BUSINESS ADMINISTRATION COURSE OUTLINE 2024

Apply for 2024 & 2025 enrollment

Tiếng Anh 1

English 1

English 1 is a compulsory program in the non-English bachelor's degree course and it is taught in the first semester of year 1. This program helps equip students with pre-intermediate level English knowledge of vocabulary, phonetics, grammar and culture. Language skills are integrated compatible with highly practical curriculum content, helping students develop language skills. At the same time, the program also helps students develop teamwork skills. The program has a complementary relationship with other programs such as *English for Specific Purposes* and *Communication Skills*.

Kỹ năng giao tiếp

Communication Skills

Communication Skills course is a component of general education taught in the first academic year of the undergraduate program. Based on defined objectives and learning outcomes, the course is designed to provide students with a foundation of knowledge and develop fundamental communication skills. It aims to enable students to apply flexible and effective communication skills in their academic pursuits and practical life. Additionally, the course helps students enhance their awareness and responsibility in the communication process, contributing to forming individual and societal communication cultures.

Kinh tế vi mô

Microeconomics

Microeconomics is a subject in the Fundamental Knowledge block, taught in the training program's first semester. This course explores the nature of economic phenomena, their laws, and trends in a market economy, equipping students with knowledge for related subsequent courses. Unlike macroeconomics, which studies the economy as a whole, microeconomics focuses on analyzing the behaviour of economic agents such as producers, consumers, and even the government within specific markets. Therefore, the content of this course provides students with knowledge of economic principles, theories of consumer and producer behaviour, market structures, and government intervention.

Quản trị học

Management

Management courses provide the foundational knowledge of business administration and are typically scheduled for the first semester. The course covers topics related to organisational structure and management, the evolution of management thought, the business environment, management decision-making, and the functions of management, including planning, organising, controlling, and leading. Its purpose is to equip learners with fundamental knowledge and content in management, enabling them to understand and grasp management perspectives, theories, knowledge, and skills necessary to perform managerial functions, solve managerial case studies, and derive general principles and methods applicable

in practice. The course provides essential knowledge for managers in all fields. It complements microeconomics, macroeconomics, marketing management, and courses that train other organisational supporting functions.

Marketing căn bản

Principles of Marketing

The course provides foundational knowledge in business management in the first semester. The course covers marketing, marketing management perspectives, marketing information systems and research, marketing environment and consumer buying behavior, market segmentation, target market selection, and product positioning. Its purpose is to equip learners with the fundamental knowledge and necessary skills to select optimal marketing mix tools to impact the target market, satisfy the needs of target customers, and achieve the set goals of the business. The course complements marketing management, entrepreneurship, and other courses in the training program.

Kỹ năng tư duy và lập kế hoạch

Thinking and planning skills

The module provides supplementary knowledge to train students' career skills. The module equips students with knowledge to familiarize themselves with issues related to thinking and practice thinking skills. The module also equips you with knowledge related to determining goals and planning to achieve them, practicing skills in determining goals and planning to achieve goals. The module has a complementary relationship with other modules such as persuasive communication and presentation skills in business, management, and business start-up.

Định hướng nghề nghiệp ngành QTKD

Career Orientation

Career Orientation course is part of the Fundamental Knowledge block of the business administration field and is arranged in the first semester of the first year. The content of this course aims to help students understand the essence of the business administration discipline and the positions they will assume after graduation. It assists them in accurately selecting suitable career positions that align with their abilities and personal preferences. Providing accurate career orientation from the outset helps minimize the risk of dropout and increases students' confidence in the field of business administration. Additionally, the course helps students recognize the need to acquire the necessary knowledge, skills, and attitudes that lead to success upon graduation.

Tiếng Anh 2

English 2

English 2 is a compulsory program in the non-English bachelor's degree course and it is taught in the second semester of year 1. The program helps equip students with pre-intermediate level English knowledge of vocabulary, phonetics, and grammar provided in *English 1*. Language skills are integrated compatible with highly practical curriculum content, helping students develop language skills. At the same time, the program also helps students develop teamwork skills. The module has a complementary relationship with other programs such as *English for Specific Purposes* and *Communication Skills*.

Pháp luật đại cương

Fundamentals of Law

Fundamentals of Law is taught in Semester 2 and serves as a mandatory subject in the training program. The course equips learners with fundamental knowledge of the state and law and the regulatory mechanism of law. It provides a general understanding of the legal system in Vietnam and specific legal fields within the Vietnamese legal system. Through the study of this course, learners gain a deeper understanding of the role of law, thereby developing awareness and skills in implementing the law in practical life.

Phương pháp NCKH trong kinh doanh

Business research methods

Business Research Methods course provides foundational knowledge in business research and is typically scheduled in Semester 2. The course will equip students with fundamental knowledge of research ideas, problems, design, methods, data collection, data analysis, and reporting research findings. Its purpose is to provide students with the foundational knowledge and skills to identify business-related issues in different industries/fields, propose solutions to problems, and undertake essential research projects in the business domain. The course complements other courses such as management, marketing management, and other specialized courses.

Kinh tế vĩ mô

Macroeconomics

Macroeconomics course is part of the Fundamental Knowledge block in economics for various economic disciplines. This course aims to provide students with an understanding of the principles of economics and macroeconomic issues such as national output, aggregate supply and demand, inflation, and unemployment, as well as issues related to government policies that can be applied in professional work. Additionally, the course also covers knowledge related to an open economy, such as balance of payments and exchange rates.

Toán kinh tế

Economical mathematics

Economical Mathematics course is a mandatory subject in the foundational knowledge block of the program and is typically scheduled for Semester 2. The course covers topics related to single-variable functions, multivariable functions, calculus, differential equations, and their applications in economic analysis. Its purpose is to provide students with fundamental knowledge and necessary skills to apply mathematical tools in solving economic problems. The course is complementary to other subjects, such as microeconomics and macroeconomics.

Tổ chức sự kiện

Event Holding

Event holding is a subject in the specialized knowledge block in the business administration program which is planned to be taught in semester 5. It includes main contents such as Concepts of events and event management; Market trends in event development; Developing event organization plans for businesses; Legal issues and event marketing

communications; Organizing and implementing event activities; Evaluating and assessing business events; Different ways to organize various prominent types of events. This is a subject in the specialized knowledge block. After completing this subject, students can understand the basic knowledge of events, develop basic event organization plans, and identify the requirements for job positions in event organization activities.

Triết học Mác - Lênin

Philosophy of Marxism and Leninism

Philosophy of Marxism and Leninism is one of the compulsory courses in the undergraduate program. It is taught in Semester 3 of the training program. This course plays a role in providing students with a worldview and methodology to study subsequent subjects as well as guiding practical activities. It provides an overview of general theoretical issues in philosophy, specifically in Marxist-Leninist philosophy, by introducing the history, formation conditions, main content, and role of Marxist-Leninist philosophy. Mainly, it addresses issues related to the scientific materialist worldview and the rational dialectical methodology while also emphasizing the application of dialectical materialism to solving historical and social issues within the framework of historical materialism.

Nguyên lý kế toán

Accounting Principles

Accounting Principles provides foundational knowledge in the field and the discipline within the Fundamental Knowledge block of Bachelor of Business Administration programme, scheduled for Semester 3. This subject equips students with an understanding and the ability to apply the acquired knowledge in accounting for vital economic transactions within an enterprise. The subject covers several fundamental topics, including the general overview of the object, tasks, and principles of accounting, the methods used in accounting, and the primary economic transactions in practice. The subject is related to the Enterprise Accounting course.

Tài chính - Tiền tệ

Finance – Money

The module provides basic knowledge of business administration and is expected to be delivered in semester 3. The module equips students with general knowledge about corporate finance, financial markets, state budget, international finance, nature of money, supply and demand of money, inflation, credit, the operation of the financial intermediation system, central banks and implementation of monetary policy. The module has a complementary relationship with other modules such as Accounting Principles, Business Accounting, Financial Management, Securities Analysis and Investment, Personal Financial Management, Project Management, Analysis business data, Taxation, Business Analysis and International Payments.

Lãnh đạo học

Leadership

Leadership course provides specialized knowledge for the Business Administration program and is typically scheduled for Semester 3. The course equips students in the field of business administration with a fundamental and systematic understanding of leadership,

including the nature of leadership, power and influence, leadership qualities and skills, as well as leadership styles and techniques in the modern era. The course helps learners develop knowledge and leadership skills to lead a business unit or team in carrying out management tasks. It is complementary to other courses such as Human Resource Management and Strategic Management.

Quản trị Marketing

Marketing Management

Marketing Management course belongs to the Disciplinary Knowledge block of Business Administration programme and is typically scheduled for Semester 3. The course introduces the management philosophies corresponding to the emergence and development of marketing, the role of marketing, strategic marketing planning, analysis of information systems, marketing research and demand forecasting, and analysis of the marketing environment to identify opportunities, risks, strengths, and weaknesses in marketing operations, customer behaviour analysis, market segmentation, target market selection, and market positioning. It also covers formulating marketing policies and the marketing mix for enterprises, including product, price, distribution, and promotion, as well as managing marketing efforts. Based on a solid understanding of microeconomics, macroeconomics, and basic marketing knowledge. This course helps develop students' marketing management knowledge and provides a foundation for comprehensive knowledge development after graduation. The course complements other courses such as brand management, customer relationship management, and consumer behaviour in the training program.

Quản trị nhân lực

Human Resource Management

Human Resource Management is one of the courses that provides disciplinary knowledge in business administration, specifically in human resource management (management of individuals within an organization). The course covers the importance of human resource management, human resource planning, job analysis, recruitment, performance evaluation of employees, motivation and compensation to equip learners with the necessary knowledge and skills for effective utilization of human resources in organizational business activities. The course complements other courses such as financial management, marketing management, and training for other support functions within an enterprise.

Kinh tế phát triển

Development Economics

Development Economics course is part of the supplementary knowledge in the field of business administration and is taught in Semester 3. This course equips students with knowledge related to economic growth and development. It delves into helping students understand and analyze the role of crucial resource factors such as capital, labour, and technology in economic growth. Based on a solid understanding of macroeconomics, the course further develops students' knowledge of socio-economic factors and provides additional professional knowledge.

Kinh tế quốc tế

International Economics

The module provides basic knowledge of the economics sector and is expected to be arranged in semester 3. The International Economics module studies the movement trends economy in the world, trade theories and international trade policies, international movement of labour and capital, financial systems and balance of payments of countries. The final part of this module explores a trend in current international economics - the association and integration on international economics. This module provides a basic knowledges to access other modules such as: International Finance, International Payment, International Investment...

Kinh tế xanh

Green Economics

The *Green Economics* module provides supplementary knowledge of the business administration major. This module is arranged in the third semester. This module aims to equip students with basic knowledge related to green economy from the perspective of entrepreneurs. The contents mention green economic development trends, measurement indicators, responsible consumption and production, as well as other activities in the green economy. The module is expected to help learners have the basic knowledge and skills necessary to visualize and determine business orientation in accordance with the current green economic development trend, and have the right attitude towards green economy and sustainable development. The Green Economics module has a complementary relationship with other modules such as macroeconomics and other modules in business administration.

Kinh tế chính trị Mác – Lênin

Political Economics of Marxism and Leninism

As one of the compulsory courses in the undergraduate program, Political Economics of Marxism and Leninism is taught in Semester 4 of the training program. This course aims to provide students with accurate political perspectives. The course consists of six chapters. Chapter 1 discusses the subject matter, research methods, and functions of Marxist-Leninist political economy. Chapters 2 to 4 present the core content of Marxist-Leninist political economy according to the objectives of the course, explicitly addressing topics such as commodities, markets, and the roles of various entities in a market economy; surplus value production in a market economy; competition and monopoly in a market economy. Chapters 5 and 6 discuss economic and political issues in Vietnam, including the market-oriented socialist economy and economic interest relationships in Vietnam, as well as industrialization, modernization, and Vietnam's economic integration into the international community.

Tin học ứng dụng

Applied Informatics

The course provides new knowledge about Informatics in the 4.0 industrial era, digital transformation and typical applications of Informatics. From the information and practical operations of the course, students can know, understand, apply new concepts and applications of Informatics used in the fields of study. How to solve related problems through operations: organizing, storing, and processing data using available tools and applications from Microsoft Office software.

Kế toán doanh nghiệp

Corporation Accounting

This course provides supplementary knowledge for the Business Administration program and is expected to be scheduled in Semester 4. The course covers accounting for cash, materials, fixed assets, investment properties, wages, and deductions based on wages, production costs, product costing, finished goods consumption, and determination of business results. Its purpose is to equip students with corporate accounting knowledge, contributing to forming a professional knowledge foundation for Business Administration students. The course complements the Principles of Accounting course within the professional education block of the Business Administration program.

Hành vi tổ chức

Organizational Behaviour

Organisational Behaviour course provides students fundamental concepts and content related to organisational behaviour. It enables students to examine the relationship between employees and organisations in various organisational roles. The course also provides theoretical foundations that future managers can apply to maintain and develop these relationships effectively. The Organizational Behavior course is scheduled in Semester 4 of the training program. A firm grasp of organisational behaviour knowledge enables students to explain, predict, and control employee behaviour to maximise the alignment between individuals and the organisation. The course complements other courses such as management, human resource management, leadership studies, and other specialised courses.

Quản trị tài chính

Financial Management

Financial Management provides disciplinary knowledge in Business Administration in Semester 4. It is a compulsory elective course in Financial Management (taught in English). The Financial Management course equips students with a comprehensive understanding of financial management, methods of financial statement analysis, financing decisions, long-term investment decisions based on cash flows, cost of capital, and project risk. Students will learn fundamental theories and apply them to specific situations for analysis and practical application through significant exercises. The course is related to other courses such as management accounting, project establishment and evaluation, risk management, human resource management, and marketing management. The knowledge gained from these courses will support and assist managers in making informed decisions for organizational strategic planning.

Phân tích và đầu tư chứng khoán

Security Analysis and Investment

Securities Analysis and Investment is an elective module of the Business Administration major, arranged in semester 4 of the training program and belongs to the supplementary knowledge block to provide knowledge related to: Overview of stock analysis and financial investment; theories and models of stock valuation; calculate profitability and risk in stock investment; Securities analysis activities include fundamental analysis and technical analysis; Analyze types of derivative securities and apply derivative securities in portfolio management; Portfolio management... Based on the knowledge provided, it will help

learners access in-depth knowledge of securities portfolio analysis and management activities. Apply to analyze stock codes of companies listed on the market and initially approach building and managing your own investment portfolio.

Kinh doanh bảo hiểm

Insurance Business

The module provides supplementary knowledge of the business administration major and is expected to be delivered in semester 4. The module covers the content of markets, operations, distribution channels, insurance businesses and investment activities of insurance businesses. The content aims to equip students with basic theoretical and practical knowledge about the business activities of some types of commercial insurance of financial intermediaries. The module has a complementary relationship with other modules such as introduction to finance and currency, insurance principles and practices, financial markets, and commercial banking operations.

Quản lý tài chính cá nhân

Personal Financial Management

Personal Financial Management course is part of the supplementary knowledge block of the Business Administration programme in Semester 4. This course aims to equip students with knowledge of personal financial management. By understanding how to identify financial goals, students can develop financial plans and organize their finances to achieve their set plans and objectives. The knowledge and skills acquired from the Personal Financial Management course will enable students to effectively manage their expenses and prepare for financial independence in the future.

Chủ nghĩa xã hội khoa học

Science socialism

Science Socialism is a compulsory subject within the general education component in Semester 5 of the training program. The course consists of 7 chapters and provides students with fundamental political and social knowledge. It covers topics such as the historical mission of the working class, socialism and the transitional period to communism, democratic socialism, and the socialist state. It also explores social structure, class and class alliances, and social groups transitioning from capitalism to socialism. Additionally, it addresses issues related to ethnicity, religion, and the family in the transition period to socialism.

Quản trị dự án

Project management

The Project Management course is a Business Administration subject scheduled in Semester 6. This course synthesises the foundational courses previously taken and establishes supportive relationships with other subjects within the field and specialised knowledge within the discipline. The course presents fundamental knowledge on project management in business, with a focus on researching the economic, social, and market conditions of the project; studying the technical and technological aspects of the project; examining the personnel and remuneration considerations of the project; analysing the financial aspects of the project; and evaluating the economic and social impacts of the project.

Quản trị bán hàng

Sales management

Sales Management provides specialized knowledge for the Business Administration undergraduate students in Semester 5. The course equips students with a general understanding of the concepts and role of sales management in a business organization. It covers topics such as developing a sales plan, organizing the sales network, managing the sales force, controlling sales activities, and supporting sales efforts within a company. The course complements subjects such as Financial Management, Marketing Management, and Human Resource Management and courses that train various support functions within a business organization.

Quản trị xuất nhập khẩu

Import – Export Management

Import – Export Management provides specialized knowledge for the Business Administration major. The course covers topics related to the concepts and methods of international trade, including import-export business, incoterms, negotiation techniques in international trade, import-export contracts, and the development and effective implementation of import-export transactions.

Khởi sự kinh doanh

Entrepreneurship

This course introduces students in Semester 5 to entrepreneurship theory and its practical applications. The course focuses on different stages related to the entrepreneurial process, including business models, small and medium-sized enterprise management, and innovation. It revolves around exploring theories from various management perspectives and real-life business situations. Students also develop business communication skills through written documents and presentations, enabling them to integrate knowledge about entrepreneurship. (Language: Vietnamese)

Entrepreneurship

Entrepreneurship is one of the courses providing background knowledge of international trade in semester 5. Students will be provided with fundamental knowledge of entrepreneurship and case studies of entrepreneurship and business start-ups. In this course, each current phase of a business start-up such as successful business start-ups, business management as well as business strategies, will be presented, discussed, and evaluated. In this course, the lecturer and students will give priority to discussing case studies and successful models of business start-ups, and thus get a deeper understanding of entrepreneurship and successful business lessons, risks, and opportunities for starting a business. Through this course, students also develop their communication skills, written skills, and presentation skills. Thus, students will get better communication skills in the business environment. This course is built based on various perspectives so this course is supportive and suitable for students from various majors. The course has complementary relationships with other courses such as management, business planning, strategic management, financial management,

marketing management, production management, and training modules for supporting functions in the enterprise. (Language: English)

Thực tế nghề nghiệp

Field Trip

The *Field Trip* course is in Semester 5. This course gives students a comprehensive and detailed understanding of practical activities within business organizations. It involves visiting and exploring various aspects such as physical facilities, equipment, production and business processes, organizational structure, computer networks, and management software. The course relates to other subjects such as Marketing Management, Production and Operations Management, and Human Resource Management.

Đối thoại doanh nghiệp

Business Dialogue

The *Business Dialogue* course provides foundational knowledge in Business Administration and is scheduled in Semester 5. This course offers students a comprehensive and detailed understanding of the entrepreneurial journey, including the opportunities, challenges, and successful strategies entrepreneurs employ. The course has complementary relationships with other subjects such as Business Start-up, Strategic Management, Entrepreneurship, and more.

Digital Marketing

The course provides knowledge on the planning and strategies of Digital Marketing, encompassing both theoretical overviews and practical tools. It is scheduled for Semester 5. This elective course is designed to deepen students' expertise in Marketing. The course content includes topics such as social media communication, mobile device applications in marketing, search engine optimization, understanding online consumer behaviour, and measuring the effectiveness of media channels in general and social media in particular. The course will equip students with knowledge of Web 2.0, cloud computing, big data, and social media, as well as mobile devices, to build a brand image for companies, thereby enhancing online and offline sales. The course has complementary relationships with fundamental Marketing courses and Marketing Management.

Thương mại điện tử

E-Commerce

E-Commerce is one of the specialized courses offered in the Business Administration program in Semester 5. The course addresses theoretical and practical aspects of electronic commerce activities in a market economy. The specific objectives for students include acquiring a fundamental and comprehensive understanding of electronic commerce, both in theory and practice, and utilising electronic tools throughout various stages of business operations. Furthermore, students will understand the role, importance, and prospects of commerce in a market economy, as well as evaluate the opportunities and risks associated with electronic commerce. They will also study, develop, and apply appropriate electronic commerce models for businesses, particularly in logistics and supply chain management. The

course complements other subjects, such as sales management and training courses for other supporting functions within enterprises.

Kinh doanh số

Digital Business

The module provides basic theoretical and practical knowledge related to digital business activities and is scheduled to be arranged in the fifth semester. The module covers the basic content of modern business and technology applications in business, digital business model innovation, digital business ethics,... to equip learners with the basic knowledge and necessary skills to become citizens of the digital economy; build, select and execute appropriate strategies in the digital business ecosystem. The module has a complementary relationship with other modules such as strategic management, marketing management and training modules on other support functions in the enterprise.

Thống kê kinh doanh

Statistics for business

Statistics for business course in semester 5 provides foundational knowledge for Business Administration students. It encompasses systematic statistical methods, including data collection on economic and business phenomena, and processing collected data into actionable information for economic and business management decision-making. These methods entail data description utilizing numerical quantities, parameter estimation of the population, and hypothesis testing regarding population parameters. Introducing students to software programs (Excel/SPSS) serves as a supportive tool for statistical data processing, with the goal of enhancing efficiency, accuracy, and facilitating interpretation of statistical results.

Phân tích dữ liệu trong kinh doanh

Data Analysis for Business

Data Analysis for Business course provides fundamental knowledge for Business Administration students and is scheduled for semester 5. It aims to equip students with Applied Statistics research methods and skills in utilizing quantitative analysis tools for business data analysis. Topics covered include sampling methods and survey design theory, descriptive statistical methods, measures of central tendency and dispersion, outlier detection methods, one-way and two-way ANOVA, correlation analysis, and linear regression analysis. This elective course complements other core subjects such as Financial Management, Marketing Management, and Risk Management within the curriculum.

Hệ thống thông tin quản lý

Information Systems Management

The course provides knowledge and skills about Information Systems Management is one of the most important functional departments that create success of all modern economic and social organizations.The course presents how to use and reorganize information systems to exploit the system effectively to contribute to creating high quality goods, services and gain competitive advantages for businesses in industry and organization. The content of the course includes the basic concepts that form a management information system, its constituent

elements, role, position and importance in the organization; the ways in which the system supports business operations, supports decision making and creates competitive advantage; organizational processes and methods of solving business problems using information systems based on information technology; Learn about the information technology infrastructure of information systems; Learn the process of building and developing management information systems; Research some typical information systems in the form of case studies in today's businesses such as accounting, finance, human resources, production, sales and marketing information systems or other information systems. integration such as CRM, ERP, SCM, and at the same time students understand the role, importance and planning steps to build a management information system project.

Lịch sử Đảng Cộng sản Việt Nam

History of Vietnamese Communist Party

History of the Communist Party of Vietnam is a mandatory course in Semester 6 of the study program. The course provides students with accurate political perspectives and an understanding of the Party's orientation, viewpoints, and policies. The course content consists of three chapters, equipping students with basic knowledge about the establishment of the Communist Party of Vietnam and the Party's leadership throughout different historical periods of Vietnam's revolution. These periods include the Party's leadership in the power struggle (1930-1945); the Party's leadership in two resistance wars, achieving national liberation and reunification (1945-1975); and the Party's leadership in the country's transition to socialism and the implementation of the renewal process (since 1975).

Tiếng Anh chuyên ngành

English for Business Administration

English for Business Administration is part of the supplementary knowledge domain of the Business Administration program, typically scheduled for the 6th semester. This module integrates fundamental knowledge of business administration with English language skills to enhance learners' understanding of English in a business context by providing relevant terminology and vocabulary related to economic and business management topics. Additionally, the module equips learners with knowledge and skills in writing common business documents. Consequently, learners have the opportunity to apply English terminology and incorporate key grammar points into real-world business situations. Throughout the learning process, learners engage in discussions on reading topics to develop language skills and expand their vocabulary. The module is complementary to English 1 and 2 modules.

Quản trị đổi mới sáng tạo

Innovation Management

The course provides foundational Innovation and Creative Management knowledge and is scheduled in Semester 6. The course covers four fundamental aspects of innovation management, focusing on explaining critical concepts and the process of managing innovation. It also analyzes the role of innovation in business operations, innovative models, and the establishment of a culture of innovation within enterprises. The course aims to equip students with knowledge and skills in managing innovation within a business context. It will help students identify the need for innovation and actively adapt to or generate positive, innovative changes for themselves and their organizations in response to environmental

dynamics. The course complements other courses such as brand management, office management, supply chain management, and other specialized subjects.

Quản trị sản xuất và tác nghiệp

Production and operation management

The course provides basic knowledge of business administration and it is expected to be delivered in semester 6. The course covers the contents of product demand forecasting, capacity management, business positioning, production premises arrangement in the enterprise, general planning, production moderation, inventory management, etc., which equip learners with basic knowledge and skills necessary to choose optimal solutions in operational management activities so as to ensure the efficiency of production and business activities of the enterprise. The module has a complementary relationship with other modules such as financial management, marketing management as well as modules on other support functions in the enterprise.

Thực tập tổng hợp

Internship

Internship course is conducted at internship sites. It is an essential course for students to familiarise themselves with practical experiences and apply theoretical knowledge to understand the practical operations of business production. Under the guidance of instructors, students work on assigned tasks, engaging in a direct approach to the internship site to gather information about the business operations at the organisation. The internship's content involves studying the organisation's practical operations, including organisational management structure, human resource management, marketing management, financial management, and more. To participate in the Comprehensive Internship course, students must have completed prerequisite courses such as Financial Management, Human Resource Management, and Marketing Management.

Luật kinh doanh

Business Law

The course is implemented and taught in Semester 6 as part of the supplementary knowledge component and is a mandatory elective course in the training program. The course aims to provide students with an understanding of Business Law and the relevant legal regulations on business and commerce. Specifically, it covers legal provisions such as laws on business entities, contracts in business activities, dispute resolution methods in business operations, and the regulations of bankruptcy laws. By studying the course content, students will be equipped to address practical legal issues related to Business Law.

Thuế

Tax

This course provides fundamental knowledge of business administration in the sixth semester. The course equips students with a general understanding of taxation and the tax system in Vietnam, including Export Tax, Import Tax, Special Consumption Tax, Value Added Tax, Corporate Income Tax, Personal Income Tax, Land Use Tax, Environmental Protection Tax, Resource Tax, and Gambling Tax. The course complements financial

management, project management, and training for other supportive functions within enterprises.

Đàm phán thương mại

Trade Negotiations

Trade Negotiations is a specialized module within the Business administration program, scheduled for the 6th semester. This module equips learners with theoretical knowledge and practical skills in trade negotiations, including fundamental principles, influencing factors, styles, strategies, and various trade negotiation tactics. Additionally, through specific situational exercises, learners can hone techniques such as information exchange, negotiation tactics, concession techniques, and persuasive techniques. Moreover, they actively organize trade negotiations, from preparation to post-negotiation activities.

Quản trị thương hiệu

Brand Management

Brand Management course provides foundational knowledge in Brand Management in Semester 6. The course covers various approaches to branding and the factors influencing the development of a company's brand. It also includes topics such as brand identity design and implementation, brand protection measures, brand communication activities, brand development strategies, and more. The course aims to equip students with knowledge and skills in brand management, such as proposing measures to maintain and develop a brand, implementing brand communication for organizations, and undertaking brand management responsibilities for individuals and organizations. The course has complementary relationships with other subjects such as marketing management, quality management, customer relationship management, and other specialized courses.

Hành vi khách hàng

Consumer Behaviour

Consumer Behaviour is one of the specialized courses offered in the Business Administration program in Semester 6. The course addresses topics related to studying individual psychology, examining core beliefs, values, customs, and traditions influencing human behaviour, and the mutual influences among individuals in purchasing and consumption. The Customer Behavior course researches the internal and external factors influencing consumer behaviour. Additionally, this course delves into the analysis of decision-making stages and the influential factors at each stage in the consumer's buying process. Understanding customer behaviour provides a foundation for marketing strategies within a business. The course complements subjects such as marketing management, sales management, and training courses for other supporting functions within enterprises.

Quản trị quan hệ khách hàng

Customer Relationship management

Customer Relationship Management provides specialized knowledge in Business Administration in Semester 6. The course focuses on in-depth knowledge of Customer Relationship Management, which is a part of the marketing specialization. The key topics covered include the nature of customer relationship management, primary responsibilities in customer relationship management, service delivery activities for customers, the process of

selecting customer relationship management strategies, and specific operational tasks within customer relationship management. Through this course, students will develop skills in handling real-life situations that arise in customer management activities. They will cultivate a patient and proactive attitude in customer-facing environments. The course has complementary relationships with other subjects such as marketing management, customer behaviour, brand management, and other specialized courses.

Tư tưởng Hồ Chí Minh

Ho Chi Minh thought

Ho Chi Minh Thought course is a compulsory subject offered in Semester 7 as part of the General Education Knowledge block. This course consists of six chapters that provide students with fundamental knowledge about the subject matter, research methods, and the significance of studying Ho Chi Minh's thought. It covers the foundation, formation, and development process of Ho Chi Minh's thoughts and topics related to national independence and socialism, the Communist Party and the Vietnamese state, national unity and international solidarity, culture, ethics, and human beings. Furthermore, the course highlights the application of these contents by the Communist Party of Vietnam in the national democratic revolution and the socialist revolution. It also emphasizes the theoretical and practical values of Ho Chi Minh's thought.

Quản trị chuỗi cung ứng

Supply chain management

Supply Chain Management course is a specialized subject offered in Semester 7 as part of the Business Administration program. It focuses on studying enterprises' organization, construction, and management of material supply, goods, and product distribution activities. Specifically, the course introduces concepts, significance, and nature of supply chain management, as well as the changes in the current business environment and their impact on the supply chain management process. It also introduces various supply chain management models, logistics strategy development content, and supply planning methods. Additionally, it introduces models and tools for measuring the effectiveness of supply chain operations. The course complements other subjects such as production and operations management, marketing management, and training courses for other supporting functions within enterprises.

Quản trị chất lượng

Quality management

The module provides basic knowledge of business administration and is expected to be delivered in semester 7. The module addresses basic quality content (management quality, work quality, quality of work). product); Current philosophies on management applied in many businesses and market economy countries; Important measures and tools to improve management quality, work quality, and product quality; Introducing the quality management system according to ISO 9000 standards and a number of other standard management systems with the aim of applying these quality management systems to businesses to gradually integrate into the quality system. world quantity. The module has a complementary relationship with other modules such as marketing management, production and operations management and training modules on other support functions in the enterprise.

Quản trị chiến lược

Strategic Management

Strategic Management course provides students with concepts, approaches, classifications, processes, and content related to strategic management. Additionally, the course equips students with methods and technical tools to conduct research and analysis, evaluate the business environment, and develop and select enterprise strategies. Practical strategies are presented vividly, systematically organized, and characterized to enable students to recognize and apply them in real business situations. This course is part of the mandatory knowledge block for Business Administration undergraduates. It provides students with approaches, methods, and skills for strategic thinking, strategic analysis, decision-making, strategy implementation, and evaluation. Its distinguishing features from specific management courses such as Marketing Management, Financial Management, Production and Operations Management, etc., lie in its general nature and long-term perspective. Students also need to know about specific management courses when conducting strategic analysis.

Phân tích hoạt động kinh doanh

Business Analysis

Business Analysis provides fundamental knowledge in Business Administration in Semester 7. This course aims to equip students with the knowledge and skills to analyze and evaluate the business operations of an enterprise. The course covers topics related to current methods of business performance analysis, cost analysis, product costing, analysis of consumption activities, profitability analysis, capital productivity, business leverage, and performance evaluation indicators. This course relates to Financial Management, Marketing Management, Enterprise Management, Production and Operations Management, and training courses for other supporting functions within enterprises.

Trách nhiệm xã hội của doanh nghiệp

Corporate Social Responsibility

Corporate Social Responsibility provides knowledge ranging from basic to advanced levels regarding the social responsibility of businesses. It covers the history of its formation, the relationship between corporate social responsibility, factors that promote its implementation, and the management of corporate social responsibility implementation. This course aims to equip learners with a fundamental understanding of corporate social responsibility, highlighting the importance of fulfilling obligations to the community, environment, and society. This elective course falls within the specialized knowledge block and is complementary to other courses in the training program. It is related to strategic, brand, marketing, and financial management. The knowledge gained from these courses supports and assists managers in making informed decisions for organizational strategic planning and business operations.

Đạo đức kinh doanh

Business Ethics

Business Ethics provides basic and advanced business knowledge, covering fundamental theories and ethical issues in Semester 7. It explores ethical philosophies in business and the responsibilities of businesses in social ethics. Additionally, it introduces methods and tools for developing business ethics programs. This elective course falls within

the specialized knowledge block and is complementary to other courses in the training program. It is related to strategic management, brand management, and leadership studies.

Nghiệp vụ ngoại thương

Foreign Trade Operations

Foreign Trade Operations is an elective course within the supplementary knowledge domain, closely related to other courses in the field of international business, such as Business Management of Import and Export, International Payment, and Trade Negotiations. This module provides an overview of international trade, covering transaction methods, payment methods, delivery terms, and international trade contracts. Additionally, it facilitates practical understanding by exploring fundamental practices in foreign trade operations, including transportation and logistics for import-export activities, cargo insurance procedures, drawing up and reviewing international trade contracts, and customs procedures.

Thanh toán quốc tế

International Payment

International Payment is the final stage and plays an important role in the economic and trade transactions between national entities around the world. This module will introduce and provide learners with general knowledge about international payment activities in the international economic integration. The module equips students with basic knowledge about international trade conditions, exchange rates, foreign exchange market and foreign exchange derivative contracts, international payment instruments, international payment methods, letters of credit used in international payments. This module adds general knowledge about international payments in the field of business administration.

Thực tập tốt nghiệp

Graduation Internship

Graduation Internship is primarily conducted at internship facilities in Semester 7, the fourth year. This course aims to provide students with an opportunity to enhance their practical experience, apply theoretical and practical knowledge, and supplement their knowledge through practical activities. In this course, students primarily work under the guidance of instructors and mentors at the business organization. It is a necessary course for students to become acquainted with reality and apply theoretical knowledge in analyzing practical business operations. It focuses on fundamental research topics within the business organization, such as marketing policy analysis, wage policy analysis, human resource policy, and business operation efficiency analysis. This course relates to other courses such as Human Resource Management, Financial Management, Production and Operations Management, Business Performance Analysis, and Specialized English.

Khóa luận tốt nghiệp

Graduation Thesis

Graduation Thesis module is a mandatory module for students who are eligible to do a graduation thesis and is placed in semester 8 of the Business Administration training program. The module demonstrates the application of general knowledge of business administration into practice to help learners look at problems scientifically, thereby proposing solutions, improving activities or helping units. operate more efficiently. Based on the orientation and

instructions of the instructor, when carrying out the graduation thesis, the student will choose a problem in the unit's practice that is consistent with the specialized content to research. The content and structure of the thesis includes: Theoretical system related to the research problem, analysis of the current state of the research problem, assessment of strengths and weaknesses, from which suggestions for improvement are made. or resolve issues based on the above review.

Chuyên đề Quản trị doanh nghiệp

Profession of Corporate Governance

The course provides knowledge about the management of operations in businesses and it is expected to be delivered in semester 8. The course addresses general theoretical issues about business administration, methodology and skills of managing business activities so that learners can perform management activities by function and field. Specifically, the module assists students' environment analysis, business planning, marketing and sales management, production management, human resources management; cost and product price management, and business efficiency analysis within the enterprise. The module has a complementary relationship with other modules such as marketing management and production management, human resources management, financial management and business start-up.

Chuyên đề Quản trị kinh doanh quốc tế

International Business Administration

This is one of the alternative courses to replace the graduation thesis for the Business Administration major. The course encompasses knowledge about globalization and its impact on international business operations, foreign trade policies, international business environment, and international business strategies. It aims to develop students' understanding and utilization of theories related to international trade, explaining trade phenomena and their effects on various industries and sectors. It also covers foreign trade policies, international trade relations, and the impact and outcomes they bring to businesses.