

# Programme Specification 2018-2019 Business Administration

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## **Programme Specification 2018-2019 Business Administration**

### **IMPORTANT INFORMATION REGARDING THE PROGRAMME SPECIFICATION**

**Last revised 13 June 2018**

The Programme Specification gives a broad outline of entry and graduation requirements, the structure and content of the program, timeline, as well as the learning outcomes students will achieve as they progress. Some of the information referred to in this Programme Specification is included in more detail on the Faculty of Business Administration website: <https://due.udn.vn/en-us/businessadministration>

If you have a query about any of the program information provided, whether here or on the website, otherwise the Contact Us: (+84) 0236 3836 934

#### **Key revisions made**

Programme Specifications are revised annually. Programme Specification confirms the program structure and the program objectives and learning outcomes, and advises on any development in student support.

For all new students, the program and general information provided in this document is correct and accurate and will be applicable for the current year.

#### **Significant changes made to the Programme Specification 2018–2019**

No significant changes have been made to the 2018–2019 Programme Specification, except for changes in expression and additional description of the graduation project.

### **PROGRAMME SPECIFICATION**

This document describes the BA program offered by Faculty of Business Administration and validated by University of Economics. This specification is valid for new entrants from September 2018.

## **1. GENERAL INFORMATION**

### **1.1 Programme Introduction**

The Business Administration Program has been established since 1992, with the objective of training the graduates with the necessary knowledge, skills and attitudes to become managers in all organizations. We are proud of being the first BA training institute in the Central and Central Highlands of Vietnam.

Our curriculum is developed according to the world standards with a high degree of adaptability to the needs of the society and the business. The credit based system includes a variety of knowledge, which is highly compatible with curriculum in American and Europe, enhancing

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flexibility for students. The teaching materials system is updated annually, and the positive teaching methods promote students to develop the capacity of lifelong learning.

The Business Administration Program is designed according to a credit based system with 120 credits consisting: general courses, business courses, management courses, business plan and internship/graduation thesis, including compulsory and elective courses which are designed in a logical pathway that allowing students to flexibly plan their studies; so that they can earn a bachelor's degree from 3-6 years.

With more than 65% of Ph.D., including 2 Professors, have been trained from many prestigious universities around the world, over the past 20 years, we have trained about 4000 bachelors, 800 masters and 50 doctors. We are proud of our alumni that our alumni are holding many important positions in all types of businesses and organizations throughout the Central and Central Highlands of Vietnam.

### 1.2 General Information

1.	Major:	Business Administration
2.	Program:	Undergraduate
3.	Type of degree:	Bachelor of the Arts
4.	Mode of study:	Full time
5.	Time:	4 years
6.	Number of credits:	120 (excluding Physical Education & National Defense Education)
7.	Faculty:	Faculty of Business Administration, Danang University of Economics – The University of Danang
8.	Language:	Vietnamese
9.	Website:	<a href="https://due.udn.vn/en-us/businessadministration">https://due.udn.vn/en-us/businessadministration</a>
10.	Facebook:	<a href="https://www.facebook.com/OTKD.KTDN?fref=ts">https://www.facebook.com/OTKD.KTDN?fref=ts</a>

### 1.3 Educational philosophy

We believe that higher education plays a pivotal role in “the creation of our future society.” As a University, we utilize a liberal education philosophy that focuses on the betterment of humanity, scientific spirit, and the fostering of lifelong learners, who work towards building a progressive and prosperous society.

The three pillars of our educational mission are:

**“Liberal Arts - Self-initiative - Pragmatism”**

- **Liberal Arts Education:** We believe that our educational mission allows for a transformative experience that allows individuals to engage in self-discovery through the

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transference of ideas and knowledge that lead to social action. This concept helps students become active participants in the building of a better world. Higher education as a whole plays a significant role in the facilitation of conditions that steer individuals towards the development of themselves and their values, which ultimately builds their capabilities to contribute towards social progress.

- **Self-initiative Education:** At the core of higher-education lies a need for the creation of self-discipline. Our educational philosophy seeks to motivate students to take self-initiative in training themselves, bettering themselves and engaging in the act of self-reflection.

- **Pragmatism:** We have determined that the accumulation of knowledge and creativity in higher education must be of practical value and of service to social progress. Thus our education focuses on the implementation of pragmatism and ethics in research, training and development cooperation.

### 1.4 Vision and mission of The Faculty of Business Administration

DBA launches clearly defined missions, vision and values that direct our research and training activities.

**Mission:** Our mission is to help students to reach their potential, develop competencies, nurture entrepreneurship to achieve success in their career and life. We are committed to closely associating with DUE in value creation by conducting research and transferring knowledge in the business and management fields.

**Vision:** The Faculty of Business Administration strives to become a national and regional leading training, research and consultancy center for management and business science. The faculty will function as a reliable bridge connecting advanced management science with the dynamic business and management community in Vietnam.

**Value: We cherish and foster these values:** Creativity - Sharing – Respect

### 1.5 Program Objectives

Curriculum is designed to train BA graduates that after 3 to 5 years of graduation, these bachelors have the ability to:

- Become an expert in various functional areas of the organization and adapt to a variety of different business areas (PO1).
- Capable of assuming the positions of chief/ deputy of functional department in the organization, CEOs of small businesses (PO2).
- Be able to become an entrepreneur, owner of small and medium enterprises (PO3).

### 1.6 Program Learning Outcomes (PLOs)

A Program is designed toward motivating students to develop comprehensively knowledge, skills and attitudes in globalization. After graduation, students have ability to:

<b>PLO</b>	<b>Business Administration</b>
PLO1	<b>Carry</b> out the fundamental concepts of economics, political, society and culture related to business administration issues
PLO2	<b>Communicate effectively</b> on solving business administration issues

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PLO3	<b>Collaborate</b> as a team to achieve the general objectives of the organization
PLO4	<b>Communicate effectively</b> about business administration by English in the context of globalization
PLO5	<b>Utilize effectively</b> software, IT and statistic tools on solving business administration issues
PLO6	Ability to Engage on a life-long learning
PLO7	<b>Evaluate</b> business environment in the context of globalization to identify opportunities and threats to business operations
PLO8	<b>Analyze</b> the business strategy of the organization
PLO9	<b>Evaluate</b> the basic foundational area including operation, finance, marketing, human resource, supply chain of the enterprises
PLO10	<b>Operate</b> the major managerial functions (planning, organizing, leading and controlling) as a business man
PLO11	<b>Propose</b> a business plan or a start-up project
PLO12	<b>Adheres to</b> ethical standards and social responsibility in business administration.

There is a connection between objectives and PLOs of the curriculum given in Table 1.1. It can be seen that students can achieve the objectives of the program if they meet the outcome standards of the curriculum.

*Table 1.1 The relationship between Program Objectives and Program Learning Outcomes*

PLO	Business Administration	PO1	PO2	PO3
PLO1	<b>Carry</b> out the fundamental concepts of economics, political, society and culture related to business administration issues	X	X	X
PLO2	<b>Communicate effectively</b> in solving business administration issues	X	X	X
PLO3	<b>Collaborate</b> as a team to achieve the general objectives of the organization	X	X	X
PLO4	<b>Communicate</b> effectively about business administration in English in the context of globalization	X	X	
PLO5	<b>Utilize effectively</b> software, IT and statistic tools in solving business administration issues	X	X	X
PLO6	Ability to Engage on a life-long learning	X	X	X
PLO7	<b>Evaluate</b> business environment in the context of globalization to identify opportunities and threats to business operations			X
PLO8	<b>Analyze</b> the business strategy of the organization			X
PLO9	<b>Evaluate</b> the basic foundational area including operation, finance, marketing, human resource, supply chain of the enterprises	X	X	X

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PLO10	<b>Operate</b> the major managerial functions (planning, organizing, leading and controlling) as a businessman	X	X	X
PLO11	<b>Propose</b> a business plan or a start-up project			X
PLO12	<b>Adheres to</b> ethical standards and social responsibility in business administration.		X	X

### 1.7 Job opportunities and higher education after graduation

Students in Business Administration can work in business organizations of all economic sectors, government agencies and non-profit organizations with positions:

- Sales Specialist: Sales Executive, Retail Sales Manager, Regional Sales Director
- Business Management Analyst and Consultant: analysis and synthesis assistant for reports on business environment, finance, production planning, human resources, manufacturing, business strategy development and implement assistant.
- Operational managers in different functional departments: Production supervision; Small workshop manager; managers of marketing, human resources, materials, quality departments.
- General Managers: Factory managers; Regional/branch managers, Directors/Head of enterprises, organizations/corporations.
- Self-employed as the owner and executive of the company

Depending on the individual's abilities after graduation, Students in business administration will be incharge of any job positions. The career path is as follows:

- ✓ **During the first 0-4 years:** after graduating from the Business Administration, Students in business administration can be held at a fixed position or rotated in various positions; middle managers; operational managers in different functional areas and start up their own businesses. Specifically, they may be:
  - Salesman
  - Operational staffs/managers in the functional areas: marketing, manufacturing, sales, human resources, project, quality, materials supply
  - Sales manager assistant
  - Project assistant
  - Business analyst and consultant
  - Owners of private enterprises, small businesses
- ✓ **5-10 years:** Students in business administration can advance to the position:
  - Head of a branch: retail store manager, branch manager, regional representative
  - Regional manager
  - Small and medium business owners

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✓ **After 10 years:** with the knowledge and skills gained from various a student in Business Administration can become:

- Business manager
- Company/Corporation director.
- Owner of a sustainable business

After graduate the Bachelor of Business Administration program, students can continue to study postgraduate programs in business and management major.

### **1.8 Opportunities for applying second degree and sandwich courses**

**Second degree:** Students at DUE who has GPA that is equal to or more than 2.0 can apply for a second degree so that when they are graduated they can have two degrees. Students wishing to apply can fill a form at Academic Affairs Department. Every semester, beside the minimum 14 credits of the first degree (as regulated), students registered to a second degree must apply for at least 3 credits of the second degree.

**Sandwich courses:** BA students at DUE can apply for the sandwich courses following the cooperating programs between DUE and some universities in Europe and North America. The list of the universities that BA students can choose to study after 2 or 3 years studying at DUE includes Cardiff Metropolitan University, Heriot-Watt University, Ball State University, Keuka University and City University of Seattle. In order to apply for these courses, students have to have IELTS band score at least 6.0 and a certain GPA regulated by the host universities.

### **1.9 Entrance Criteria, academic training process, graduation requirement**

#### **1.9.1 Entrance Criteria**

The Faculty of Business Administration accepts candidates who meet all the following conditions:

1. Earned High school diploma;
2. Register and take National High School Graduation Examination in Group A (Mathematics, Physics, Chemistry) or Group A1 (Mathematics, Physics, English) or Group D (Mathematics, Literature and English) and have aspirations in Business Administration.
3. Having national examination scores higher or equal to the standard score for Danang University of Economics and for Business Administration.

#### **1.9.2 Training process**

The training program is developed in accordance with regulations of Ministry of Education and Training, University of Economics and the University of Danang. Curriculum is built on credit-unit system which gives students the flexibility in individualized learning plan so that they can graduate within 3 to 6 years.

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At University of Economics and the University of Danang, each school year consists of two main semesters (mid-August to late June) and summer semester (early July to mid-August). In the first 1.5 years, students will study general courses and business course; and study management courses, business plan in the next 2.5 years; then they have internship/graduation thesis in the final semester.

### 1.9.3 Graduation Requirements

Students who wish to be considered for graduating must meet the following requirements:

1. Until the time of graduation, they shall not be examined for penal liability or shall not be subject to disciplinary suspension at the level of studying suspension;
2. Accumulated number of credits and volume of the programme stipulated;
3. The cumulative GPA of the entire program meet the minimum of 2.00 or higher;
4. Satisfying some of the requirements for academic achievement for the main curriculum and other conditions determined by the Rector.
5. Having a Physical Education and Defense Education Certificate;
6. Submit an application to the Department of Education to be considered in the case of early or late graduation compared to the pre-designed time of the program.

### 1.10 Scoring system

DUE uses the scoring system to evaluate students on the following:

- The 10-point scale is used to assess the courses includes: score of components, score of the final exam and total score. Total score will be calculated by the sum of component scores multiplied by corresponding weights.
- The letter scale is used to sort the results based on the total score.
- The 4-point scale is used to calculate the average score for each semester and average cumulative score to evaluate learning results of students.

*Table 1.2: DUE grading system*

Ranking		10 point scale	Letter scale	4 point scale
Pass	Very good	8,5 ÷ 10	A	4
	Good	7,0 ÷ 8,4	B	3
	Ordinary	5,5 ÷ 6,9	C	2
	Below average	4,0 ÷ 5,4	D	1
Fail	Deficient	< 4,0	F	0

### 1.11 Teaching-learning strategies

This program is implemented with positive teaching methods, using a variety of teaching and learning strategies such as Thinking Skills Strategies, Activity-Based Strategies, Cooperative

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Strategies and Independent Learning Strategies. Many courses use the techniques of Thinking Skills Strategies such as Brainstorming to motivate students to develop creative ideas, especially in decision making, in business solutions and startups. The case study method is also used strongly, with various cases of domestic and foreign corporations. Cases are updated periodically, adapted to the rapid development of the business environment. The BA program also makes strong use of the guest speaker form, with guests being entrepreneurs, administrators, and alumni. Through this form, students can take practical lessons.

With industry-specific characteristics, future managers need to develop communication capabilities, promote flexibility, creativity. To support learners to achieve these capabilities, the BA program has used strong method of oral presentation and debates, to improve many skills such as communication, negotiation, or team-working. The program's students also participate in a variety of field activities, to various types of businesses to learn a variety of content related to course content.

Discussion and Peer Practice are also used throughout many subjects from the first year to the last year, to make students interact with each other, and then to put these skills into practice.

In particular, to promote entrepreneurship, the BA program also develops teaching and learning activities through the development of experimental business projects, motivating learners to have practical experiences with the market and customers. Learners also meet entrepreneurs and professionals who start up through mentoring sessions to exchange ideas about business and solutions.

IT application is also an integral part of BA program. IT application is not only a continuously updated teaching content but also a tool used regularly to support teaching and learning, motivating learners to develop their self-learning ability. With BA program, students use online tools to support the process of learning (e-learning, moodle, facebook, google drive ...)

The use of a variety of teaching and learning methods will actively support learners to achieve PLOs.

### **1.12 Assessment Strategy**

Along with the use of a variety of teaching and learning strategies, the BA program also employs diverse assessment methods respectively. For each subject, learners are assessed throughout the process through forms such as assessing assignments, multiple-choice tests, personal reports, and group reports. End-of-term results are also evaluated and varied in forms such as oral examination and reporting of group project results. Especially in one of the projects of the course Entrepreneurship, students are judged by pitching with a jury of entrepreneurs.

To ensure fairness and reliability, the BA program aims to build a banking system of exam questions and answers, aimed at standardizing rubrics for evaluation. All evaluations are published to students at the beginning of the semester. The assessment process is strictly implemented in accordance with the general provisions of DUE, the tests are coded and inter-marked between lecture.

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### 1.13 Intended learning outcomes and learning, teaching and assessment methods

PLOs	Courses examples	Examples of learning, teaching used	Examples of assessment methods used
<b>PLO1-Carry</b> out the fundamental concepts of economics, political, society and culture related to business administration issues	General Law, Office Informatics, Microeconomics, Macroeconomics, Management	TLM1, TLM2, TLM16	AM1, AM2, AM6, AM7
<b>PLO2-Communicate</b> effectively in solving business administration issues	Business Communication, Developing Management Skill, Negotiation, Human Resource Management, Entrepreneurship	TLM2, TLM3, TLM7, <b>8</b> , TLM9, TLM10, 12	AM2, AM3, AM8, AM9AM10,AM11
<b>PLO3-Collaborate</b> as a team to achieve the general objectives of the organization			
<b>PLO4-Communicate</b> effectively about business administration in English in the context of globalization	English	TLM1, TLM2, TLM8, TLM11TLM16	AM1, AM2, AM3, AM4, AM7
<b>PLO5-Utilize</b> effectively software, IT and statistic tools in solving business administration issues	Office Informatics, Applied Mathematics in Economics, Management Information Systems, Statistics for Business and Economics, Total Quality Management, Operations Management, Marketing Research, Research Methodology	TLM2, TLM16,	AM2, AM6, AM9, AM7, AM11
<b>PLO6-Ability</b> to Engage on a life-long learning			
<b>PLO7-Evaluate</b> business environment in the context of globalization to identify	Management, Microeconomics, Macroeconomics, Introduction to Business, Marketing Management, International Business, Cross-cultural Management,	TLM1, TLM2, TLM6, TLM11, TLM12,	AM2, AM3, AM7, AM9, AM10, AM11

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opportunities and threats to business operations	Strategic Management		
<b>PLO8-Analyze</b> the business strategy of the organization	Management, Marketing Management, Strategic Management, Entrepreneurship, Business Plan	TLM1, TLM2, TLM3, TLM6, TLM9, TLM10, TLM15, TLM16	AM2, AM3, AM6, AM7, AM8, AM9, AM10, AM11
<b>PLO9-Evaluate</b> the basic foundational area including operation, finance, marketing, human resource, supply chain of the enterprises	Management, Organizational Behavior, Developing Management Skill, Organization Theory and Design, Human Resource Management, Supply Chain Management, Financial Management, Operations Management, Marketing Management, Supply Chain Management, Total Quality Management, Project Management, Business Plan, Strategic Management,	TLM1, TLM2, TLM6, TLM9, TLM10, TLM11, TLM12, TLM15, TLM16	AM2, AM3, AM6, AM7, AM8, AM9, AM10, AM11
<b>PLO10-Operate</b> the major managerial functions (planning, organizing, leading and controlling) as a businessman			
<b>PLO11-Propose</b> a business plan or a start-up project	Entrepreneurship, Business Plan	TLM18, TLM19, TLM20	AM12, AM3, AM9, AM10
<b>PLO12-Adheres to</b> ethical standards and social responsibility in business administration.	Management, Organizational Behavior, Introduction to Business, Human Resource Management, Total Quality Management, Strategic Management,	TLM1, TLM2, TLM6, TLM9, TLM10, TLM11, TLM12, TLM15, TLM16	AM2, AM3, AM6, AM7, AM8, AM9, AM10, AM11

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### 2. PROGRAM DESCRIPTION

#### 2.1 Structure

Curriculum structure is divided into 3 knowledge modules, which have compulsory courses and elective courses with a number of credits followed in Table 2.1

*Table 2.1: Program structure*

Number	Component	Credits	
		Compulsory	Elective
1	General Courses	50	0
2	Business Courses	30	0
3	Management	30	11
4	Business Plan	2	0
5	Graduation Project	10	0
	<b>Total</b>	<b>122</b>	<b>11</b>

**General Courses:** consists of solely 30 credits of political, ideological, legal, and fundamental courses in economics and management (Economics, Management & Business Communication) and aims to provide students with the basics of business and management; and 20 credits for English courses.

**Business Courses:** consists of 30 credits including units of study related to the business environment (Business Law, International Business, Financial Markets, Management Information Systems). Fundamental management courses (Organizational Behavior, Business Introduction, Introductory Statistics, Accounting, and Marketing) and Business English to provide students with background knowledge in each field of business and management.

**Management Courses (Compulsory):** 30 credits include professional courses in the functional management (Strategic Management, Production Management, Finance, HR, Marketing and Supply-chain Management).

**Management Courses (Elective):** 11 credits involve in developing skills for managers such as Integrated Marketing Communication, Negotiation; or courses link to additional knowledge which is needed in the international environment such as International Law, Cross-Cultural Management; or intensive courses on specialized business management in some specific types of businesses such as Banking Management, Commercial Enterprise Management.

**Business plan:** 2 credits focus on motivating students to apply all the knowledge and skills they have learned to create a business plan, to connect all their knowledge to a business plan and encourage start-up spirit, spirit of innovation and creativity.

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**Graduation Project:** 10 credits with 2 form: (i) 4 credits for practicing and reporting results and select 6 credits for additional elective courses; (ii) 10 credits only for practicing and finishing thesis.

Knowledge parts are designed for meeting PLOs of training program, which are shown in Table 2.2

*Table 2.2: The matrix knowledge modules and PLOs*

TT	Component	Credits		PLOs											
		No.	%	1	2	3	4	5	6	7	8	9	10	11	12
1	General courses	50	38	X	X	X	X	X	X						X
2	Business courses	30	22				X		X	X					X
3	Management courses	41	31		X	X		X	X	X	X	X	X	X	X
4	Business plan	2	1.5		X	X		X		X	X	X	X	X	X
5	Graduation Project	10	7.5		X	X		X	X	X	X	X	X	X	X
	<b>Total</b>	<b>133</b>	<b>100</b>												

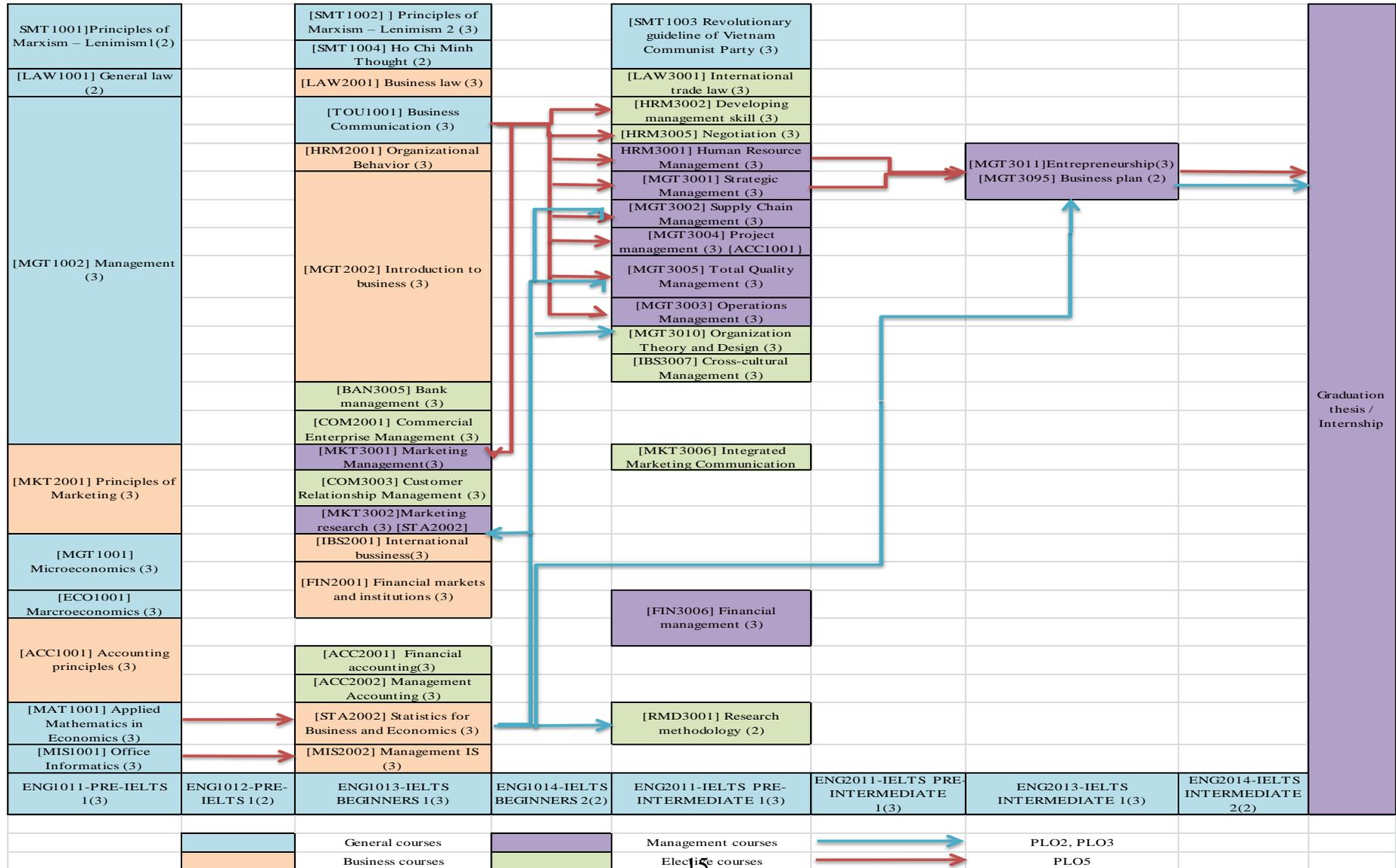
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## 2.2 Timeline

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	
[SMT 1001] Principles of Marxism – Leninism 1 (2)	[SMT 1002] Principles of Marxism – Leninism 2 (3) [SMT 1004] Ho Chi Minh Thought (2)	[SMT 1003] Revolutionary guideline of Vietnam Communist Party (3)			Graduation thesis / Internship	
[LAW1001] General law (2)	[LAW2001] Business law (3)	[LAW3001] International trade law (3)				
[MGT 1002] Management (3)	[TOU1001] Business Communication (3)	[HRM3002] Developing management skill (3) [HRM3005] Negotiation (3)				
	[HRM2001] Organizational Behavior (3)	HRM3001] Human Resource Management (3)		[MGT 3011] Entrepreneurship (3) [MGT 3095] Business plan (2)		
	[MGT2002] Introduction to business (3)			[MGT 3001] Strategic Management (3) [MGT 3002] Supply Chain Management (3)		
			[MGT 3004] Project management (3) {ACC1001}			
						[MGT 3005] Total Quality Management (3)
				[MGT 3003] Operations Management (3)		
						[MGT 3010] Organization Theory and Design (3) [IBS3007] Cross-cultural Management (3)
		[BAN3005] Bank management (3) [COM2001] Commercial Enterprise Management (3)				
	[MKT2001] Principles of Marketing (3)		[MKT 3001] Marketing Management (3) [COM3003] Customer Relationship Management (3)	[MKT 3006] Integrated Marketing		
			[MKT 3002] Marketing research (3) [STA2002]			
[MGT 1001] Microeconomics (3)	[IBS2001] International bussiness(3)					
[ECO1001] Macroeconomics (3)	[FIN2001] Financial markets and institutions (3)		[FIN3006] Financial management (3)			
	[ACC1001] Accounting principles (3)	[ACC2001] Financial accounting(3) [ACC2002] Management Accounting (3)				
[MAT1001] Applied Mathematics in Economics (3)	[STA2002] Statistics for Business and Economics (3)	[RMD3001] Research methodology (2)				
[MIS1001] Office Informatics (3)		[MIS2002] Management IS (3)				
ENG1011-PRE-IELTS 1(3)	ENG1013-IELTS BEGINNERS 1(3)	ENG2011-IELTS PRE-INTERMEDIATE 1(3)	ENG2013-IELTS INTERMEDIATE 1(3)	[ENG3001] Business English (3)		
ENG1012-PRE-IELTS 2(2)	ENG1014-IELTS BEGINNERS 2(2)	ENG2011-IELTS PRE-INTERMEDIATE 2(3)	ENG2014-IELTS INTERMEDIATE 2(2)			
		General courses		Management courses		
		Business courses		Elective courses		

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## 2.3 Curriculum Map



## **2.4 Course Description**

### **General Courses**

#### ***SMT1001 Principles of Marxism – Leninism 1 (2)***

This course is designed to equip students with the basic knowledge about Marxist- Leninist Philosophy; providing students with the most common understanding of worldview and methodology, helping them with panoramic views of human thought and its development; helping them master the concepts, categories, the general rules of the world. Philosophy studies will help students improve their thinking; looking for the shortest path, the most proper and effective way to reach the truth; thus it helps students grasp the scientific nature of Marxism-Leninism which is the core Marxist-Leninist Philosophy.

#### ***SMT1002 Principles of Marxism – Leninism 2 (3)***

The course is structured into two main parts. The first section is the doctrine of Marxism-Leninism on the mode of capitalist production. This section introduces the economic and political problems of the mode of capitalist production in both stages, namely free competition and monopoly period. The second section determines theory of Marxism-Leninism on socialism, research economic issues, politics and society of communist methods.

#### ***SMT1003 Revolution Party of Vietnam Communist (3)***

The course of Revolutionary principles of Vietnam Communist Party consisting of 8 chapters, not including prelude chapter, provides students with the basic knowledge about the formation of Vietnam Communist Party; the guidelines for the struggle to take over government of the Party, the guidelines for national liberation, unification of the country; the guidelines for the transformation and its results under the leadership of the Party.

#### ***SMT1004 Ho Chi Minh Thought (2)***

Ho Chi Minh's Thought is a science providing student with the basic knowledge of Ho Chi Minh's ideology which is a creative application of Marximes-Lenism in the context of Vietnam; theoretical basis of the planning of guidelines of Vietnam revolution from 1930 up to present. The course enables student to understand relatively sufficiently and systematically the historical social context, basis of the formation and the development of Ho Chi Minh's Thought; the basic contents of the Ho Chi Minh's thoughts on issues such as: ethnicity, national liberation revolution; socialism etc.. The course helps the learners' form the scientific and revoltionary points of view, consolidate their persistence with the road chosen by Ho Chi Minh and the Party.

#### ***LAW1001 General law (2)***

General Law Subject is designed to provide learners with the most basic knowledge about the Government and the Law. Basic contents of the subject include: General issues of the Government and Law such as the Government apparatus, Legal Norms and Relationships, Legal violations. In addition, the subject also provides to learners some basic knowledge about Anti-Corruption.

#### ***TOUI001 Business Communication (3)***

This course aims to: Provide learners with basic knowledge of the art of communication in business; Provide learners with principles and guidelines on using basic communication skills in

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order for them to communicate effectively, legally and ethically in business context; Provide learners with principles and guidelines on the use of basic communication skills in the workplace ranging from those needed for job interviews to those necessary to adapt to new working environment, as well as on the implementation of basic office administrative operations. This course consists of 12 chapters. Each chapter covers a full range of the following components: objectives, contents, real-world situations, case studies, chapter summaries and reviewing questions.

### ***ENG1011 PRE-IELTS 1 (3)***

This course is designed to integrate three skills: Listening, Speaking, and Reading. The content of the course is presented in 10 units, each of which includes lessons on vocabulary using, listening, reading skills as well as communication skill in normal situations. Cultural features are also displayed.

### ***ENG1012 PRE-IELTS 2 (2)***

This course focuses on basic English grammar points. The content of the course is presented in 10 units, each of which includes lessons on English grammar, including a lecture and a self-study part under teacher's guidance.

### ***ENG1013 IETLS BEGINNERS 1 (3)***

This course focuses on three skills including listening, speaking, reading and vocabulary related to a variety of topics. It is divided into 10 units, each unit provides the vocabulary about a topic area, cultural knowledge and helps learners practice reading as well as listening in different situations in our lives.

### ***ENG1014 IELTS BEGINNERS 2 (2)***

IELTS BEGINNERS 2 is designed mainly to review verb tenses and introduce grammar structures of pre-intermediate level. It is divided into 14 units; each unit covers a grammar point which includes the presentation of teacher in the class and further practice at home.

### ***ENG2011 IELTS PRE-INTERMEDIATE 1 (3)***

This course is designed to integrate three skills: Listening, Speaking, and Reading. The content of the course is presented in 8 units, each unit includes lessons on vocabulary and listening comprehension skills; reading skills; communication skills in specific situations.

### ***ENG2012 IELTS PRE-INTERMEDIATE 2 (2)***

This course provides techniques for writing sentences, topic sentences, paragraphs, and diagrams

### ***ENG2013 IELTS INTERMEDIATE 1 (3)***

IELTS Intermediate 1 is a module designed to help learners master the common types of exercises in an IELTS test. Each unit consists of a hands-on tutorial with exercises, class revision, and self-study materials offered outside of class time. The module provides the vocabulary required for the IELTS test to help students build their vocabulary for listening, reading and speaking.

### ***ENG2014 IELTS INTERMEDIATE 2 (2)***

IELTS Intermediate 2 is a module designed to help students with a variety of writing styles, including Task 1 and Task 2, commonly found in an IELTS test. Each unit consists of a hands-on tutorial with hands-on exercises, class revision, and self-study materials offered outside of class

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time. The module provides the vocabulary required for the IELTS Writing Test to help students write essays in Task 1 and Task 2.

### ***MIS1001 Office Informatics (3)***

The course equips students with the following knowledge: computer network, individuals and businesses' information security and privacy as well as updates the trends of modern information technology. The course also equips students with a variety of skills: organizing personal work; group working; storing, managing and exploiting data through online network environment; using common software for office work such as advanced document processing with MS. Word, advanced spreadsheet manipulations with MS. Excel, using slideshows with MS. Powerpoint; application of information technology in professional activities in the area of economics and management.

### ***MAT1001 Applied Mathematics for Economics and Business (3)***

The course of Applied Mathematics in Economics will equip students with basic mathematical tools, including functions, sequences, series, matrices, and systems of equations, systems of inequalities, calculus, differential equations, difference equations, and application of these tools to explain, analyze, and solve important problems in economics and business. This course helps students understand the nature, the meaning of a system of basic mathematical tools, including matrix theory, systems of equations, derivatives, integrals, which form the basis for explaining economic and business processes and phenomena. Students are also equipped with skills to apply useful mathematical tools to explain the nature, to model and solve real-world problems in mathematical logic, and to enable students to analyze, evaluate the achieved results, then apply to the economic and business phenomena.

### ***MGT1001 Microeconomics (3)***

The content of the course consists of 8 chapters, mainly introducing the basic economics issues and economics. Microeconomics not only researches on selection decisions of buyers and seller but also examines the impact of tax on buyers and sellers. After that, the course focuses on selection decisions of buyers and sellers respectively. Selection decisions of buyers and sellers are considered in each market form: perfectly competitive market, monopoly market, oligopoly market and monopolistic competition.

### ***ECO1001 Macroeconomics (3)***

Macroeconomics studies how societies use scarce resources in production and distribution to meet fully human needs. The course provides students with basic knowledge of macroeconomics including Basic principles of economics; Basic macroeconomic indicators; Economic growth and how to generate the output of the economy; Aggregate supply, aggregate demand; Unemployment and inflation; The mechanism of operation of the loanable funds market, labor market, money market, foreign exchange market in the long term. The course helps students understand the economic fluctuations and equilibrium mechanisms of the economy in the short and long term as well as the impact of policies on the economy.

### ***MGT1002 Management (3)***

Managers in any organizations (business, non-business) and in any fields (human resources, manufacturing, finance, marketing, etc.) have to carry out many management activities through

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the process of planning, organizing, leading and controlling. In this course, learners are provided with a clear understanding of how a managers execute the management process to efficiently and effectively achieve organisational goals in a specific environment.

### **Business Courses**

#### ***ACCI001 Accounting Principles (3)***

Accounting data is the foundation for decision making in any organisation. Therefore, having the basic understanding and knowledge of accounting theory as well as application is important for those in the business sector. This course provides learners with basic knowledge of principles and application of financial accounting so that they can understand how accounting information is processed and used in the decision making of enterprises. The major part of the course include accounting balance and accounting information process, accounting methods to the main business processes, closing process and preparation of financial statements.

#### ***MKT2001 Principles of Marketing (3)***

This course is designed to serve as an introduction to the basic principles of marketing, practices, and the application of these practices in today's business world. Upon satisfactory completion of this course, students will be able to demonstrate comprehension and application of the following skills: Define the term marketing and other key concepts such as customer need, target markets, etc; Analyze market opportunities: environmental analysis, industry and competitor analysis, identification and evaluation of consumer and organizational needs and behaviors; Demonstrate an integrative understanding of the marketing activities in organizations: objective setting, marketing strategies, market mix components, and finally implementation and control mechanisms.

#### ***MIS2002 Management Information Systems (3)***

The course introduces students to the role of information systems in supporting business operations, managing decision making and building organizational strategy; the importance of management information systems in global business trends; information technology infrastructure and the application of information systems in the digital age; the process of information system development; ethical and social issues in information systems; security issues and securing information systems; building and implementing information system projects.

#### ***HRM2001 Organizational Behavior (3)***

Organizational Behavior course consists of 8 chapters; In addition to the overview chapter, Chapter 2 to chapter 4 refer to the behavior of individuals within the organization including attitudes, job satisfaction, personality and values, perception and individual decision making; Chapter 5 refers to motivations and encourage motives; Chapter 6 discusses group and individual behavior in groups; Chapters 7 and 8 discuss organizational communication and organizational culture.

The course is designed to help learners: recognize and detect individual behavior, group behavior; Knows the use of learned knowledge to assess characteristics, manage their own behavior; Build relationships such as engagement, motivation, empathy, sharing in a team in order to builds relationships with colleagues, managers, subordinates and clients; Actively and effectively participate in the organization, be capable of handling relationships within the

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organization in a professional manner, respecting others and making decisions consistent with ethics.

### ***STA2002 Statistics for Business and Economics (3)***

The course provides knowledge and cultivates skills on statistical methods for collecting, organizing, presenting, analyzing and interpreting data on phenomena in business and economics, thereby supporting to make decisions. Subjects of the course include: introducing applications and terms of statistics, descriptive statistics, random variables and probability distribution, sampling and estimating parameters from sample data, testing hypotheses, analyzing the relationship between variables, analyzing time data, methods calculating index, forecasting the future of phenomena, analysis of variance on the experimental design models.

### ***FIN2001 Financial Markets & Institutions (3)***

The course provides a basic knowledge of the structure of financial systems including financial markets, financial institutions and key market participants. Specifically, students will be equipped with knowledge of financial markets focusing on debt, equity and derivatives markets. This course also introduces students to financial institutions, including commercial banks and non-bank operations. In addition, students will be able to explore interest rates - a fundamental element of financial markets - and the activities of central banks.

### ***MGT2002 Introduction to Business (3)***

Introduction to Business course is designed to provide learners with the basic concepts and fundamentals of how to establish and manage a business. Regard to students in Business Administration major, this course gives students the first fundamentals, creating the foundation for further study in business and management fields. For non-business students, Introduction to Business course assists students to obtain the business fundamentals. Therefore, although students graduate from any majors, they can confidently start up and manage their own businesses.

This course consists of 6 chapters. The first chapter gives the introduction of business, business environment, business ethics as well as social responsibilities. Chapter 2 provides the fundamentals related to type of enterprises' selections, entrepreneurship stimulation and entrepreneurship. The following chapters focus on the basic knowledge of the 4 main activities in the company such as: Production management, human resource management, marketing management and accounting activities.

### ***IBS2001 International Business (3)***

Managers when doing business internationally will face the differences in political economy and culture across countries. Moreover, they also need to deal with the problems resulting from discrimination policies from the local governments in international trade and FDI. This course thus introduces the students the impact of these differences on international business and how the managers can exploit the opportunities as well as to solve the challenges due to these differences.

### ***LAW2001 Business law (3)***

Business Law is a course that helps students master the law and better understand the role of the various types of enterprises, business entities, contracts and corporate bankruptcies; It also helps

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students to identify the position and the role of institutions that affect economic activities in our country. The course presents the basic issues of business entities in accordance with the provisions of Vietnamese law, contractual provisions; regulations on settlement of disputes in business and commerce; and regulations on bankruptcy of enterprises, and cooperatives.

### ***ENG3001 Business English (3)***

Business English is an English subject that integrates language skills relevant to students at upper intermediate level of English. It is designed as a content-based course aimed at meeting the requirements of students who would like to learn business via language inputs and to use English so as to conduct familiar business transactions. The course covers the topics related to basic issues in business settings such as start-up, marketing, branding, negotiation and business correspondence. In addition, it provides students with basic concepts of business operations and opportunities to practice language skills such as socializing, meeting, negotiating and presenting.

### **Management Courses**

#### ***MKT3001 Marketing Management (3)***

Marketing is the core of an operating business. It is an organizational philosophy and a set of guiding principles for interfacing with customers, competitors, collaborators, and the environment. Undoubtedly, marketing management is the key to success of a business. In the context of rapidly changing business environment and intense competition, professionals and managers must be equipped with adequate knowledge and skills for a successful career in marketing. This course provides core concepts of value-driven marketing management and a sound conceptual and theoretical framework for strategic planning and marketing planning. In addition, the course also aims to equip students with analytical and decision-making skills to develop effective marketing strategies, as well as other “toolkits” to design a strategy implementation to achieve organizational objectives.

#### ***MGT3001 Strategic Management (3)***

Strategic management determines how decisions are made to maintain the long-term performance of the organization. This course assists students the concepts of strategic decisions, strategies, strategic thinking, competitive advantages, competitive competency and concepts related to strategic management. The course also provides the basics content of strategic management within an organization: mission scenarios, environmental studies, internal analysis, types of strategies related to corporation and strategy implementation. Moreover, this course investigates the relationship between the company with its stakeholders, especially in a changing environment that shapes strategic thinking for executives; and external and internal environmental contexts, for developing effective strategies and implementing strategy.

#### ***MGT3003 Operations Management (3)***

Production is one of the important functions to create the added value for every organization. Operations management is managing entire transform process from inputs to outputs. Operations management directly affects the use, transformations of resources and assets for high quality products/services, hence, the market demand is met and the firm’s efficiency is enhanced.

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This course is focused on analysis the components of the production system in order to gain the competitive advantages in terms of quality, dependability, cost, speed and variability. Operations management course supplies students the knowledge and skills to create production plans, understand the carrying out and controlling the production system of the organization. After finishing this course, students will master the production strategy, production planning and controlling, inventory management and be able to deal with the real business situations.

### ***HRM3001 Human Resource Management (3)***

This course analyzes the main functions of human resource management including human resource planning, job analysis and design, recruitment, training and development, performance management, salaries and benefits. The focus of the course is to equip students with the knowledge about human management within the organization in order to achieve the best results for the organization and increase customer satisfaction and employee development.

This course strengthens group discussion activities, helps students reach vivid situations and practices of human resources' activities, thereby developing practical skills and essential qualities for future human resource executives.

### ***FIN3006 Financial Management (3)***

Financial management course covers basic concepts and tools in finance, including time value of money, cost of capital, financial statement analysis, financial planning, working capital management and capital budgeting planning. The emphasis is that students would understand the concepts and acquire the tools to make informed financial decisions. This course also sets up initial background to reach other advanced courses in this field of study.

### ***MKT3002 Marketing Research (3)***

This course provides fundamental knowledge of Marketing research and gives an overview of how to do a marketing research project. After the introduction of Marketing research definition and the role of Marketing research, this course helps students to understand the process of marketing research, from establishing the research objectives, data collecting methods, design data collecting tools, data analyzing, data interpreting to research result report writing.

During the course, students participate in the teamwork of marketing research project (4-5 students/team). According to the project, students have the opportunity to apply theoretical knowledge in a practical project.

### ***MGT3002 Supply Chain Management (3)***

This course equips students with the basics concepts of supply chain management, supply chain management objectives, supply chain management components and the supply chain management. With this course, students are also given knowledge, tools related to analysis, evaluation, decision-making and implementation of supply chain management concepts such as supply chain design, distribution network supply, planning positioning, inventory management and transportation management.

### ***MGT3011 Entrepreneurship (3)***

Entrepreneurship is one of the significant missions that the managers have to execute during the bussiness time. This course is designed to provide students with an overview of entrepreneurship process and how to create a new business model. Based on this, the course helps familiarizing

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students with the basic toolset necessary to generate ideas, and launch a new business for the chosen business idea.

### ***MGT3004 Project Management (3)***

The course program consists of 8 chapters that introduce the course approach methods. At the beginning of project, students understand the way to set up and select a project as well as determine the project's scope. Then, students can consider selecting the appropriate organizational structure for project and setting up a schedule to manage the project duration. In addition, they learn how to plan the budgets in project cost management and other plans such as human resources, communications, outsourcing and next is one of important stage in the project life cycle, the project implementation. Finally, students solve the procedure to finish the project.

### ***MGT3005 Total Quality Management (3)***

This course provides the fundamentals of Total Quality Management systems to achieve excellent business results, enabling learners have a proper perception in quality and quality management. Students are also given the in-depth knowledge of the principles of Total Quality, Standardized Management Systems and how an organization can change from traditional management to Total Quality Management. Moreover, this course also gives learners the ability to use necessary tools, techniques and methods to identify and address problems in quality management.

### ***MGT3095 Business Plan (2)***

Through the Business Plan course, students will learn how to prepare a comprehensive business plan to start a new business. To achieve this, student is going to develop a business plan based on their business idea. Students will experience a lot of difficult but those experience are essential processes that all executives and entrepreneur must experience when they set up a new business plan.

### **Optional Courses**

#### ***LAW3001 International Trade Law (3)***

The International Trade Law course covers the basic contents of trade relations involving foreign elements such as concepts and sources of international trade law; International conventions on international goods purchase and sale contracts; International customs, transport, cargo delivery, international payment and insurance, ASEAN trade relations and the WTO. The International Trade Law course provides students with a legal basis as well as legal solutions to resolve commercial disputes arising between traders of different nationalities.

#### ***MKT3006 Integrated Marketing Communication (IMC) (3)***

Marketing Communication aims to provide students with essential knowledge and skills to develop, analyse, and evaluate marketing communication issues in organisations. After completing this course, students are able to successfully design and implement marketing communication projects, contribute to increase the efficiency of the broad corporate strategy. Marketing Communication based on Integrated Marketing Communication (IMC) approach helps students to understand and to satisfy customers due to the the coordination, integration and synergy of coordinated communication elements (promotional mix). Moreover, this course also

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provides some particular knowledge and skills of different communication tools and techniques, such as advertisement, sales promotion, public relation, direct marketing.

### ***HRM3002 Developing Management Skill (3)***

This course aims to help learners to identify themselves - strengths, weaknesses, ability to connect with others - communication skills, ability to build their own power, influence on others and conflict management skills based on their own effective emotion control; and effective groupwork skills. Therefore, the course brings to students - future managers- personal management skills, relationship management skills and ability to solve problems in a creative way.

### ***MGT3008 Management of Technology and Innovation (3)***

This course provides basic knowledge, methodologies on the management of technology and innovation in organisations. Students will develop the capacity to understand the nature of innovation, consider the possibility of organisational and technical impact on innovation, strategic alliances for technology management of the organisation. These main topics focus on: (a) managing innovation, technology and strategy; (b) developing internal innovation, c) obtaining technology from external strategy, and (d) building capacities for MIT success.

### ***IBS3007 Cross-cultural Management (3)***

The course examines concepts of culture, dimensions of culture, organisational culture, cultural differences, and its multidimensional effects on management practices and decisions of managers in international business

This course focuses on the challenges and opportunities associated with management in the global environment, examines and discusses situations and issues that managers have to face such as communication, negotiation and decision making, marketing, human resource management and leading as well as social responsibilities and ethics in the multicultural context of global management.

### ***COM3003 Customer Relationship Management (3)***

Customer Relationship Management (CRM) is a business strategy that maximises profitability and customer satisfaction by which organisations can focus on customer segments and implement customer-oriented processes. This course helps students comprehend the core concepts of customer value, customer experience, customer portfolio, customer life cycle, customer data, and concepts of customer management strategies. The course also provides bases of the CRM's importance, customer value analyses, differentiating customers by their values, customer values' sources, customer experience management, customer portfolio management, customer lifecycle management, customer database, customer-centric enterprise culture, organisational issues about customer relationship.

### ***ACC2002 Management Accounting (3)***

The course provides learners with basic knowledge about the nature, functions, contents and methods of management accounting. Specifically, the course provides contents about cost classifications, methods of costing, cost budgeting and controlling, cost analysis in relation to output and profitability, as well as relevant information analysis for decision-making of managers.

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### ***BAN3005 Bank Management (3)***

Bank Management course offers students an overall picture of related knowledge and skills for banking managers. To achieve the scientific basis in decision making, the course focuses on the core issues of banking management including interest rate risk management; funding management; liquidity management and credit risk management. In addition, the course provides learners with the skills to analyze, assess income, expenses, profitability, and risk in the banking business.

### ***HRM3005 Negotiation (3)***

Negotiation is a method used to resolve differences among people. It is a process in which compromises or agreements reached through debate; is one of the key skills to ensure the success of the business and management.

This course involves the study and practice in all aspects of negotiation and conflict resolution. It aims to equip students with basic knowledge about the negotiation and resolution of conflicts in business management in particular and in general; equipped with tools, methods, principles and skills needed to conduct the negotiations.

Students will study the theory and practice with practical experience through dynamic situations in business negotiations to determine a clear awareness of the need for self-training own techniques in negotiation.

### ***MGT3010 Organization Theory and Design (3)***

When starting a business or when the business context has changed, how is the structure of the company designed or redesigned to adapt the business the best? The course "Organization theory and design" will provide learners with basic knowledge and skills to analyze each of the elements that makes up the operational context will affect the organizational design of the organization. Therefore, decisions of organizations design are made to fit: Objectives and strategies, environment, technology, scale or stage of development. Moreover, this course also helps learners acquire basic skills in operating the organization after the design. Finally, through the course, students gain skills in communication, teamwork, and use of information technology for their learning purposes.

### ***COM 2001 Commercial Enterprise Management (3)***

This course provides the basic knowledge of commerce and strategic orientations of commercial enterprises; organizing methods and management techniques of sales activities, purchase and storage of goods, human resources management, and financial management in commercial enterprises.

### ***RMD3001 Research Methodology (2)***

This course provides students with knowledge related to the basics of the process of conducting business research, from the identification of research issues, research designs, and variables measure to writing research reports.

### **Graduation Project**

#### ***MGT4001 Internship***

The Business Administration internship program provides students with professional work experience in the real environment of the organization. The internship is an extension of the

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curriculum that provides meaningful and specialized experiences. Responsibilities during the internship program are determined by the training program. Students are supervised in the establishment and implementation of internship plans by a faculty member of the Faculty of Business Administration and an internship supervisor.

### ***MGT4002 Graduation Report***

Graduation Report course aims to help students gain practical insights and enhance their research skills, and apply scientific research methods to practical business and management. In addition, students have the opportunity to strengthen their work style, moral qualities, and create a professional sense to adapt to the demands of the future career.

### **2.5 Graduation Project**

The BA graduation project is designed with two forms: graduation thesis and internship. In the form of graduation thesis, learners have the opportunity to work with experienced lecturers in 4 months to develop scientific researches. Most research topics of BA students focus on new research topics, which are approached by world standards. Over 4 months, students will have great experiences in scientific research, learn how to approach the global science world, learn how to organize research activities, collect and process data. , learn how to edit and publish scientific works. This form of practice is useful for those who are passionate about research, oriented to develop careers towards becoming researchers, lecturers or orienting to continue their study to higher levels.

In the form of internship, BA program is an extension of the curriculum, providing meaningful experiences and focusing on students' specialized areas. It provides students with professional work experiences in the organization's real environment. The program has provided students with not only access to 4-month internship opportunities, but also the possibilities to be really recruited. The internship positions of the program are provided by alumni of the Faculty, by domestic and foreign businesses in different fields. Ever since DBA started the Graduation Project in 2010, the network of businesses participating in the program has grown. Currently the number of businesses participating in the program is more than 50. The program has really led to a really valuable work experience for students in many different fields.

**In each internship course, the BA program ensures students the following basic elements:**

- There is a position that allows the work to be truly relevant to the training majors to ensure real value creation for organizations that recruits interns and valuable learning experiences for students.
- Working full time continuously for 13 weeks
- To work with a supervisor or a relevant BA specialist counselor arranged by the company.
- In some cases, students may receive financial aids / grants

**Participating in the program can help students:**

- Practice with a real working environment

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- Get an insight into the chosen field
- Develop students' career goals
- Connect with professionals in their future career fields.
- Convert from internship to actually employed at the internship unit.

### **2.6 Co-curriculum activities**

BA Program is designed with the wide range of co-curricular activities, supporting students to develop the skills and attitudes to meet PLOs. Co-curricular activities are organized in many different forms:

- Field trips to companies and factories in the diverse fields such as: Hoa Tho Textile And Garment joint stock corporation, HEINEKEN Vietnam Brewery Limited Company, Acecook Vietnam Joint Stock Company, Song Tranh Hydropower Company
- Workshops on soft skills development, future career orientation
- Guest speakers on a variety of topics related to course content

### **2.7 Support for students**

With the aim of constantly improving and improving the quality of education services, DUE supports learners in many different forms.

#### **Programme Specific Support**

At DUE, students receive curriculum support throughout before and during their studies at the school. All detailed curriculum instructions are published on the web and in student handbooks. If a student has questions or need support, he/she can directly interact with their homeroom teacher, faculty academy staff and Academic Affairs department staff.

DUE also uses an intranet network, conveying information about curriculum such as timetable, study plan, and exam plan immediately to individual learners, and eLearning network, supporting the multi-access approach of learners.

#### **Supporting Documents and Resources**

At DUE, students are supported with a diverse, up-to-date system of academic materials. The materials serving the subject are described in syllabus. Students can access online resources from faculties. DUE also has a library system with 9,286 book titles with 230,592 copies, updated every year. Library has an area of 4 storey building of 4000m<sup>2</sup>, opened 90 hours/week to help students access and read materials.

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### **2.8 Alumni Network**

BA program has a large and successful alumni team in a variety of organizations. Alumni network is strong, constantly developing in both quantity and quality. All members of the BA alumni community can connect with each other conveniently via Facebook <https://due.udn.vn/en-us/businessadministration> and via the website [https://due.udn.vn/en-us/businessadministration\\_list/cid/824](https://due.udn.vn/en-us/businessadministration_list/cid/824)

### **3. GUIDELINES FOR PROGRAM**

This program has been applied since 2018 for Business Administration students.

The teaching process is based on the designed curriculum, POs, the human resource requirements and the specific requirements. Depending on the individual orientation, the faculty advisors will advise students to select the appropriate elective courses.

The head of the faculty is responsible for organizing and guiding principles for developing detailed syllabuses to ensure that the objectives, contents and requirements are satisfied and meet the needs of students and society.

*DaNang, 08/2018*

**Head of The Faculty of Business Administration**

**Vice-Rector**