistics	CLO1	CLO2				CLO3		CLO4	
International Payment		CLO1	CLO2	CLO3				CLO4	
International Economic	CLO1	CLO2					CLO3	CLO4	

7.3. Specialized Courses

Courses	PLO								
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
Video Marketing	CLO1	CLO2					CLO3		CLO4
Human Resource Management		CLO1	CLO2		CLO3		CLO4		

Management Accounting	CLO1		CLO2			CLO3		CLO4	
Marketing Management	CLO1	CLO2							
Import–Export Operations	CLO1, CLO2			CLO3			CLO4		CLO5
Quality Management	CLO1				CLO2	CLO3		CLO4	
International Business Management	CLO1	CLO2					CLO3		CLO4
Applied Informatics in Economics	CLO1					CLO2			CLO3
Office Administration Management	CLO1	CLO2							CLO1
Business Performance Analysis	CLO1		CLO2			CLO3			CLO4
E-Commerce	CLO1	CLO2			CLO3		CLO4		
Entrepreneurship and Application		CLO2	CLO1	CLO3				CLO4	
Strategic Management	CLO1	CLO2			CLO3				CLO4
Financial Management		CLO1	CLO2		CLO3			CLO4	
Production Management	CLO1		CLO2	CLO3	CLO4				CLO5
Information System Organization in business	CLO1						CLO2		CLO3

Organization Behavior	CLO1		CLO2		CLO3		CLO4		
English for BA			CLO1		CLO2			CLO3	
Project Management	CLO1		CLO2		CLO3		CLO4	CLO5	
Supply chain Management	CLO1	CLO2	CLO3	CLO4				CLO5	
Leadership	CLO1		CLO2			CLO3	CLO4		
Research Methods	CLO1						CLO2		CLO3
Risk Management	CLO1	CLO2		CLO3		CLO4		CLO5	
Corporate Culture	CLO1						CLO2	CLO3	
Event Management	CLO1	CLO2			CLO3			CLO4	
Labour Law	CLO1						CLO2	CLO3	
Graduation Thesis	CLO1	CLO2		CLO3		CLO4	CLO5	CLO6	

8. MAPPING BETWEEN TEACHING METHODS AND PROGRAMME LEARNING OUTCOMES (PLOs)

Semester	Course Code	Course	PLOs								
			PLO1	PLO2	PLO3	PLO 4	PLO5	PLO6	PLO7	PLO8	PLO9
1	125045	Economics	1,9	1,9		1,9			1,9		
1	102063	Marxist–Leninist Philosophy	1,9					1,9			1,9
1	102064	Marxist–Leninist Political Economy	1,9					1,9			1,9
1	102065	Scientific Socialism	1,9					1,9			1,9
1	100002	Principles of Marketing	1,9	1,4,9				1,4,9	1,4,9		
1	100003	Principles of Management	1,9	1,4				1,4,9			4,9

1	102091	English 1						1,9	1,4,9		
2	125065	Organization Behavior	1,9						1,4,9	4,9	
2	102038	Probability Theory and Mathematical Statistics	1,9, 15					1,9, 15			1,9, 15
2	102006	General Laws	1,20						1,20	1,20	
2	125063	Monetary and Financial Theory		1, 4		1,4,9			9,14		
2	125033	Principles of Accounting	1,4,9			1,4,9			1,4,9	1,4,9	
2	102014	Introduction to Informatics	1,17								
2	102092	English 2							1,4,9		1,9
3	125027	Stock Market	1,4,9	1,4,9		1,4,9				1,4,9	
3	100010	Tax	1	1,4				4,9		14	
3	125074	Entrepreneurship		4,9	1,4	1,4				4,9,14	
3	125053	Economic Law	1,4,9	1,4,9				1,4,9		1,4,9	
3	125509	Marketing Management	1,4,9	1,4,9		1,4,9	1,4,9		1,4,9		
3	102093	English 3						1,9	1,4,9		
3	100007	Principles of Statistics	1,4,9			1,4,9			1,4,9	1,4,9	
3	125026	International Payments		1,9	1,9	1,9				1,9	
3	100004	International Economics	1,4	1,4					4,9	14	
4	125513	Video Marketing	1,4,9	1,4,9					1,4,9		1,4,9
4	125010	Import–Export Operations	1,9,5			5			17		17
4	125015	Quality Management	1,4,9	1,4,9		1,4,9			1,4,9		

4	102033	Ho Chi Minh Ideology	1,9					1,9		1,9	
4	102094	English 4						1,9	1,4,9		
4	125078	Production Management	1,4, 9,19		1,4, 9,19	1,4, 9,19	1,4, 9,19				1,4, 9,19
4	125048	Research Methods	1,2						1,4,9		4,9
4	128018	Labour Law	1,9, 20						1,9, 20	1,9, 20	
4	125068	Event Management	1,4	9			4,9			14	
5	102066	History of the Communist Party of Vietnam	1,9					1,9		1,9	
5	125011	Business Performance Analysis	1,7,9		1,7,9			1,7, 9			1,7,9
5	125029	E-Commerce	1,4	1,4,9			4,9		1,9, 14		
5	125052	Applied Entrepreneurship		4,9	4,9	4,9				4,9	
5	127047	Strategic Management	1,4,9	1,4,9			1,4,9		1,4,9		
5	125004	Management Accounting	1,4,9	1,4,9			1,4,9		1,4,9	1,4,9	
5	102095	English 5						1,9	1,4,9		
5	125055	Enterprise Information Systems	1,4, 9						9,14		9,14
5	125046	Organization Behavior	1,4,9		1,4,9		4,9		4,9		
6	125056	English for BA			4,9		4,9			4,9	
6	125079	Project Management	1		1,9, 19		1,9, 19		1,19	1,19	

6	125080	Supply Chain Management	1,4,9	1,4,9		1,4,9	1,4,9			1,4,9	
6	125072	Leadership	1,4,9		1,4,9			4,9	4,9		
6	125081	Risk Management	1	1,9		1,9		1,19		9,19	
6	125024	Financial Management		1,9	1,9		1,9			1,9	
6	127035	Human resource Management		1,4,9	1,4,9		4,9		4,9		
6	125075	International business Management	1,4,9	1,4,9		1,4,9			1,4,9		
6	125076	Applied computing for economic	1,4					1,4,9			4,9
6	125077	Office Management	1,9	1,9							1,9
7	22222	Graduation Thesis/ Report	1,3,4, 8,14	1,3,4, 8,14		1,3,4, 8,14		1,3,4, 8,14	1,3,4, 8,14	1,3,4, 8,14	

NO.	Method Code
1	Lecture
2	Prediction
3	Graphing
4	Presentation by PP
5	Work Assignment
6	Problem set
7	Date mainputaion
8	Fieldword/Practicum Tests
9	Group Discustion
10	Servey
11	Argument
12	Analyze research

13	Comparison
14	Report
15	Problem Exercise
16	Try Presentation
17	Drill and Practice
18	Project
19	Flip Class
20	case of study
21	Try Presentation
22	Role play
23	Written Reports
24	Essay
25	Theory thinking

**9. MAPPING BETWEEN ASSESSMENT METHODS AND
PROGRAMME LEARNING OUTCOMES (PLOs)**

Semester	Course Code	Course	PLOs								
			PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
1	125045	Economics	2,5	2,5		2,5					13
1	102063	Marxist–Leninist Philosophy	1,2,8					1,2,8			1,2,8
1	102064	Marxist–Leninist Political Economy	1,2,8					1,2,8			1,2,8
1	102065	Scientific Socialism	1,2,8					1,2,8			1,2,8
1	100002	Principles of Marketing	2,5,8,10	8,10				2,5,8,10	2,5,8,10		
1	100003	Principles of Management	1,2	8				8,10			8
1	102091	English 1						1,2,8	2,5,8		
2	125065	Organization Behavior	1,2					8,10	8		

2	102038	Probability Theory and Mathematical Statistics	2,5					2,5			2,5
2	102006	General Laws	1,2,8						1,2,8	1,2,8	
2	125063	Monetary and Financial Theory	1,2			2, 8			8		
2	125033	Principles of Accounting	2,5	2,5		2,5			2,5		
2	102014	Introduction to Informatics	2,4								
2	102092	English 2							2,5,8		1,2,8
3	125027	Stock Market	2,5	2,5		2,5			2,5		
3	100010	Tax	1,2	2				5		13	
3	125074	Entrepreneurship		8	8	8				8	
3	125053	Economic Law	2,5	2,5		2,5			2,5		
3	125509	Marketing Management	2,5, 8,10	2,5, 8,10		2,5, 8,10			2,5, 8,10	2,5, 8,10	
3	102093	English 3						1,2,8	2,5,8		
3	100007	Principles of Statistics	2,5	2,5		2,5			2,5		
3	125026	International Payments		2,5	2,5	2,5				13	
3	100004	International Economics	1,2	8					5,8	13	
4	125513	Video Marketing	2,5, 8,10	2,5, 8,10			2,5, 8,10		2,5, 8,10		
4	125048	Import–Export Operations	1,2						8,10		8,10

4	125078	Quality Management	5,8		5,8	5,8	5,8				5,8
4	125010	Ho Chi Minh Ideology	1,5			1,5			1,5		1,5
4	125015	English 4	1,2				2	2			
4	102033	Production Management	1,2,8					1,2,8		1,2,8	
4	102094	Research Methods						1,2,8	2,5,8		
4	128018	Labour Law	2,5, 10,16						2,5, 10,16	2,5, 10,16	
4	125068	Event Management	1,2	8			2, 8			13	
5	102066	History of the Communist Party of Vietnam	2,8					2,8		2,8	
5	125011	Business Performance Analysis	2,5, 10,16		2,5, 10,16			2,5, 10,16			2,5, 10,16
5	125029	E-Commerce	1,2	1,2,8			8		13		
5	125052	Applied Entrepreneurship		8	8	8				13	
5	127047	Strategic Management	2,5, 8,10	2,5,8, 10			2,5, 8, 10			2,5, 8, 10	
5	125004	Management Accounting	2,5, 8,10	2,5, 8, 10			2,5, 8, 10			8,10	
5	102095	English 5						1,2,8	2,5,8		
5	125055	Enterprise Information Systems	1,2						8		13
5	125046	Organization Behavior	2,5,8		2,5,8		5,8		5,8		

6	125056	English for BA			8		8			13	
6	125079	Project Management	2		2,8		5		2,5	8	
6	125080	Supply Chain Management	2,5, 8,10	2,5, 8,10		8,10	8,10	2,5, 8,10			
6	125072	Leadership	2,5,8		2,5,8			5,8	5,8		
6	125081	Risk Management	2	8		8		2,5		8	
6	127035	Financial Management		2,5,8	2,5,8		5,8		5,8		
6	125024	Human resource Management		2,5	2,5		2,5			2,5	
6	125075	International business Management	2,5, 8,10	2,5, 8, 10		2,5, 8, 10			2,5, 8, 10		
6	125076	Applied computing for economic	1					8,10			8,10
6	125077	Office Management	2,5	4,10							13
7	22222	Graduation Thesis/ Report	2,5, 8,10	2,5, 8,10		2,5, 8,10		2,5, 8,10	2,5, 8,10	2,5, 8,10	

• **List of Assessment Methods Used**

No.	Assessment Method		
1	MCQS	11	Poster
2	Short Answer Test	12	Reflective Journals/Blogs
3	Essay	13	Objective Structured - Clinical Examination –
4	Performance Test	14	Debate

5	Written Test	15	Direct Observation
6	Fieldwork/Practicum	16	Open-book Examination
7	Thesis	17	Interview
8	Presentation	18	Gobbet
9	Portfolios	19	Concept Maps
10	Case Studies	20	Report

10. CURRICULUM

10.1 Distribution of Knowledge Blocks

(Excluding Physical Education and National Defense Education)

Knowledge Block		Total Credits	Notes
General Education	Political Theory	11	
	Foreign Language	12	
	Mathematics and Informatics	5	
	Social Sciences	2	
Professional Education	Major Foundation	26	
	Specialized Courses	54	
Graduation	Graduation Thesis	10	
Minimum Total Credits for the Whole Program		120	

10.2 General Education Courses

NO.	Course Code	Course	Total Credits	Lecture	Practicum	Exercise	Required /Elective
1.	102002	Physical Education 1	0	0	0	0	Required
2.	102063	Marxist–Leninist Philosophy	3	3	0	0	Required
3.	102064	Marxist–Leninist Political Economy	2	2	0	0	Required
4.	102065	Scientific Socialism	2	2	0	0	Required

5.	102091	English 1	2	1	0	1	Required
6.	102003	Physical Education 2	0	0	0	0	Required
7.	102038	Probability Theory and Mathematical Statistics	2	1	0	1	Required
8.	102006	General Laws	2	2	0	0	Required
9.	102014	Introduction to Informatics	3	2	1	0	Required
10.	102092	English 2	2	1	0	1	Required
11.	102004	Physical Education 3	0	0	0	0	Required
12.	125057	English 3	2	1	0	1	Required
13.	102033	Ho Chi Minh Ideology	2	2	0	0	Required
14.	102094	English 4	3	2	0	1	Required
15.	102066	Viet Nam Communist Party History	2	2	0	0	Required
16.	102095	English 5	3	2	0	1	Required

10.3. Professional Education

10.3.1 Major Foundation Courses

NO.	Course Code	Course	Total Credits	Lecture	Practice	Exercise	Required /Elective
1	125045	Economics	3	2	0	1	Required
2	100002	Principles of Marketing	2	1	0	1	Required
3	100003	Principles of Management	3	3	0	0	Required
4	125063	Monetary and Financial Theory	3	3	0	0	Required

5	125033	Principles of Accounting	2	1	0	1	Required
6	125027	Stock Market	2	1	0	1	Required
7	100010	Tax	2	1	0	1	Required
8	125074	Entrepreneurship	3	3	0	0	Required
9	125053	Economic Law	2	2	0	0	Required
10	100007	Principles of Statistics	2	1	0	1	Required
11	125026	International Payment	2	1	0	1	Elective
12	100004	International Economic	2	1	0	1	Elective

10.3.2 Specialized Courses

NO.	Course Code	Course	Total Credits	Lecture	Practice	Exercise	Required /Elective
1	125065	Organization Behavior	3	3	0	0	Required
2	125509	Marketing Management	3	2	0	1	Required
3	125513	Video Marketing	2	1	0	1	Required
4	127035	Human resource Management	3	2	0	1	Required
5	125004	Managerial Accounting	2	1	0	1	Required
6	125010	Import–Export Operations	2	1	0	1	Required
7	125015	Quality Management	2	1	0	1	Required
8	125075	International Business Management	2	2	0	0	Elective
9	125076	Applied Informatics in Economics	2	2	0	0	Elective
10	125077	Office Administration Management	2	2	0	0	Elective
11	125011	Business Performance Analysis	2	1	0	1	Required
12	125029	E-commerce	2	1	0	1	Required

13	125052	Entrepreneurship and Application	2	1	0	1	Required
14	127047	Strategic Management	3	2	0	1	Required
15	125024	Financial Management	2	1	0	1	Required
16	125078	Production Management	3	2	0	1	Required
17	125055	Management Information Systems	2	2	0	0	Elective
18	125046	Organizational Behavior	2	2	0	0	Elective
19	125056	English for BA	3	3	0	0	Required
20	125079	Project Management	3	2	0	1	Required
21	125080	Supply Chain Management	3	3	0	0	Required
22	125072	Leadership	3	3	0	0	Required
23	125048	Research Methodology	3	3	0	0	Required
24	125081	Risk Management	2	1	0	1	Required
25	128018	Labor Law	2	1	0	1	Elective
26	125068	Event Management	2	1	0	1	Elective

10.3.3. Graduation Requirements

Graduation Thesis

NO .	Course Code	Course	Total Credits	Lecture	Practice	Exercise	Required /Elective
1	22222	Graduation Thesis	10	0	10	0	Required

11. SAMPLE TEACHING PLAN

11.1. Course Prerequisite and Sequence Diagram

CHƯƠNG TRÌNH ĐÀO TẠO NGÀNH QUẢN TRỊ KINH DOANH TRÌNH ĐỘ ĐẠI HỌC



11.2 Sample Teaching Plan

Semester 1

Course Code	Course	Credits				Number of Periods
		Total	Lecture	Practice	Exercise	
	National Defense Education					165
102002	Physical Education 1	0	0	0	0	30
125045	Economics	3	2	0	1	60
102063	Marxist–Leninist Philosophy	3	3	0	0	45
102064	Marxist–Leninist Political Economy	2	2	0	0	30
102065	Scientific Socialism	2	2	0	0	30
100002	Principles of Marketing	2	1	0	1	45

100003	Principles of Management	3	3	0	0	45
102091	English 1	2	1	0	1	45
Total		17	14	0	3	330

Semester 2

Course Code	Course	Credits				Number of Periods
		Total	Lecture	Practice	Exercise	
102003	Physical Education 2	0	0	0	0	30
125065	Corporate Culture	3	3	0	0	45
102038	Probability Theory and Mathematical Statistics	2	1	0	1	45
102006	General Laws	2	2	0	0	30
125063	Money and Finance	3	3	0	0	45
125033	Principles of Accounting	2	1	0	1	45
102014	Introduction to Informatics	3	2	1	0	75
102092	English 2	2	1	0	1	45
Total		17	13	1	3	360

Semester 3

Course Code	Course	Credits				Number of Periods
		Total	Lecture	Practice	Exercise	
102004	Physical Education 3	0	0	0	0	30
125027	Stock Market	2	1	0	1	45
100010	Tax	2	1	0	1	45
125074	Entrepreneurship	3	3	0	0	45
125053	Economic Law	2	2	0	0	30
125509	Marketing Management	3	2	0	1	60
102093	English 3	2	1	0	1	45
100007	Principles of Statistics	2	1	0	1	45
Elective Course (Choose 1 of 2)						

125026	International Payment	2	1	0	1	45
100004	International Economics	2	1	0	1	45
Total		18	12	0	6	390

Semester 4

Course Code	Course	Credits				Number of Periods
		Total	Lecture	Practice	Exercise	
125513	Video Marketing	2	1	0	1	45
125078	Production Management	3	2	0	1	60
125048	Research Methodology	3	3	0	0	45
125010	Import–Export Operations	2	1	0	1	45
125015	Quality Management	2	1	0	1	45
102033	Ho Chi Minh’s Ideology	2	2	0	0	30
102094	English 4	3	2	0	1	60
Elective Course (Choose 1 of 2)						
128018	Labor Law	2	1	0	1	45
125068	Event Management	2	1	0	1	45
Total		19	14	0	5	360

Semester 5

Course Code	Course	Credits				Number of Periods
		Total	Lecture	Practice	Exercise	
102066	History of the Communist Party of Vietnam	2	2	0	0	30
125011	Business Performance Analysis	2	1	0	1	45
125029	E-Commerce	2	1	0	1	45
125052	Entrepreneurship and Application	2	1	0	1	45
127047	Strategic Management	3	2	0	1	60

125004	Managerial Accounting	2	1	0	1	45
102095	English 5	3	2	0	1	60
Elective Course (Choose 1 of 2)						
125055	Management Information Systems	2	2	0	0	30
125046	Organizational Behavior	2	2	0	0	30
Total		18	12	0	6	360

Semester 6

Course Code	Course	Credits				Number of Periods
		Total	Lecture	Practice	Exercise	
125056	English for BA	3	3	0	0	45
125079	Project Management	3	2	0	1	60
125080	Supply Chain Management	3	3	0	0	45
125072	Leadership	3	3	0	0	45
125024	Financial Management	2	1	0	1	45
125081	Risk Management	2	1	0	1	45
127035	Human Resource Management	3	2	0	1	60
Elective Course (Choose 1 of 3)						
125075	International Business Management	2	2	0	0	30
125076	Applied Information Technology in Economics	2	2	0	0	30
125077	Office Administration Management	2	2	0	0	30
Total		21	17	0	4	375

Semester 7

Course Code	Course	Credits				Number of Periods
		Total	Lecture	Practice	Exercise	

22222	Graduation Thesis	10	0	10	0	450
Total		10	0	10	0	450

12. GRADUATION REQUIREMENTS

Recognition of Graduation:

- Students who have accumulated a minimum of 120 credits and have completed all required courses for the registered major are eligible for graduation.
- In addition, students must meet the following requirements in accordance with the Academic Regulations:
 - Students are eligible for graduation consideration when they fulfill all of the following conditions:
 - + A certified copy of the High School Diploma (certification issued within the last 6 months).
 - + Completion of the required number of credits as prescribed (no outstanding credits).
 - + Possession of certificates for Physical Education and National Defense Education in accordance with regulations of the Ministry of Education and Training.
 - + Possession of a Basic or Advanced Information Technology Application Certificate and a Foreign Language Certificate as required by the University.
 - + Completion of the required Soft Skills Certificates as prescribed by the University.
- In addition, students must satisfy all other requirements stipulated in the Regulations on Undergraduate and Bridging Undergraduate Education under the Credit-Based System for the 2024 admission cohort, issued under Decision No. 32/QĐ-ĐHLH dated January 12, 2024 by the President of Lac Hong University.

13. SUMMARY OF COURSE CONTENT AND CREDIT DISTRIBUTION

13.1 General Education Courses

102002 - Physical Education 1

Number of Credits: 0

Students are required to choose one of the following three sports courses: Volleyball, Football (Soccer), or Basketball, and study the selected sport throughout the entire Physical Education program. After completing the course, students will acquire fundamental knowledge of the chosen sport, understand the benefits of physical exercise for human health, and learn some basic rules applied in competition.

102003 - Physical Education 2

Number of Credits: 0

Students continue studying the sport previously selected in Physical Education 1.

102004 - Physical Education 3

Number of Credits: 0

Students continue studying the sport previously selected in Physical Education

102063 - Marxist-Leninist philosophy

Number of Credits: 3

The Marxist–Leninist Philosophy course for undergraduate students in non–political theory majors aims to achieve the following objectives: Knowledge: Students are able to present the fundamental contents of philosophy, Marxist–Leninist philosophy, and the role of Marxist–Leninist philosophy in social life. The course covers the basic contents of dialectical materialism, including the relationship between matter and consciousness, the principles of materialist dialectics, and the theory of cognition of dialectical materialism. It also introduces the fundamental contents of historical materialism, including socio-economic formations; class and nation; the state and social revolution; social consciousness; and philosophical perspectives on human beings; Skills: Students are able to apply knowledge of Marxist–Leninist philosophy to their learning and professional work; Attitudes: Students develop respect for objective laws in the processes of learning and working.

102064 - Marxist-Leninist political economy

Number of Credits: 2

The Marxist–Leninist Political Economy course consists of six chapters and aims to equip students with the following competencies: Knowledge: Students are able to present the fundamental contents of the course, including commodities,

markets, the laws of the market economy, surplus value production, competition, monopoly, and current political–economic issues in Vietnam; Skills: Students are able to apply the knowledge learned about economic phenomena and the basic laws of the commodity economy and the socialist-oriented market economy to their professional work; Attitudes: Students develop appropriate behaviors in accordance with the objective laws of the economy.

102065 - Scientific socialism

Number of Credits: 2

The Scientific Socialism course is designed for undergraduate students in non–political theory majors. The course consists of eight chapters and aims to equip students with the following competencies: Knowledge: Students understand the laws governing the emergence of the communist socio-economic formation, as well as the conditions for its emergence and the fundamental contents of scientific socialism. These include the historical mission of the working class; socialism and the transition period to socialism; socialist democracy and the socialist state; class structure and class alliances during the transition to socialism; and issues related to ethnicity, religion, and family during the transition period to socialism; Skills: Students are able to explain social phenomena and processes based on the knowledge of scientific socialism; Attitudes: Students develop an optimistic attitude and confidence in the leadership of the Party, respect and comply with legal regulations in professional practice, and build a sense of responsibility toward their work, thereby contributing to national development in accordance with the socialist orientation.

102033 - Ho Chi Minh's ideology

Number of Credits: 2

The Ho Chi Minh's ideology course is designed for students of universities and colleges (non–political theory majors) and aims to equip learners with the following competencies: Knowledge: Students are able to present the foundations for the formation and the fundamental contents of Ho Chi Minh Thought, including: thoughts on national independence and socialism; the Communist Party of Vietnam and the State; national great unity and international solidarity; culture, ethics, and human development; Skills: Students are able to select appropriate methods and

approaches for studying and working in accordance with Ho Chi Minh's ethical standards; Attitudes: Students comply with ethical standards in professional practice and in daily life.

102066 - The History of the Vietnamese Communist Party

Number of Credits: 2

The History of the Communist Party of Vietnam course aims to equip students with the following competencies: Knowledge: Students gain fundamental and systematic knowledge about the establishment of the Communist Party of Vietnam; the process by which the Party led the Vietnamese revolution to seize political power (1930–1945); the resistance wars against French colonialism and American imperialism (1945–1975); and the process by which the Party has led the country in the transition toward socialism (1975–present); Skills: Students are able to explain issues related to the policies and guidelines of the Communist Party of Vietnam in their professional practice; Attitudes: Students develop the attitude of complying with the Party's guidelines in the comprehensive leadership of society.

102038 - Probability Statistics Theory

Number of Credits: 2

This course provides students with fundamental knowledge of probability theory and statistical methods applied in economics, including probability and probability calculation formulas, random variables and probability distribution laws, sampling theory, and parameter estimation.

102006 - General legal

Number of Credits: 2

This course provides non-law major students with the most fundamental knowledge about the State and law in general, and about the socialist State and socialist law in particular. It helps students develop proper awareness and viewpoints regarding the guidelines and policies of the Party and the laws of the State. At the same time, the course equips students with basic knowledge of the Vietnamese legal system and several specific branches of law, including civil law and civil procedure law, labor law, criminal law and criminal procedure law, administrative law and administrative procedure law, business law, and

anti-corruption law, thereby helping students better understand the law and apply it in practical life.

102014 - General Informatics

Number of Credits: 3

This course consists of three main components: Basic Computer Skills, Office Productivity Tools, and Internet Usage.

Upon completion of the course, students will be able to: Operate personal computers and the Microsoft (MS) Windows operating system at a fundamental level; Utilize office software effectively to support academic research and professional tasks; Navigate the internet and use online tools to search for resources and exchange information.

102091 – English 1

Number of Credits: 2

This course is designed to help learners consolidate foundational English knowledge acquired in high school while expanding communication skills at an elementary level. The course covers vocabulary, grammar, and pronunciation through familiar and practical topics, aiming to maximize students' English communication proficiency.

102092 – English 2

Number of Credits: 2

This course provides students with the essential vocabulary and grammatical structures required for everyday communication at an elementary level.

102093 - English 3

Number of Credits: 2

This course helps learners consolidate the English communication skills acquired in English 1 and English 2, while expanding their proficiency to a Pre-intermediate level. The course provides comprehensive knowledge of vocabulary, grammar, and pronunciation through familiar and practical topics, aiming to maximize students' English communication potential.

102094 - English 4

Number of Credits: 3

This course aims to consolidate the English communication skills acquired in English 1, 2, and 3, while elevating learners' proficiency to a Pre-intermediate level. The course provides comprehensive knowledge of vocabulary, grammar, and pronunciation through common daily life themes, such as: Inspiration for Change; The World of Work; Health and Happiness; Entertainment; Challenges; Technology. These topics are strategically integrated to maximize students' communication effectiveness in English.

102095 - English 5

Number of Credits: 3

This course enables students to comprehend factual and straightforward information. Students will learn to identify both general gist and specific details in spoken discourse, as well as follow and understand the main points of extended discussions, daily conversations, and radio broadcasts.

13.2. Professional Education

125045 - Economics

Number of Credits: 3

This course provides students with fundamental principles to analyze ongoing economic activities within the economy from both microeconomic and macroeconomic perspectives. Microeconomics Module: Microeconomics equips students with the methods to apply market economy laws to various fields, such as accounting and auditing, business administration, tourism, finance and banking, and scientific research. Students can apply the acquired knowledge to real-life situations and subsequent modules such as Macroeconomics, International Economics, Econometrics, and more. Macroeconomics Module: Macroeconomics introduces fundamental concepts including the measurement of aggregate output and price levels of the economy; it describes long-term economic behavior, such as factors determining economic growth, unemployment, and inflation; it introduces central ideas regarding aggregate supply, aggregate demand, and macroeconomic equilibrium, while applying fiscal policy, monetary policy, exchange rates, and trade policy to both closed and open economy models.

100002 – Principles of Marketing

Number of Credits: 2

The course Principles of Marketing is designed to provide students with basic knowledge of the art of marketing in relation to customers, helping them identify their target customers and develop appropriate strategies to achieve the highest level of customer satisfaction. This course equips students with fundamental knowledge of marketing principles and their application in business practice, including: basic concepts of marketing; environmental factors influencing customer purchasing behavior; marketing decisions; and problem-solving in practical business situations.

100003 - Fundamentals Management

Number of Credits: 3

Fundamentals of Management includes fundamental knowledge about the processes of organizing and coordinating the effective activities of individuals within an organization in order to achieve the common goals of the organization in a dynamic socio-economic environment. The course content covers the following topics: an introduction to the concepts and roles of management as well as the historical development of management. It also distinguishes between efficiency and effectiveness in management and presents different approaches to management based on both theoretical and practical perspectives.

The scientific foundations of management are also addressed, including management theories, principles and methods of management, as well as managerial information and decision-making. Management functions such as planning, organizing, coordinating, controlling, and adjusting are discussed, along with several contemporary management issues in the 21st century, profiles of managers, and management experiences of companies and enterprises both domestically and internationally.

In addition, several applications of management theories currently implemented and effectively applied in Vietnamese aviation enterprises, as well as in airlines and airports of developed countries around the world, are also introduced.

125063 - Monetary Finance

Number of Credits: 3

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.

125033 - Principles of Accounting

Number of Credits: 2

The course *Principles of Accounting* equips students with fundamental knowledge of accounting, including the definition of accounting, basic concepts, accounting principles, accounting methods, financial statements, and accounting books and records. This knowledge provides a foundation for studying and researching specific issues in corporate accounting, public sector accounting, financial accounting, and managerial accounting.

The course also helps students understand the relationship between accounting and management in areas related to their field of study.

125027 - Stock Market

Number of Credits: 2

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.

100010 - Taxation

Number of Credits: 2

The course *Taxation* is designed for students in the field of economics and provides fundamental theoretical knowledge of public finance and taxation. It introduces the Vietnamese tax system, including concepts, characteristics, taxable subjects, taxpayers, tax bases, and tax calculation methods. The course also covers tax registration, declaration, payment procedures, tax exemptions, reductions, refunds, tax arrears, and other procedures related to the current tax laws in Vietnam.

125074 - START-UP

Number of Credits: 3

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.

125053 - *Economic Law*

Number of Credits: 2

The course *economic Law* examines the legal status of business entities and the bankruptcy law applicable to enterprises, cooperatives, and cooperative unions. The course covers legal regulations on the establishment and management of enterprises, cooperatives, and cooperative unions; issues related to the reorganization and dissolution of these entities; signs indicating bankruptcy; and the procedures for resolving bankruptcy cases in accordance with current laws.

100007 - Principles of Statistics

Number of Credits: 2

The Principles of Statistics course equips students with fundamental knowledge of statistics, including the system of statistical operational steps that serve the requirements for organizing data collection, processing, and analysis. The course provides a set of statistical methods used to collect initial information, process the collected data, analyze and forecast phenomena in order to serve various purposes of information use in management.

The course also introduces software tools used for data processing based on the theoretical foundation of statistical methods, enabling students to effectively utilize computational tools and interpret the results generated by these tools.

125026 - International Payments

Number of Credits: 2

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.

100004 - International Economics

Number of Credits: 2

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.

125065 - Corporate Culture

Number of Credits: 3

This course provides students with fundamental knowledge of business culture and explains its importance in the formation and development of enterprises. The course covers both theoretical and practical aspects related to business culture, enabling students to understand and effectively develop business culture within organizations as employees or consultants. Through theoretical instruction combined with case discussions and group presentations, students gain insights into business culture in both domestic and international enterprises.

125509 - Marketing Management

Number of Credits: 3

This course provides students with knowledge and skills in planning marketing strategies based on market demand analysis and forecasting. It helps students understand the behavior of consumers and organizations, and identify business opportunities. Students will apply the knowledge they have learned to develop marketing mix strategies that help companies enhance their competitive advantage in the marketplace.

125513 - Video marketing

Number of Credits: 2

The Video Marketing course provides knowledge about video marketing tools and equips students with the understanding and skills needed to implement video marketing tools in digital marketing campaigns.

127035 - Human resource management

Number of Credits: 3

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.

125004 - Managerial Accounting

Number of Credits: 2

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.

125010 - Import and Export Business

Number of Credits: 2

This course equips 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.

125015 - Quality Management

Number of Credits: 2

This course provides 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.

125075 - International business

Number of Credits: 2

This course provides students with the knowledge and skills necessary to understand the global business environment, identify challenges, and take advantage of opportunities for enterprises in the context of Vietnam's active international economic integration. Students will also develop the ability to update and analyze international data related to different industries and commodities. The course

content consists of four main parts: the internationalization process of the global economy; understanding the diversity of international business environments and approaches to studying these environments; functional strategies implemented by international business firms; and situations related to entering global markets and developing international trade transactions. The course also includes synthesizing and analyzing the trading situation of tangible goods in the international market, examining Vietnam's export and import activities, and applying this knowledge to a specific real-world commodity.

125076 - Application information technology in Economics

Number of Credits: 2

This course provides students with fundamental knowledge of applying statistical software such as SPSS and advanced Excel in researching economic and business issues. Students also learn how to write research reports, interpret results, and propose policy implications based on research findings.

125077 - Administrative Office Management

Number of Credits: 2

This course equips students with fundamental knowledge of office administration as well as basic professional skills in office work. It provides students with the necessary knowledge of the management process for administrative activities in offices, particularly in corporate offices. In addition, the course develops basic skills related to office operations, such as: document processing procedures, information collection and processing, planning and organizing meetings, arranging business trips within enterprises, and developing skills in analysis, planning, organizing implementation, and supervising office administrative tasks.

125011 - Business Analytics

Number of Credits: 2

This course equips students with fundamental knowledge of business analytics. The objectives of the course are to help students become familiar with data processing methods and analytical tools used in business data analysis, such as data visualization, descriptive and predictive data mining, regression analysis, time series analysis, and optimization models. The course also supports students in making effective business decisions and improving the operational efficiency of organizations and enterprises based on analyzed data.

125029 - E-commerce

Number of Credits: 2

This course provides students with fundamental knowledge of e-commerce, the Internet, and websites. It also introduces various payment methods used in e-commerce. In addition, the course focuses on studying, developing, and implementing e-commerce models.

125052 - Entrepreneurship and Application

Number of Credits: 2

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 application course also provides necessary 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.

127047 - Strategic Management

Number of Credits: 3

The Strategic Management course provides fundamental knowledge of the principles of strategic management for enterprises or organizations operating in economies with long-term development orientations. The body of knowledge includes methods for identifying, analyzing, and evaluating factors in both the internal and external environments of an organization; developing strategic plans (including defining business philosophy, strategic vision, mission, objectives, and selecting strategies at different levels); and methods for organizing the implementation of strategies (such as building an effective organizational structure, translating strategies into operational plans, managing operational processes, and developing a sustainable organizational culture). The course also covers strategic control and evaluation of the activities of enterprises or organizations.

125024 - Financial Management

Number of Credits: 2

This course provides students with fundamental concepts in corporate financial management, including the time value of money; methods for reading and analyzing financial statements; financial analysis, planning, and control; financial planning; and the management of working capital and fixed capital. Through this

course, students recognize the importance of financial management in enterprises and are able to apply the knowledge gained to their work and daily life.

125078 – Production Management

Number of Credits: 3

This course provides fundamental concepts related to the organization of production processes in enterprises and planning activities such as demand forecasting, capacity planning, and materials requirement planning. The course also develops operational management skills including production scheduling, facility layout planning, and evaluating the effectiveness of production activities in enterprises.

125055 - Management information systems

Number of Credits: 2

This course equips students with fundamental knowledge about organizing information systems in enterprises, including the roles of different information systems at various levels of management. It also introduces concepts and methods for managing hardware, software, data, communication networks, the Internet, and human resources within information systems. The course also provides methods for developing and implementing information systems in organizations and examines their impact on business operations and organizational structures. In addition, students are introduced to issues related to information system security in enterprises.

125046 - Organizational Behavior

Number of Credits: 2

This course provides students with fundamental knowledge of the attitudes and behaviors of employees within organizations and the factors that influence them. Students will be able to assess employees' attitudes and behaviors and apply appropriate methods to influence them in ways that benefit the organization.

125056 – English for BA

Number of Credits: 3

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.

125079 - Project management

Number of Credits: 3

This course provides students with fundamental concepts of project management, including project planning, organization, and management; methods of project budgeting and project appraisal; and resource allocation during project implementation. Through this course, students recognize the importance of project management and are able to apply the knowledge gained to their work and daily life.

125080 - Supply Chain Management

Number of Credits: 3

Supply Chain Management is a course that studies the organization, development, and management of supply activities of materials and goods in enterprises. The course helps students gain a new perspective and understand supply chain management as a professional field that plays an important role in enhancing the competitive advantage of enterprises in today's economic development context.

The course introduces concepts, definitions, perspectives, values, objectives, methods, and techniques for developing supply chain management systems, providing students with an overall understanding before studying more advanced topics.

125072 - Leadership

Number of Credits: 3

This course provides students with fundamental knowledge related to leadership activities. It analyzes the nature of leadership; the qualities and skills of effective leaders; and the effective use of leadership power. The course also examines the appropriateness of leadership styles in different situations, ways to enhance team performance, and methods for scientifically evaluating leadership effectiveness.

Through this course, students are able to assess leadership competencies, identify the strengths and weaknesses of leaders, and clearly understand leadership responsibilities. The course is essential for students when approaching practical issues in the decision-making process.

125048 - Research Methodology

Number of Credits: 3

This course provides students with fundamental knowledge of science and scientific research, including research methods, techniques for collecting primary

and secondary data, methods of processing research data, and the presentation of scientific research results.

125081 - Risk Management

Number of Credits: 2

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.

128018 - Labor Law

Number of Credits: 2

This course provides students with general knowledge of labor law, including its scope of regulation, regulatory methods, principles, legal sources, and labor relations. The course also introduces key aspects of Vietnamese labor law such as employment and vocational training, labor contracts, workplace dialogue, collective bargaining and collective labor agreements, working hours and rest periods, wages, occupational safety and hygiene, labor discipline and material liability, social insurance, labor disputes and dispute resolution, strikes, and state management of labor.

125068 - Event Management

Number of Credits: 2

The Event Management course is part of the disciplinary knowledge in the field of management. The course content provides fundamental knowledge on organizing events or conferences, including developing themes, designing programs, and budgeting. It also introduces scientific approaches to researching, designing, and planning events or conferences. In addition, the course focuses on effective preparation for events, managing logistics, and organizing and operating various activities during the event.

13.3. Graduation Requirements

22222 - Graduate internship report

Number of Credits: 10

(Including: Scientific Research Report and Graduation Internship Report)

Scientific research is a social activity aimed at discovering new knowledge that has not yet been known by science; identifying the nature of phenomena;

developing scientific understanding of the world; or creating new methods and technical solutions to improve reality. Students conduct research and prepare a report to present to the academic committee, demonstrating the knowledge, skills, and recommendations gained throughout the research and internship process, as well as their attitude toward practical work and proposed solutions to real-world problems.

The graduation internship report involves students participating in internship activities at enterprises, both domestic and international, as well as administrative organizations, in order to gain practical exposure to production, business, and management activities. After completing a five-month internship at the enterprise, students synthesize essential information about the company such as human resources, business performance, and production processes. Students then prepare and present a report to the academic committee on the knowledge and skills acquired during the internship, while also demonstrating their professional attitude toward practical work.

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