

INTEGRATED ACADEMIC TRAINING PROGRAM
*(Issued in Decision No. 2202/QĐ-DHTCM, dated September 5, 2023, by the
President of the University of Finance - Marketing)*

- **Program name** (Vietnamese): Cử nhân Quản trị Kinh doanh
- **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

The general objective of the training program is to equip Bachelor of Business Administration students with sufficient competence in knowledge, professional skills, and soft skills; qualities, ethics, professional demeanor, and good health to effectively work in the field of Business Administration in enterprises/organizations, meeting the demands of society in the context of the environment uncertainty, international integration, and digital economy. Learners are equipped with fundamental knowledge systems in management, business, economics, and society; have a general understanding of business operations, business environment, business, and corporate governance operations, entrepreneurship in the market economy, and international integration; have a solid knowledge of processes and operational procedures within enterprises; knowledge of legal issues and ethical standards in business operations in a global context.

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 4/6 according to the Vietnamese Standardized Test of English Proficiency.

+ PLO7: Coordinate the creative and effective use of organizational resources to solve the organization's management and business issues in a globally integrated environment.

+ PLO8: Possess proficient leadership, administration, and organizational management skills; skills in guiding, starting a business, and creating employment opportunities for society.

❖ *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 4/6 according to the Vietnamese Standardized Test of English Proficiency.
- + PLO7: Coordinate the effective use of organizational resources to address sales management issues in an uncertain environment.
- + PLO8: Possess leadership and entrepreneurial skills.

❖ *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 126 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, on amending and supplementing some provisions of Decision 1329/QD-DHTCM, Decision No. 2149/QD-DHTCM dated August 31, 2023, issued regulations on Integrated Academic Training program and English-taught study program in regular form at the University of Finance - Marketing.

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. 1421/QD-DHTCM, Decision No. 2149/QD-DHTCM dated August 31, 2023, issued regulations on Integrated Academic Training program and English-taught study program in regular form at the University of Finance - Marketing.

- 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
2022, 2023	4/6	B2	5.5	500/173/61	Listening & Reading: 650	Listening & Reading: 650 Speaking & Writing: 280
2024, 2025	4/6	B2	6.0	513/183/65	Listening & Reading: 670	Listening & Reading: 670 Speaking & Writing: 300

- 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. 3477/QQĐ-ĐHTCM dated December 30, 2022, of the President of the University of Finance and Marketing issuing the Regulations on Examination and Evaluation of Learning Outcomes under the University of Finance and Marketing credit-based education system.

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)	
a. Knowledge of political theory: 11 credits									
1	020477	Marxist-Leninist Philosophy	3	1	1	0	0	105	
2	020478	Marxist-Leninist Political Economy	2	1	1	0	0	70	
3	020479	Scientific Socialism	2	1	1	0	0	70	
4	020480	History of the Communist Party of Vietnam	2	1	1	0	0	70	
5	020016	Ho Chi Minh's Ideology	2	1	1	0	0	70	
b. Legal Knowledge: 3 credits									
6	020264	General Law	3	2	1	0	0	105	
c. Foreign Language: 18 credits									
7	020627	English 1	3	2	1	0	0	105	
8	020628	English 2	3	2	1	0	0	105	
9	020629	English 3	3	2	1	0	0	105	
10	020630	English 4	3	2	1	0	0	105	
11	020631	English 5	3	2	1	0	0	105	
12	020632	English 6	3	2	1	0	0	105	
d. Mathematics – Information Technology: 8 credits									
13	020029	Advanced Mathematics	4	3	1	0	0	140	
14	020633	Applied Informatics	4	1	2	0	1	125	
e. National Defense and Security Education Program: (not included in the total training volume)									
f. Physical Education Program: (not included in the total training volume)									

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									
15	020851	Micro-economics	3	2	1	0	0	105	
16	020852	Macro-economic	3	2	1	0	0	105	
17	020044	Accounting Principles	3	2	1	0	0	105	
18	020326	Principles of Marketing	3	2	1	0	0	105	
19	020038	Management	3	2	1	0	0	105	
20	020855	Money, Banking, and Financial Markets	3	2	1	0	0	105	
21	020481	Applied Probability and Statistics	3	2	1	0	0	105	
b. Specialized Knowledge: 29 credits									
	Required courses								
22	020804	Practicum 1	2	0	0	0	2	0	
23	020805	Practicum 2	4	0	0	0	4	0	
24	020784	Strategic Management	3	2	0	1	0	90	
25	020785	Human Resources Management	3	2	0	1	0	90	English
26	020786	Operation Management	3	2	0	1	0	90	
27	020806	Corporate Financial Governance	2	1	0	1	0	55	
28	020787	Sales Management	3	2	0	1	0	90	English
29	020813	Project Management	3	2	0	1	0	90	
30	020529	International Business Management	3	2	1	0	0	105	English
31	020078	Quality Management	3	2	1	0	0	105	English
c. Specialized Knowledge: 24 credits									
❖ General Business Management Major									
Required courses									
32	020788	Supply Chain Management	3	2	0	1	0	90	English
33	020789	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)	
34	020790	Business Forecast & Analysis	3	2	0	1	0	90	
35	020791	Innovation Management	3	2	0	1	0	90	English
36	020807	Technology Management and Digital Transformation	3	2	0	1	0	90	
37	020808	Business Management	3	2	0	1	0	90	
Elective courses: Choose one of the following two options for Orientation									
<i>An Orientation of International Business Management</i>									
38	020792	Multinational Management	3	2	0	1	0	90	Group 1
39	020793	Foreign Trade Management	3	2	0	1	0	90	
<i>An Orientation of Corporate Governance</i>									
40	020809	Leadership	3	2	0	1	0	90	Group 2
41	020810	Controlling	3	2	0	1	0	90	
❖ Sales Management Major									
Required courses									
42	020794	Customer Relationship Management	3	2	0	1	0	90	English
43	020795	Trade Promotion Management	3	2	0	1	0	90	
44	020796	Channel Management	3	2	0	1	0	90	
45	020797	Professional Selling	3	2	0	1	0	90	
46	020790	Business Forecast & Analysis	3	2	0	1	0	90	
47	020788	Supply Chain Management	3	2	0	1	0	90	English
Elective courses: Choose one of the following two options for Orientation									
<i>An orientation of Retail (B2C)</i>									
48	020798	Retail Management	3	2	0	1	0	90	Group 1
49	020799	Mall Management	3	2	0	1	0	90	
<i>An orientation of Wholesale (B2B)</i>									
50	020800	Advanced Professional Selling	3	2	0	1	0	90	Group 2

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)	
51	020801	Negotiation in Business	3	2	0	1	0	90	
d. Advanced Specialized Knowledge: 6 credits									
52	020802	Research Methods in Business	3	1	0	2	0	75	
53	020803	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									
54	020814	Graduate Thesis in General Business Administration Major	6	0	0	0	6	0	
55	020816	Graduate Thesis in Sales Management Major	6	0	0	0	6	0	
OR									
Graduate Internship:									
56	020815	Graduate Internship in General Business Administration Major	3	0	0	0	3	0	
57	020817	Graduate Internship in Sales Management Major	3	0	0	0	3	0	
Course Substitutions:									
58	020811	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							
59	020812	Sales Management Major: Practising Integrated Sales Management	3	0	0	2	1	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 ≥ 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	
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,	

	Governance		Macroeconomics.	
9	Human Resources Management	3	Management	English
10	Practicum 1	2	Management	
11	Sales Management	3	Management, Principles of Marketing	English
12	Strategic Management	3	Management, Principles of Marketing	
13	Innovation Management	3	Microeconomics, Management	English
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	English
5	Project Management	3	Management, Corporate Financial Governance	
6	Start your business	3	Corporate Financial Governance, Strategic Management	
7	Risk Management	3	The courses belong to specialized knowledge	
8	Customer Relationship Management	3	Principles of Marketing	English
9	Business Forecast & Analysis	3	Corporate Financial Governance, Operation Management	
10	Channel Management	3	Principles of Marketing	
11	Trade Promotion Management	3	Sales Management	
12	Quality Management	3	Management, Applied Probability and Statistics	English
13	Technology Management and Digital Transformation	3	Management	
14	Corporate Governance	3	Corporate Financial Governance, Operation Management	
15	Practicum 2	4	Practicum 1 and The courses belong to specialized knowledge	
16	Physical Education	1		
17	English 5	3	English 4	
18	English 6	3	English 5	

Fourth Year

NO	COURSES	CREDITS	PRE-COURSE	NOTE
Choose one of the following two options for Orientation: 6 credits				
1	Multinational Management	3	Strategic Management, International Business Management	Group 1 (General Business Administration Major)
2	Foreign Trade Management	3	International Business Management	
3	Leadership	3	Human Resource Management	Group 1 (General Business Administration Major)
4	Controlling	3	Corporate Financial Governance, Strategic Management	
Choose one of the following two options for Orientation: 6 credits				
5	Retail Management	3	Professional Selling, Marketing Management	Group 1 (Sales Management Major)
6	Mall Management	3	Professional Selling, Sales Management	
7	Advanced Professional Selling	3	Professional Selling	Group 1 (Sales Management Major)
8	Negotiation in Business	3	Professional Selling	
Graduation Project				
9	Graduate Thesis	6	The courses belong to fundamental knowledge	
Or				
10	Graduate Internship	3		
11	General Business Administration Major: Corporation Management Practice	3	Fundamental and Specialized courses in the General Business Administration Major and Project Management	
12	Sales Management Major: Practising Integrated Sales Management	3	Fundamental and Specialized courses in the Sales Management Major	

**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