



PROGRAM CURRICULUM

| | |
|---------------------------|----------------------------------|
| <i>Degree</i> | : UNDERGRADUATE |
| <i>Major</i> | : BUSINESS ADMINISTRATION |
| <i>Major code</i> | : 52 3401 01 |
| <i>Concentration</i> | : BUSINESS ADMINISTRATION |
| <i>Concentration code</i> | : 52 3401 0101 |
| <i>Mode of training</i> | : Full time |
| <i>Type of training</i> | : High quality |

1. Training Objectives

1.1. Overall objectives

Training Bachelor of Business Administration with extensive technical capacity to implement the business and governance in the field of functions and senior management of the organization, and to start their own business; to have better virtue computer skills, foreign languages and business communication, and to consciously adhere to professional ethics in order to adapt to the rapid changes of business environment and to have abilities necessary for the target of lifelong learning.

1.2. Outcomes

Business administration students will have the following capabilities after their graduation:

1.2.1. Knowledge

Basic knowledge

| Items | Outcome code | Description |
|-------|--------------|--|
| 1 | LO1 | Master the background of political, economic – social, business – management and accounting - financial theory |
| 2 | LO2 | Understand the basic knowledge of maths used in economics and business |
| 3 | LO3 | Master knowledge about the organization, organization structure, the main function and the business environment factors of the organization. |

Professional knowledge



| Items | Outcome code | Description |
|-------|--------------|--|
| 1 | LO4 | Understand the types of business strategy and how to build it in the enterprise |
| 2 | LO5 | Grasp the basic decisions in management activities in the field of business functions |
| 3 | LO6 | Understand fundamental missions and decisions in senior executives' overall operation of a unit / organization |
| 4 | LO7 | Understand of entrepreneurship, the decision about start-up a business. |

1.2.2. Skills

Basic skills

| Items | Outcome code | Description |
|-------|--------------|---|
| 1 | LO8 | Autonomous, independent, creative problem solving skills |
| 2 | LO9 | Skills of communication, presentation, verbal communication, communication in writing and with communication tools (phone, e-mail, internet) |
| 3 | LO10 | Teamwork skills |
| 4 | LO11 | Skills of using foreign language with level 3 in the total of 6 levels – or equivalent language skills framework in Vietnam. |
| 5 | LO12 | Proficiently use tools in information technology, common and dedicated software to serve the professional development. Substandard skills of using basic IT prescribed by the Ministry of Information and Communications. |

Professional skills

| Items | Outcome code | Description |
|-------|--------------|---|
| 1 | LO13 | The ability to identify opportunities and business decisions |
| 2 | LO14 | The ability to perform the functions of managers in planning, organizing, leading, assessing and controlling. |

1.2.3. Attitudes and behaviors

| Items | Outcome code | Description |
|-------|--------------|-------------|
|-------|--------------|-------------|



| | | |
|---|------|---|
| 1 | LO15 | Compliance with laws and standards of society and profession |
| 2 | LO16 | Be responsible, positive, and accept difficulties and high pressure in work |
| 3 | LO17 | Business aspirations and determination to pursue the objectives. |

1.3. Employment Opportunities

Graduates from the program Bachelor of Business Administration can work in business organizations in all economic sectors, government agencies and non-profit organizations and can undertake the following groups of position:

- Professional business: Sales Staff, Head of retail stores, regional sales director / area
- Analyst and management consulting business: Assistant general analysis and reporting on the business environment, finance, planning, manufacturing, human resources, manufacturing, construction assistant and perform business strategy
- The operational executives in the different functional parts: Monitoring of production; Foremen small; Administrators of the marketing department, human resources, supplies and quality.

- The general administration: Plant Manager; CEO of branch / area director / general director of the enterprise, organization / corporation.

- Self-employed business founded and operated company

Depending real power of each individual, graduates with Bachelor of Business Administration will assume the position of a task. Career progression path is basically as follows:

• **During the first 0-4 years** after graduation, graduates can do in a position or rotate in various positions in economic work business; assistant of mid-level managers; managers in operational level of the different functional areas and business start-ups themselves. Specifically, they may be:

- ✓ Business man
- ✓ Staff / administrator in the department operational functions: marketing, production, sales, personnel, project, quality and supply of materials
- ✓ Assistant head of business
- ✓ Project Assistant
- ✓ Analyst and business consultant
- ✓ private business owner, small business establishments



• **5-10 years:** Graduates from Business Administration can promote to the following positions:

- ✓ Head of a subordinate units: retail store manager, branch manager, regional representatives

- ✓ CEO zone / area

- ✓ Small and Medium Business Owners

• **After 10 years,** with the knowledge and skills accumulated from operational governance in many different functions and extensive executive management level retail units, the peak of a career of graduates from Business Administration is:

- ✓ Business manager

- ✓ General Director of the corporation / corporations.

- ✓ Business owners

2. Training Duration: The program is intended to be in 4 years, but depending on the ability and learning conditions, students can shorten their time to three years or extend the maximum duration of 6 years.

3. Total Credits: 120 credits, excluding the credits of Physical Education and Defense Education.

4. Admission Requirements: High school/vocational graduates

5. Training type: According to Academic Credits System.

6. Grading scale: According to Academic Credits System.

7. Curriculum:

7.1. University-level Courses

| Items | Module code | Module name | Credits |
|-------|-------------|---------------------------------------|---------|
| 01 | SMT1001 | Principles of Marxism – Leninism 1 | 2 |
| 02 | SMT1002 | Principles of Marxism – Leninism 2 | 3 |
| 03 | SMT1003 | Revolution of Vietnam Communist Party | 3 |
| 04 | SMT1004 | Ho Chi Minh Thoughts | 2 |
| 05 | LAW1001 | General law | 2 |
| 06 | TOU1001 | Business Communication | 3 |
| 07 | ENG1001 | English Foundation 1 (A2.1) | 3 |



| | | | |
|----|---------|--|------------|
| 08 | ENG2001 | English General 2 (A2.2) | 4 |
| 09 | MIS1001 | Office Informatics | 3 |
| 10 | MAT1001 | Applied Mathematics for Economics and Business | 3 |
| 11 | MGT1001 | Microeconomics | 3 |
| 12 | ECO1001 | Macroeconomic | 3 |
| 13 | MGT1002 | Management | 3 |
| | | Total | 37 |
| 14 | | Physical education | 5 |
| 15 | | Defense Education | 4 weeks |

7.2 Program-level Courses

| Items | Module code | Module name | Credits |
|-------|-------------|---------------------------------------|-----------|
| 16 | ACC1001 | Accounting Principles | 3 |
| 17 | MKT2001 | Principles of Marketing | 3 |
| 18 | MIS2002 | Management Information Systems | 3 |
| 19 | HRM2001 | Organizational Behavior | 3 |
| 20 | STA2002 | Statistics for Business and Economics | 3 |
| 21 | FIN2001 | Financial Markets and Institutions | 3 |
| 22 | MGT2002 | Introduction to Business | 3 |
| 23 | IBS2001 | International Business | 3 |
| 24 | LAW2001 | Business Law | 3 |
| 25 | ENG3001 | Business English | 3 |
| | | Total | 30 |

7.3. Major-level Courses

7.3.1. Compulsory Courses

| Items | Module code | Module name | Credits |
|-------|-------------|----------------------|---------|
| 26 | MKT3001 | Marketing Management | 3 |
| 27 | MGT3001 | Strategic Management | 3 |



| | | | |
|----|---------|---------------------------|-----------|
| 28 | MGT3003 | Operation Management | 3 |
| 29 | HRM3001 | Human resource Management | 3 |
| 30 | FIN3006 | Financial Management | 3 |
| | | Total | 15 |

7.3.2. Elective Courses

Select at least 5 credits in following elective courses:

| Items | Module code | Module name | Credits |
|-------|-------------|---|---------|
| 31 | LAW3001 | International trade law | 3 |
| 32 | MKT3006 | Marketing Communications | 3 |
| 33 | HRM3002 | Development of management skills | 3 |
| 34 | MGT3008 | Management of Technology and Innovation | 3 |
| 35 | IBS3007 | Multicultural Management | 3 |
| 36 | COM3003 | Customer Relationship Management | 3 |

7.4. Concentration Courses

7.4.1. Compulsory Courses

| Items | Module code | Module name | Credits |
|-------|-------------|--------------------------|-----------|
| 37 | MKT3002 | Marketing research | 3 |
| 38 | MGT3002 | Supply chain management | 3 |
| 39 | MGT3011 | Entrepreneurship | 3 |
| 40 | MGT3004 | Project management | 3 |
| 41 | MGT3005 | Total Quality Management | 3 |
| 42 | MGT3095 | Business project | 2 |
| | | Total | 17 |

7.4.2. Elective Courses

Select at least 5 credits in following elective courses:

| Items | Module code | Module name | Credits |
|-------|-------------|-------------|---------|
|-------|-------------|-------------|---------|



| | | | |
|----|---------|---------------------------------|---|
| 43 | ACC2002 | Managerial Accounting | 3 |
| 44 | BAN3005 | Bank management | 3 |
| 45 | HRM3005 | Negotiation | 3 |
| 46 | MGT3010 | Organizational Design Theory | 3 |
| 47 | COM2001 | Commercial business management | 3 |
| 48 | RMD3001 | Scientific Research Methodology | 2 |

7.5. Extracurricular activities

| Items | Extracurricular activities | Notes |
|-------|----------------------------|---------|
| 49 | Company visits/field work | 2 weeks |

7.6. Graduation Internship

| Items | Module code | Module name | Credits |
|-------|-------------|---|---------|
| | | Choice 1 | |
| 50 | MGT4001 | Graduation internship report | 4 |
| 51 | | Take at least 6 credits from elective courses | 6 |
| | | Choice 1 | |
| 52 | MGT4002 | Graduation thesis (*) | 10 |

* To be able to do the graduation thesis, students have to:

- Take the Course "Scientific Research Methodology";
- Have a cumulative GPA greater than the level prescribed by the University;
- Be approved by the Faculty.

8. Mapping of Program Learning Outcomes (attached)

9. Suggested Study Plan (attached)

10. Sources of Reference

| Items | Programs | Websites |
|-------|--|---|
| 1 | The University of New South Wales, Australia | https://www.business.unsw.edu.au/Programs-Courses-Site/Documents/ug_flyer_management.pdf |



| | | |
|---|--|---|
| 2 | The University of Amsterdam, Netherlands | http://studiegids.uva.nl/xmlpages/page/2014-2015-en/search-programme/programme/228/7711579 |
| 3 | The Erasmus University Rotterdam, Netherlands | http://www.rsm.nl/bachelor/international-business-administration/programme/iba-curriculum/ |
| 4 | The Queen Mary University of London (QMUL), United Kingdom | http://www.qmul.ac.uk/undergraduate/coursefinder/courses/80025.html |
| 5 | The Washington University in St. Louis, United States | http://www.olin.wustl.edu/EN-US/academic-programs/bs-business-administration/academics/Pages/curriculum.aspx |
| 6 | The University of Southampton, United Kingdom | https://www.sbs.ac.uk/undergraduate/b-sc-business-management |