

## **ACADEMIC TRAINING PROGRAM**

*(Issued in Decision No. 1738/QĐ-DHTCM, dated July 8, 2022, by the President of the University of Finance - Marketing)*

- **Program name** (Vietnamese): Cử nhân Quản trị Kinh doanh – Chuẩn
- **Program name** (English): Bachelor of Business Administration
- **Level of study**: Undergraduate
- **Major**: Business Administration **Program code**: 7340101
- **Orientation program**: Application
- **Mode of study**: Full-time

### **1. OBJECTIVES**

#### **1.1 General Objectives**

Bachelor of Business Administration training instills political integrity, ethics, good health, and a sense of social responsibility. Students have a fundamental knowledge base encompassing management, business, economics, and societal aspects. They gain a comprehensive understanding of enterprise operations, business environments, enterprise management, business operations, entrepreneurship within the market economy, and international integration. Additionally, they develop a firm grasp of processes and operational procedures within enterprises and knowledge of legal issues and ethical standards pertinent to business activities.

In addition, learners have the ability to apply the results of learning as well as scientific and technological research in solving tasks, handling situations, and establishing management solutions; have independent research thinking; have the capacity for research, learning, and self-study according to job requirements; develop lifelong learning skills.

#### **1.2 Specific Objectives:**

##### **❖ Regarding Knowledge**

- PO1: Possess practical knowledge and a foundation in law, economics, management, and business; understand and meet the requirements of market economic rules and the characteristics of production circulation of goods, as well as business management activities for goods and services domestically and globally.

- PO2: Have in-depth knowledge of leadership, management, and business operations; entrepreneurship and business development; corporate culture and sustainable business; knowledge management and innovation in a market economy; have knowledge of tools and methods to apply scientific principles of business administration in practical activities in accordance with domestic and international environmental conditions.

- PO3: Update new, contemporary knowledge on leadership, management, business

operations; entrepreneurship, and business development to apply effectively in the context of integration.

❖ *Regarding Skills:*

- PO4: Master and proficiently apply problem-solving skills within the scope of management and business-related professions; entrepreneurship and business development; corporate culture and sustainable business; knowledge management and innovation.

- PO5: Use modern, integrated techniques and tools in business administration and enterprise development.

- PO6: Master and proficiently apply soft skills, especially foreign language, and information technology skills, to supplement professional activities, thereby enhancing living standards, increasing adaptability, and integration with the global environment to maximize individual capacity.

❖ *Regarding Autonomy and Self-responsibility:*

- PO7: Students are trained on the awareness of compliance with state laws and organizational regulations, an understanding of ethical and professional values, and the importance of possessing business ethics and a sense of social responsibility.

- PO8: Students are trained to develop autonomy in their work, take responsibility for performing their work creatively, have the ability to independently approach, organize, implement, and solve problems in business administration; adapt to a working environment with various changes in the context of international integration, accumulate knowledge and experience to improve one's qualifications; have a cooperative attitude, responsibility in work and spirit of serving the country.

## **2. JOB POSITION AND QUALIFICATION IMPROVEMENT**

### **2.1 Job position :**

Graduates of Business Administration can work in different positions at agencies and organizations, including media agencies, Ministries/Departments/Offices/Boards/information and communication departments, Business departments of manufacturing and service consulting companies on strategy, planning, sales, operations, quality, human resources, consulting organizations, education and training of Business Administration with the following job positions:

- Sales staff, business strategy builder, sales management specialists, quality management, human resource management, strategy consultant and management model; operations specialist ;

- Management/Leadership positions such as Head/Deputy Head of Sales Department, Director of Human Resources, Sales, Planning, Purchasing Department, Quality Department, Sales Director, Project Director, and Internal Sales Director in businesses, especially joint ventures and multinational companies ;

- Researchers and lecturers at research facilities and institutes with research and

training activities related to the field of Business Administration;

- Entrepreneurship to create jobs for themselves and the community.

## **2.2 Qualification improvement:**

Students have the ability to continue their advanced education at the Master's and Doctoral level in Business Administration and Economics at domestic and foreign educational institutions and have the opportunities and advantages to pursue Bachelor's degrees in the fields of business and management.

## **3. EXPECTED LEARNING OUTCOME:**

The program is designed to guarantee that students graduate the following output standards:

### **3.1 Output standards of the General Business Administration major:**

#### **❖ *In terms of knowledge***

+ PLO1: Present fundamental knowledge of social sciences, political science, law, and basic field-specific knowledge.

+ PLO2: Apply basic information technology knowledge to support work within the trained field.

+ PLO3: Systematize industry and specialized knowledge to address management and business issues in the global environment.

+ PLO4: Propose integrated and effective management methods across various organizational structures for managerial and business activities.

#### **❖ *In terms of skills***

+ PLO5: Apply social sciences, political science, law, and basic field knowledge to access and critically analyze issues at work.

+ PLO6: Use English proficiently at level 3/6 according to the Vietnamese Standardized Test of English Proficiency.

+ PLO7: Utilize organizational resources creatively and efficiently in management and business activities.

+ PLO8: Adapt and collaborate within diverse teams to attain organizational management and business objectives in a multicultural environment.

#### **❖ *In terms of the level of autonomy and self-responsibility***

+ PLO9: Have confidence, be self-directed, formulate professional conclusions, and be able to defend personal viewpoints.

+ PLO10: Can work independently or in groups under changing working conditions, taking personal responsibility and responsibility for the team.

### **3.2 Output standards of the Sales Management major**

#### **❖ *In terms of knowledge***

+ PLO1: Present basic knowledge of social sciences, political science, law, and fundamental field knowledge.

+ PLO2: Apply basic information technology knowledge to support work in the trained field.

+ PLO3: Systematize industry and specialized knowledge to address sales management issues in a global environment.

+ PLO4: Propose solutions to enhance organizational sales management efficiency.

❖ *In terms of skills*

+ PLO5: Apply social sciences, political science, law, and basic field knowledge to assess and critically analyze issues in work.

+ PLO6: Use English proficiently at level 3/6 according to the Vietnamese Standardized Test of English Proficiency.

+ PLO7: Utilize organizational resources innovatively and efficiently in sales management activities.

+ PLO8: Adapt and collaborate within teams to achieve organizational sales management objectives in a multicultural environment.

❖ *In terms of the level of autonomy and self-responsibility*

+ PLO9: Have confidence and self-direction, formulate professional conclusions, and be able to defend personal viewpoints.

+ PLO10: Possess adaptability, the ability to work independently or in groups in changing working conditions, taking personal responsibility and responsibility for the group.

#### **4. TRAINING DURATION**

Training period: 4 years.

Maximum study period: 7 years.

#### **5. TOTAL COURSE CREDIT/KNOWLEDGE VOLUME:**

The total course credit is 120 credits, excluding the Physical Education and National Defense - Security Education programs.

## 6. TRAINING PROCESS, GRADUATION REQUIREMENTS

### 6.1 Training process:

Implemented according to Decision No. 1329/QD-DHTCM dated July 16, 2021, of the President of the University of Finance - Marketing on the issuance of regulations on undergraduate training in credit form, Decision No. 1421/QD-DHTCM dated May 30, 2022, on amending and supplementing some provisions of the regulations on undergraduate training in credit form, Decision No. 2033/QD-DHTCM dated August 8, 2022, concerning the amendment and supplementation of specific provisions of Decision No. 1329/QD-DHTCM and Decision No. 1351/QD-DHTCM dated July 26, 2021, on the promulgation of the undergraduate training regulations in the combined work-study form.

### 6.2 Training location:

- Facilities within the University of Finance – Marketing.

### 6.3 Collaborating training units (if any):

- None

### 6.4 Graduation requirements

- **Requirements regarding accumulation and grades of courses:** Implemented according to Decision No. 1329/QD-DHTCM dated July 16, 2021, of the President of the University of Finance - Marketing on the issuance of regulations on undergraduate training in credit form, Decision No. 1421/QD-DHTCM dated May 30, 2022, on amending and supplementing some provisions of the regulations on undergraduate training in credit form, Decision No. 2033/QD-DHTCM dated August 8, 2022 on amending and supplementing some provisions of Decision No. 1329/QD-DHTCM and Decision No. 1351/QD-DHTCM dated July 26, 2021, on the promulgation of the undergraduate training regulations in the combined work-study form.

- **Soft skills requirements:**

Students must have a certificate of achieving (or a score of) at least 3/6 of the following soft skills:

- Organizational skills and time management
- Presentation skills and teamwork
- Effective communication skills
- Problem-solving and decision-making skills
- Career planning and job search skills
- Creative thinking skills

**- Language proficiency requirements**

Admission year	Foreign language proficiency Six levels Vietnam	European Reference Framework CEFR	IELTS	TOFEL (PBT/CBT/iBT)	TOEIC	
					02 skills	04 skills
2021	3/6	B1	4.5	450/133/45	Listening & Reading: 450	Listening & Reading: 450 Speaking & Writing: 200
2022, 2023	3/6	B1	4.5	477/153/53	Listening & Reading: 500	Listening & Reading: 500 Speaking & Writing: 220
2024, 2025	3/6	B1	5.0	500/173/61	Listening & Reading: 550	Listening & Reading: 550 Speaking & Writing: 240

**- Computer literacy requirements**

- Basic IT certificate (according to Joint Circular No. 17/2016/TTLT-BGDĐT-BTTTT dated June 21, 2016, of the Ministry of Education and Training and the Ministry of Information and Communications on regulations on organizing examinations and issuing IT certificates) issued by educational institutions under the permission of the Ministry of Education and Training;
- International Office IT certificate (MOS) at Specialist level (MS. Word, MS. Excel) issued by Microsoft;
- According to the national education system, Bachelor's or Associate's degree in Information Technology or Management Information Systems.

## **7. ADMISSION**

### **7.1 Admission quotas:**

- According to the annual admission plan of the University of Finance and Marketing.

### **7.2 Admission requirements:**

- According to the current university and college admission regulations of the Ministry of Education and Training and the University of Finance and Marketing.

## **8. EVALUATION METHODS AND GRADING**

- According to Decision No. 1329/QĐ-DHTCM dated July 16, 2021, Decision No. 1421/QĐ-DHTCM dated May 30, 2022, and Decision No. 1917/QĐ-DHTCM dated October

17, 2018, issued by the President of the University of Finance - Marketing, regulations on the final examination of courses and the calculation of grades for different education levels and programs under the credit-based system at the University of Finance - Marketing are established. Additionally, modifications and supplements to Decision No. 1917/QD-DHTCM dated October 17, 2018, are made according to Decision No. 717/QD-DHTCM dated March 14, 2022, issued by the President of the University of Finance - Marketing.

## 9. PROGRAM CONTENT

## 9.1 General Education: 40 credits

No.	Course code	Course name	Number of credits	The amount of knowledge (number of credits)					Note
				Theory	Integrative practice	Case study and discussion	Practice in computer rooms, simulation rooms, and businesses	Self-study (hours)	
<b>a. Knowledge of political theory: 11 credits</b>									
1	011134	Marxist-Leninist Philosophy	3	2	1	0	0	105	
2	011135	Marxist-Leninist Political Economy	2	1	1	0	0	70	
3	011136	Scientific Socialism	2	1	1	0	0	70	
4	011137	History of the Communist Party of Vietnam	2	1	1	0	0	70	
5	010016	Ho Chi Minh's Ideology	2	1	1	0	0	70	
<b>b. Legal Knowledge: 3 credits</b>									
6	010637	General Law	3	2	1	0	0	105	
<b>c. Foreign Language: 18 credits</b>									
7	011270	English 1	3	2	1	0	0	105	
8	011271	English 2	3	2	1	0	0	105	
9	011272	English 3	3	2	1	0	0	105	
10	011273	English 4	3	2	1	0	0	105	
<b>d. Mathematics – Information Technology: 8 credits</b>									
11	010025	Advanced Mathematics	4	3	1	0	0	140	
12	011322	Applied Informatics	4	1	2	0	1	140	
<b>e. National Defense and Security Education Program: (not included in the total training volume)</b>									
<b>f. Physical Education Program: (not included in the total training volume)</b>									



## 9.2 Professional educational knowledge: 80 credits

No.	Course code	Course name	Number of credits	The amount of knowledge (number of credits)					Note.
				Theory	Integrative practice	Case study and discussion	Practice in computing rooms, simulation rooms, and businesses	Self-study (hours)	
a. Fundamental Knowledge: 21 credits									
13	010031	Micro-economics 1	3	2	1	0	0	105	
14	010032	Macro-economic 1	3	2	1	0	0	105	
15	010038	Accounting Principles	3	2	1	0	0	105	
16	010630	Principles of Marketing	3	2	1	0	0	105	
17	010033	Management	3	2	1	0	0	105	
18	010773	Money, Banking, and Financial Markets	3	2	1	0	0	105	
19	011140	Applied Probability and Statistics	3	2	1	0	0	105	
b. Specialized Knowledge: 29 credits									
	Required courses								
20	011443	Practicum 1	2	0	0	0	2	0	
21	011444	Practicum 2	4	0	0	0	4	0	
22	010065	Strategic Management	3	2	1	0	0	105	
23	010817	Human Resources Management	3	2	1	0	0	105	
24	010828	Operation Management	3	2	1	0	0	105	
25	011467	Corporate Financial Governance	2	2	0	0	0	70	
26	011445	Sales Management	3	2	1	0	0	105	
27	010139	Project Management	3	2	0	1	0	90	
28	010292	International Business Management	3	2	1	0	0	105	
29	010798	Quality Management	3	2	1	0	0	105	
c. Specialized Knowledge: 24 credits									
❖ General Business Management Major									
Required courses									
30	011446	Supply Chain Management	3	2	0	1	0	90	
31	011447	Risk Management	3	2	0	1	0	90	

No.	Course code	Course name	Number of credits	The amount of knowledge (number of credits)					Note.
				Theory	Integrative practice	Case study and discussion	Practice in computing rooms, simulation rooms, and businesses	Self-study (hours)	
32	011448	Business Forecast & Analysis	3	2	0	1	0	90	
33	011449	Innovation Management	3	2	0	1	0	90	
34	011468	Technology Management and Digital Transformation	3	2	0	1	0	90	
35	011469	Business Management	3	2	0	1	0	90	
<b><i>Elective courses: Choose one of the following two options for Orientation</i></b>									
<b><i>An Orientation of International Business Management</i></b>									
36	011450	Multinational Management	3	2	0	1	0	90	
37	011451	Foreign Trade Management	3	2	0	1	0	90	
<b><i>An Orientation of Corporate Governance</i></b>									
38	011470	Leadership	3	2	0	1	0	90	
39	011451	Controlling	3	2	0	1	0	90	
<b>❖ Sales Management Major</b>									
<b><i>Required courses</i></b>									
40	011452	Customer Relationship Management	3	2	0	1	0	90	
41	011453	Trade Promotion Management	3	2	0	1	0	90	
42	011454	Channel Management	3	2	0	1	0	90	
43	011455	Professional Selling	3	2	0	1	0	90	
44	011448	Business Forecast & Analysis	3	2	0	1	0	90	
45	011446	Supply Chain Management	3	2	0	1	0	90	
<b><i>Elective courses: Choose one of the following two options for Orientation</i></b>									
<b><i>An orientation of Retail (B2C)</i></b>									
46	011456	Retail Management	3	2	0	1	0	90	
47	011457	Mall Management	3	2	0	1	0	90	
<b><i>An orientation of Wholesale (B2B)</i></b>									
48	011458	Advanced Professional Sales	3	2	0	1	0	90	

No.	Course code	Course name	Number of credits	The amount of knowledge (number of credits)					Note.
				Theory	Integrative practice	Case study and discussion	Practice in computing rooms, simulation rooms, and businesses	Self-study (hours)	
49	011472	Negotiation in business	3	2	0	1	0	90	
<b>d. Advanced Specialized Knowledge: 6 credits</b>									
50	011465	Research Methods in Business	3	1	0	2	0	75	
51	011466	Start your business	3	1	0	2	0	75	

### 9.3 Graduation: 6 credits

No.	Course code	Course name	Number of credits	The amount of knowledge (number of credits)					Note
				Theory	Integrative practice	Case study and discussion	Practice in computer rooms, simulation rooms, and businesses	Self-study (hours)	
Graduate Thesis									
52	011476	Graduate Thesis in General Business Administration Major	6	0	0	0	6	0	
53	011478	Graduate Thesis in Sales Management Major	6	0	0	0	6	0	
OR									
Graduation Project:									
54	011477	Graduation Project in General Business Administration Major	3	0	0	0	3	0	
55	011479	Graduation Project in Sales Management Major	3	0	0	0	3	0	
Course Substitutions:									
56	011474	General Business Administration Major: Corporation	3	0	0	2	1	60	

No.	Course code	Course name	Number of credits	The amount of knowledge (number of credits)					Note
				Theory	Integrative practice	Case study and discussion	Practice in computer rooms, simulation rooms, and businesses	Self-study (hours)	
		Management Practice							
57	011475	Sales Management Major: Practising Integrated Sales Management	3	0	0	0	3	60	

#### 9.4 Course Plan

##### First Year

NO	COURSES	CREDITS	PRE-COURSE	NOTE
1	Marxist-Leninist Philosophy	3	No	
2	Marxist- Leninist Political Economy	2	Marxist-Leninist philosophy	
3	General Law	3	No	
4	Applied Informatics	4	No	
5	Advanced Mathematics	4	No	
6	Microeconomics	3	No	
7	English 1	3	Achieving the entrance test for TOEIC with a test score $\geq 300$	
8	English 2	3	English 1	
9	Principles of Marketing	3	No	
10	Accounting Principles	3	No	
11	Management	3	No	
12	Macroeconomic	3	Microeconomics 1	
13	Professional Selling	3	Principles of Marketing	
14	Physical Education	1		
15	National Defense Education (according to the educational planning in schools)			

##### Second Year

NO	COURSES	CREDITS	PRE-COURSE	NOTE
1	Scientific Socialism	2	Marxist-Leninist Philosophy	
2	Ho Chi Minh's Ideology	2	Marxist-Leninist Philosophy, Marxist-Leninist Political Economy, Scientific Socialism.	
3	Applied Probability and Statistics	3	Advanced Mathematics	
4	Research Methods in Business	3	Applied Probability and Statistics	
5	Money, Banking, and Financial Markets	3	Microeconomics, Macroeconomics	
6	English 3	3	General English 2	
7	English 4	3	General English 3	
8	Corporate Financial	2	Microeconomics 1,	

	Governance		Macroeconomics 1.	
9	Human Resources Management	3	Management	
10	Practicum 1	2	Management	
11	Sales Management	3	Management, Principles of Marketing	
12	Strategic Management	3	Management, Principles of Marketing	
13	Innovation Management	3	Microeconomics, Management	
14	Physical Education	1		
15	National Defense Education (according to the educational planning in schools)			

### Third Year

NO	COURSES	CREDITS	PRE-COURSE	NOTE
1	History of the Communist Party of Vietnam	2	Marxist-Leninist Philosophy, Marxist-Leninist Political Economy, Scientific Socialism.	
2	International Business Management	3	Strategic Management	English
3	Operation Management	3	Management, Applied Probability and Statistics, Microeconomics	
4	Supply Chain Management	3	Management	
5	Project Management	3	Management, Corporate Financial Governance	
6	Risk Management	3	The courses belong to specialized knowledge	
7	Customer Relationship Management	3	Principles of Marketing	
8	Business Forecast & Analysis	3	Corporate Financial Governance, Operation Management	
9	Channel Management	3	Principles of Marketing	
10	Trade Promotion Management	3	Sales Management	
11	Quality Management	3	Management, Applied Probability and Statistics	
12	Technology Management and Digital Transformation	3	Management	
13	Corporate Governance	3	Corporate Financial Governance, Operation Management	
14	Practicum 2	4	Practicum 1 and The courses belong to specialized knowledge	
15	Physical Education	1		

### Fourth Year

NO	COURSES	CREDITS	PRE-COURSE	NOTE
1	Start your business	3	Corporate Financial Governance, Strategic Management	

Choose one of the following two options for Orientation: 6 credits				
2	Multinational Management	3	Strategic Management, International Business Management	Group 1 (General Business Administration Major)
3	Foreign Trade Management	3	International Business Management	
4	Leadership	3	Human Resource Management	Group 2 (General Business Administration Major)
5	Controlling	3	Corporate Financial Governance, Strategic Management	
Choose one of the following two options for Orientation: 6 credits				
6	Retail Management	3	Professional Selling, Marketing Management	Group 1 (Sales Management Major)
7	Mall Management	3	Professional Selling, Sales Management	
8	Advanced Professional Selling 2	3	Advanced Professional Selling 1	Group 2 (Sales Management Major)
9	Negotiation in business	3	Advanced Professional Selling 1	
Graduation				
10	Graduate Thesis	6		
Or				
11	Graduation Project	3	Fundamental and Specializ courses in the Academ Training Program	
12	General Business Administration Major: Corporation Management Practice	3	Fundamental and Specialized courses in the Academic Training Program	
13	Sales Management Major: Practising Integrated Sales Management	3	Fundamental and Specialized courses in the Academic Training Program	

**THE PRESIDENT OF THE  
UNIVERSITY OF FINANCE -  
MARKETING**

**HEAD OF THE TRAINING PROGRAM  
REVIEW AND ADJUSTMENT BOARD**

**Assoc. Prof. Dr. Phạm Tiến Đạt**

**Assoc. Prof. Dr. Huỳnh Thị Thu Sương**