

c. Program specification

MINISTRY OF EDUCATION AND TRAINING
FOREIGN TRADE UNIVERSITY

PROGRAM SPECIFICATION

MAJOR: INTERNATIONAL BUSINESS (CODE: 7340120)

PROGRAM TITLE: INTERNATIONAL BUSINESS

*(Attached to Decision No. 2658/QĐ-DHNT dated 16/08/2023
of the President of the Foreign Trade University)*

HANOI – 2023

I. GENERAL DESCRIPTION OF THE PROGRAM

1. Introduction

The standard Program in International Business, henceforth referred to as "IBP," is an undergraduate business program delivered in Vietnamese, with a particular focus on international business issues and the activities of firms, enterprises in the global business world.

The standard undergraduate program in International Business is one of the traditional, prestigious programs that affirms the excellence of training provided by the School of Economics and International Business. It is designed based on the "Fundamental - Open - Flexible" principles and is regularly updated in response to society and labor market's needs. The program aims to provide high-quality human resources with high English proficiency, political and ethical qualifications, foundational and specialized knowledge of international business, and basic professional skills to work independently, creatively, responsibly, to innovate and solve business problems in reality.

The program is standardized, international, and career-oriented, in alignment to the best international business training programs of the School's partner universities, such as Colorado State University (CSU) (US), Bournemouth University (UK), and Royal Melbourne Institute of Technology (RMIT) (Australia). It is implemented by a network of highly-qualified lecturers, experts and specialists from various industries and business communities.

The program is designed to equip students with fundamental knowledge, professional skills, and attitudes through a wide range of practical and career-oriented activities starting from the first year until graduation, such as field trips, office tours, internships, and project-based learning courses across various fields of international business, including Investment and Finance, International Business, International Trade, Marketing, International Business Communication, and Innovation and Entrepreneurship. As part of this approach, the i-BIZ series is integrated into the curriculum to further help students accumulate practical knowledge and enhance their analytical skills through observation, teamwork, and individual internships at businesses, international organizations, and government agencies.

The flexibility is enhanced by reducing compulsory courses and expanding elective options, enabling students to build a personalized academic journey within a well-organized framework. In the Generic Knowledge group, students select one course from either Analytical Tools or Contextual Understanding. In the Foundation and Major Knowledge groups, students are free to select two courses — either within the same subgroup or across both — with Foundation courses focusing on Business Foundations and Practices and Global Business Environment and Policy, and Major courses covering Practical Business Operations and Management and Data-Driven Decision Making and Innovation. In the final phase, students specialize in one of three career-oriented pathways — Trade and Investment, Logistics and Supply Chain Management (LSCM), or Innovation and Entrepreneurship — or combine courses across pathways to broaden their expertise.

After graduation, students will have competence to occupy a wide range of jobs and working positions across various economic sectors and multinational corporations, specializing in international business strategy, innovation and entrepreneurship, market development, international trade and investment, and international business project management. Additionally, students will have the ability to engage in a life-long learning journey, pursue postgraduate programs in Vietnam and the world. The Program provides the students with many studying opportunities to participate in exchange programs and career training courses at universities worldwide, especially at the partner universities of the Foreign Trade University through the 2+2 or 3+1 programs.

2. General information about the program

Institution	Foreign Trade University
Faculty/ School in charge	School of Economics and International Business
Degree	Bachelor of International Business
Major	International Business
Major code	7340120

Program	Undergraduate standard training program in International Business, majoring in International Business
Number of credits	137
Mode of study	Full-time
Language of instruction	Vietnamese
Program duration	4 years
Issuance time	
Latest revision time	2021
Course inspection	2019
Issued	Foreign Trade University

3. Training Philosophy

Education toward liberation, associated with practicality; nurturing integrity, accountability and creativity of learners.

4. Training objectives

4.1. General objectives

The program aims to provide high-quality human resources with in-depth expertise in international business who own a system of theoretical knowledge and business practices. After graduation, the students are able to occupy different working positions and jobs as professional staff, experts, consultants and business managers at domestic and international organizations and enterprises; also continuously study and develop professionalism at higher graduate education.

4.2. Specific objectives

PO1: Have strong political, ethical qualification and career orientation; good health and, mindset of social responsibility and community service; creative thinking, independent working skills in an international environment; high adaptability, self-study and lifelong learning as well as continue to study training programs at a higher level;

PO2: Have basic knowledge of economics and business in order to build a business and management mindset; owning essential knowledge of international business for

making international business strategies, modes of market entry, operations in the global market;

PO3: Have in-depth knowledge of international business, focusing on business environment, strategies, model and modes of market entry, global value chains, international business transactions, and business operations in the context of newly advanced techno-scientific development

PO4: Have the ability to creatively combine skills, to detect and solve problems in the factual business life such as international business strategies configuration, market research, core competencies and international competitive advantages, business models; and sharpening a start-up mindset, create jobs and value for themselves and society;

5. Program Learning Outcomes

5.1. About knowledge

PLO1: Apply foundational knowledge of political science, social science and humanity, law, methodology, scientific worldview, information technology and other general education knowledge to long-life study, research and work;

PLO2: Apply economics and business knowledge to analyse business issues;

PLO3: Apply international business knowledge to analyse business strategies and models, to solve business problems;

PLO4: Analyze trends and development prospects in the field of economics and business to innovate business models, to discover core competencies, to effectively exploit competitive advantages and to promote entrepreneurship in the global environment;

5.2. About skills

PLO5: Formulate research and data analyze skills to forecast opportunities and challenges of international business activities;

PLO6: Formulate innovation skills to develop business models and methods in international environment;

PLO7: Cultivate self-study and research, communication, presentation and career development planning skills;

PLO8: Formulate economic and business ideas in English skillfully (equivalent to level 4/6 of Vietnam's Foreign Language Proficiency Framework issued under Circular No. 01/2014/TT-BGDĐT dated 24/01/2014 by the Ministry of Education and Training);

PLO9: Formulate masterfully informatics skills (according to Circular No. 03/2014/TT-BTTTT dated 11/03/2014 by the Ministry of Information and Communications), skills in using business data analytics software;

5.3. About autonomy and responsibility

PLO10: Cultivate an attitude of proactively planning, managing, evaluating, improving, and communicating professional activities, through self-study, knowledge, and experience accumulation to improve professional competence and expertise and to overcome challenges;

PLO11: Proactively arrange individual work or teamwork in the globalization context of changeable work conditions;

PLO12: Form innovative thinking and self-directed ability to draw professional conclusions and to defend personal opinion.

5.4. The contribution matrix of program learning outcomes to program outcomes

Program learning outcomes	Program outcomes			
	PO1	PO2	PO3	PO4
PLO1	X	X		X
PLO2		X	X	X
PLO3		X	X	X
PLO4			X	X
PLO5	X	X	X	X
PLO6			X	X
PLO7	X	X	X	X
PLO8	X	X	X	X
PLO9	X	X	X	X
PLO10	X			X

PLO11	X			X
PLO12	X			X

5.5. External/Internal Benchmarking and Referencing

The bachelor's training program in International Business, majoring in International Business is designed in accordance with the vision, mission and core values of Foreign Trade University, School of Economics and International Business. The program is standard, international, and reality-associated on the basis of referring to undergraduate international business programs of partner universities of the School of Economics and International Business such as: Bachelor of Business training program of CSU; The Bachelor of Global Business Management from Bournemouth University and the Bachelor of Business with an Specialization in International Business from RMIT.

6. Job opportunities and further education ability

6.1. Job opportunities

Graduates have the opportunity to work in governmental and public agencies, multinational and transnational corporations, import-export and logistics companies, market research organizations; media corporations; financial institutions - banking, industry associations with job positions related to international business, import and export, logistics and supply chain management, communication, marketing, market research and development, banking and finance.

Students have the ability to become researchers and lecturers for training and educational institutions in business, especially international business.

6.2. Further education ability

During the study period, students can exchange and transfer credits at prestigious universities worldwide, particularly those partnered with Foreign Trade University through the 2+2 or 3+1 programs. After graduation, students can self-study and do long-life research, continue to study vocational certificates, and postgraduate training programs.

7. Admissions, training process, and requirements for graduation

7.1. Enrollment

According to current policies of Foreign Trade University.

7.2. Training process and requirements for graduation

- The formal training will be regulated by Decision No. 3188/QĐ-DHNT dated 21/12/2021 promulgating the Regulation on undergraduate training at Foreign Trade University.
- Study time: According to the standard study plan, the whole course is carried out in 4 years, equivalent to 8 semesters (including 7 semesters of accumulating knowledge at the school and 1 semester of completing the graduation thesis).
- At the end of the course, students are recognized as graduating when they fully meet the standards according to Decision No. 3188/QĐ-DHNT dated 21/12/2021 promulgating the Regulation on undergraduate training at Foreign Trade University.

8. Methods of teaching, learning, and assessment

8.1. Teaching Methods

- Learner-centered to promote the initiative and creativity of learners;
- Combine with practice through extracurricular activities, internships, business project practice, and reality-connected practice.

8.2. Learning Methods

- Self-study and self-research according to progress;
- Strengthen teamwork and presentations.

8.3. Assessment method

- The assessment includes:
 - + Evaluation of input outcomes;
 - + Course evaluation: formative assessment and summative assessment (mid-term and final). Assess students' academic progress through a matrix of grades/charts/academic records that demonstrates the student's capacity and through a learning outcome-based training program.
 - The training program uses many methods of assessment and evaluation in accordance with the course syllabus.
 - The evaluation criteria are applied consistently in the specialized Division and in the overall training program.

- + End-of-course/graduation assessment of students: The evaluation criteria are specific and consistently applied throughout the overall training program.
- Students are assessed on a scale of 10, converted into A, B, C, D, F according to the current training regulations of the FTU, based on Decision No. 3188/QĐ-DHNT dated 21/12/2021 promulgating the Regulation on undergraduate training at Foreign Trade University.

II. CONTENTS OF THE PROGRAM

1. Course Structure

Total accumulated credits: 137

(Physical Education and National Defense Education credits are exclusive)

	Number of Credits	Weight (%)
1. Generic Knowledge	41	30
+ Compulsory	38	28
+ Electives	03	2
2. Professional Knowledge	84	62
2.1. Intermediate knowledge	33	24
+ Compulsory	27	20
+ Electives	6	4
2.2. Major knowledge	27	20
+ Compulsory	21	15
+ Electives	6	4
2.3. Specialized knowledge	24	18
+ Compulsory	15	11
+ Electives	09	7
3. Midterm internship	03	2
4. Graduation Thesis	09	6
Total Credits Accumulated	137	100
Compulsory Knowledge	113	82

<i>Elective Knowledge</i>	24	18
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2. Curriculum framework: (list of modules by block and knowledge section)

No.	Course Name	Code	Credit No.	Time allocation				Prere quisite course s	
				In-class		Essay , major assignment, practical exercise	Self-study with guidance		
				Theory (lecture)	Practice, discussion				
1.	Generic Knowledge		41						
1.1.	Political Theory		11						
1	Marxist-Leninist Philosophy	TRI114	3	27	18	30	75	None	
2	Marxist-Leninist Political Economy	TRI115	2	21	9	15	55	None	
3	Scientific Socialism	TRI116	2	21	9	15	55	TRI114 TRI115	
4	Ho Chi Minh's Ideology	THREEE104	2	21	9	15	55	TRI114 TRI115	
5	History of the Communist Party of Vietnam	TRI117	2	21	9	15	55	TRI114 TRI115	

1.2.	Science of Social Affairs, Humanities - Arts, Mathematics – Informatic		18						
	<i>Compulsory</i>		15						
6	Advanced Mathematics	TOA105	3	15	60	0	75	None	
7	Introduction to Law	PLU111	3	30	15	25	80	None	
8	Informatics	TIN206	3	30	30	0	90	None	
9	Career Development Skills	KDO441	3	30	15	25	80	None	i-BIZ I
10	Research Methodology for Economics and Business	KTE206	3	45	0	22.5	82.5	None	
	Electives (choose 1 of the following courses)		3						
11	The Theory of Probability and Mathematical Statistics	TOA201	3	30	15	25	80	TOA105	

12	Econometrics	KTE309	3	45	0	22.5	82.5	None	
13	Design Thinking	PPH107	3	30	15	25	80	None	
14	Business Culture	KTE325	3	30	15	25	80	None	
15	International Relations	TMA317	3	30	15	25	80	None	
16	Basic Vietnamese 1	TVI100	3	22.5	22.5	33.75	71.25	None	
1.3.	<i>Foreign language (for English, if students reach the level of the General education section, they can choose to study all 7 courses of the specialized English group in the Professional education section according to the University's regulations)</i>		12						
17	Academic & Business English 1	EAB111	3	0	90	0	60	None	
18	Academic & Business English 2	EAB121	3	0	90	0	60	EAB111	

19	Academic & Business English 3	EAB2 31	3	0	90	0	60	EAB1 21	
20	Academic & Business English 4	EAB2 41	3	0	90	0	60	EAB2 31	
1.4	<i>Physical Education</i>								
	Physical Education				150				
1.5	<i>National defense education</i>								
	National Defense Education				165				
2.	Professional Knowledge		84						
2.1.	<i>Intermediate Knowledge</i>		33						
2.1.1	Compulsory		18						
21	Microeconomics	KTE2 01	3	45	0	22.5	82.5	TOA1 05	
22	Macroeconomics	KTE2 03	3	45	0	22.5	82.5	None	
23	Principles of Marketing	MKT 301	3	30	15	25	80	None	
24	Business Economics	KTE3 12	3	30	15	25	80	None	
25	Corporate Finance	TCH3 21	3	30	15	25	80	KTE2 01	
26	Principles of Accounting	KET2 01	3	30	15	25	80	None	
2.1.2	Electives (Choose		6						

	02 courses)								
27	Introduction to Business	KDO 203	3	30	15	25	80	None	
28	Fundamentals of Management	QTR3 03	3	30	15	25	80	None	
29	Business Psychology	TLH1 04	3	30	15	25	80	None	
30	Intellectual Property	TMA 408	3	30	15	25	80	None	
31	Global economic geography	TMA 201	3	30	15	25	80	None	
32	International Business Environment	KDO 308	3	30	15	25	80	None	
33	International Economic Relations	KTE3 06	3	30	15	25	80	None	
34	International Trade Policy	TMA 301	3	30	15	25	80	None	
2.1.3	Foreign Language (Required)		9						

35	English specific purpose 1 (Advanced Business English)	ESP11	3	30	30	0	75	EAB241 or equivalent international certificate	
36	English specific purpose 2 (Business Communication)	ESP121	3	30	30	0	75	ESP111	
37	English specific purpose 3 (International Business and Economics)	ESP231	3	30	30	0	75	ESP121	
2.2	Major Knowledge		27						
2.2.1	Compulsory		21						
38	International Marketing	MKT401	3	30	15	25	80	MKT301	
39	International Business	KDO307	3	30	15	25	80	None	
40	Risk Management in International Business	KDO402	3	30	15	25	80	KDO307	

41	International Trade Transactions	TMA 302	3	30	15	25	80	None	
42	Business Project Practice	KTE5 07	3	30	15	25	80	None	i-BIZ III
43	Innovation	TMA 319	3	30	15	25	80	None	
44	Business Analytics	VJP2 05	3	30	15	25	80	KTE2 01	
2.2.2	<i>Electives (Choose 2 of the following courses)</i>		6						
45	Negotiation and Conflict Management	KDO 302	3	30	15	25	80	TMA3 02, KDO3 07	
46	Logistics and International Freight Forwarding	TMA 336	3	30	15	25	80	TMA3 02	
47	Introduction to Management Science	KDO 202	3	30	15	25	80	None	
48	Taxation and Tax System in Viet Nam	TMA 320	3	30	15	25	80	None	
49	Technology Transfer	TMA 406	3	30	15	25	80	None	
50	Data management system	TIN3 13	3	30	15	25	80	None	

51	Programmi ng for Data Analysis and Scientific Computing	TIN3 14	3	30	15	25	80	None	
2.3.	Specialized Knowledge		24						
2.3. 1	<i>Compulsor y</i>		15						
52	Supply Chain Manageme nt	TMA 313	3	30	15	25	80	None	
53	Internation al Business Operations	KDO 408	3	30	15	25	80	KDO30 7	
54	Internation al Business Communic ation	MKT 408	3	30	15	25	80	MKT3 01	
55	Internation al Investment Project Manageme nt	TMA 315	3	30	15	25	80	None	
56	Internation al Business Law	PLU4 10	3	30	15	25	80	PLU11 1	
2.3. 2	<i>Electives (Choose 3 courses)</i>		9						
Trade and Investment									
57	Digital Business	DBZ3 06	3	30	15	25	80	KDO3 07	
58	Business Ethics and Corporate	KDO 305	3	30	15	25	80	KDO3 07	

	Social Responsibi lity								
59	Market Behavior	KDO 303	3	30	15	25	80	MKT3 01	
60	Trade Facilitation	TMA 410	3	30	15	25	80	KTE3 12	
61	Securities Analysis and Investment	DTU 401	3	30	15	25	80	TCH3 02	
62	Brand in Internation al Business	MKT 407	3	30	15	25	80	None	
63	Trade in Services	TMA 412	3	30	15	25	80	None	
<i>Logistics & Supply chain management</i>									
64	Warehouse and Distributio n Manageme nt in supply chain	WD M301	3	30	15	25	80	TMA3 13	
65	Insurance in Business	TMA 402	3	30	15	25	80	TMA3 36	
66	Productivit y and Quality Manageme nt	KTE2 19	3	30	15	25	80	None	
67	State Manageme nt on Maritime Resource	KTE3 33	3	30	15	25	80	None	

68	Customs Affairs	TMA310	3	30	15	25	80	TMA302 TMA305	
69	Operation and Production Management in Supply Chain	KTE337	3	30	15	25	80		
70	Global Purchasing Management	GPM301	3	30	15	25	80		
71	International Transport Management	ITM301	3	30	15	25	80		
72	Contracts in supply chain management	KTE338	3	30	15	25	80		
73	Transport Economics	TMA205	3	30	15	25	80	KTE201 KTE203	
74	Maritime Economics	TMA203	3	30	15	25	80	KTE201 KTE203	
75	Economics and City Logistics	TMA204	3	30	15	25	80	KTE201 KTE203	
<i>Innovation and Entrepreneurship</i>									
76	Entrepreneurship	BUS405	3	30	15	25	80	None	
77	Human Resource Management	QTR403	3	30	15	25	80	QTR303	

78	Business Innovation	TMA 327	3	30	15	25	80	None	
79	Social Innovation	TMA 202	3	30	15	25	80	None	
3.	Mid-course internship	KDO 501	3					Have accumulated 45 credits or more	
80									i-BIZ II
4.	Graduation thesis	KDO 523	9					<i>Short of up to 6 credits excluding the number of credits of the Graduation Thesis</i>	
81									i-BIZ IV

3. Matrix of each course's contribution to expected learning outcomes (with A: assessed course — courses used to evaluate students' achievement of PLOs)

No .	COURSE CODE	PROGRAM LEARNING OUTCOMES											
		PL O1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12
1	TRI114	5	0	0	0	3	0	0	0	0	3	2	3
2	TRI115	5	0	0	0	3	3	2	0	0	2	2	2
3	TRI116	5	0	0	0	2	2	1	0	0	3	3	2
4	TRI117	5	0	0	0	2	0	1	0	0	2	2	2

5	THREE10 4	5	0	0	0	2	0	1	0	0	2	2	2
6	TOA105	5	0	2	2	1	1	1	0	0	1	1	1
7	PLU111	5	0	2	2	3	2	3	0	0	3	3	2
8	TIN206	5	0	1	1	0	0	0	0	5, A	1	1	1
9	KDO441	5	0	0	0	2	2	5, A	0	3	5,A	3	0
10	KTE206	5, A	2	2	2	5	2	2	0	0	1	1	1
11	TOA201	5	2	2	2	0	0	0	0	0	1	1	1
12	KTE309	5	2	2	2	3	3	3	0	1	2	2	2
13	PPH107	5	3	4	3	3	4	3	1	0	2	3	3
14	KTE325	5	2	2	2	3	2	3	0	0	3	3	3
15	TMA317	5	2	2	2	4	2	2	0	0	3	3	2
16	TVI100	5	0	0	0	2	0	1	2	0	1	2	2
17	EAB111	1	1	1	1	2	1	1	3	0	1	1	1
18	EAB121	1	1	1	1	2	1	1	3	0	1	1	1
19	EAB231	1	1	1	1	2	1	1	3	0	1	1	1
20	EAB241	1	1	1	1	2	1	1	3	0	1	1	1
21	KTE201	4	5	2	1	3	4	4	0	0	3	3	3
22	KTE203	3	4	2	1	2	2	2	0	3	2	2	2
23	MKT301	3	5	0	0	3	2	3	0	0	3	3	3

24	KTE312	3	5, A	2	1	4	0	4	0	0	4	4	0
25	TCH321	2	5	2	1	1	2	2	0	0	2	1	1
26	KET201	2	5	2	1	2	3	3	0	0	2	2	2
27	KDO203	3	5	2	2	4	3	3	0	0	3	2	2
28	QTR303	4	5	2	2	1	1	1	0	0	1	1	1
29	TLH104	2	5	1	1	1	1	1	0	0	1	1	2
30	TMA408	4	5	2	2	3	3	3	0	0	4	4	3
31	TMA201	3	5	2	2	3	3	3	0	0	4	3	4
32	KDO308	3	5	2	2	4	4	4	0	0	4	4	4
33	KTE306	3	5	2	2	4	5	3	0	0	4	3	2
34	TMA301	3	5	2	2	3	3	3	0	0	4	4	2
35	ESP111	2	1	1	1	2	1	1	4	0	2	2	3
36	ESP121	2	1	1	1	2	1	1	4	0	2	2	3
37	ESP231	3	1	1	1	2	1	1	5, A	0	2	2	3
38	MKT401	4	4	5	0	4	4	4	0	0	3	3	4
39	KDO307	3	5	5	5,A	2	0	4	0	0	4	5,A	0
40	KDO402	3	3	5	5	4	4	4	0	0	4	3	3
41	TMA302	3	3	5	3	5	5	3	0	0	3	3	3
42	KTE507	3	5	5,A	5,A	5,A	5	5	2	2	5	5,A	5,A

43	TMA319	2	5	5	5	4	3	4	2	2	2	2	2
44	VJP205	2	4	5	3	5,A	1	2	0	5,A	2	2	2
45	KDO302	2	4	5	3	4	3	5	0	0	3	3	3
46	TMA336	2	5	5	2	3	5	4	2	0	3	2	4
47	KDO202	5	5	5	3	4	5	5	1	3	3	5	5
48	TMA320	3	3	5	5	5	5	3	2	2	5	5	5
49	TMA406	3	3	5	3	4	4	4	3	5	4	4	4
50	TIN313	2	2	5	3	4	1	3	1	3	4	2	2
51	TIN314	2	2	5	3	4	1	2	1	5	2	2	2
52	TMA313	4	3	3	5	3	5	3	2	2	2	3	3
53	KDO408	2	4	5,A	5,A	5	5	3	3	3	4	4	2
54	MKT408	3	5	4	5	3	4	5	2	2	3	3	3
55	TMA315	3	4	5	5	5	5	5	3	3	5	5	5
56	PLU410	4	2	3	5	3	3	3	0	0	3	3	3
57	DBZ306	3	3	3	4	3	3	3	2	2	3	3	3
58	KDO305	3	4	4	4	3	4	3	2	2	3	3	3
59	KDO303	3	5	5	4	5	5	3	2	2	4	3	4
60	TMA410	3	4	4	4	3	3	3	2	2	3	3	4
61	DTU401	3	3	3	4	3	3	3	3	2	3	3	3

62	MKT407	3	5	5	5	4	4	2	2	2	3	3	3
63	TMA412	3	3	3	4	3	2	3	1	1	3	3	3
64	WDM301	4	4	4	4	5	4	3	1	2	3	2	3
65	TMA402	5	4	4	4	4	3	4	0	0	3	3	3
66	KTE219	3	4	5	5	5	5	3	3	3	4	4	4
67	KTE333	3	3	5	4	5	5	4	3	2	5	4	4
68	TMA310	3	3	3	4	5	5	3	3	1	4	4	4
69	KTE337	3	3	4	5	5	5	4	3	3	5	4	5
70	GPM301	5	3	3	4	5	5	5	2	3	5	5	4
71	ITM301	4	3	4	4	5	4	4	0	0	5	4	4
72	KTE338	3	2	3	4	4	4	3	2	2	3	3	3
73	TMA205	4	5	5	5	4	5	4	1	1	5	5	3
74	TMA203	3	4	5	4	4	3	2	2	1	3	4	2
75	TMA204	5	5	3	4	5	2	3	1	2	2	4	2
76	BUS405	3	4	3	4	4	2	2	1	0	4	4	3
77	QTR403	3	5	5	5	5	2	5	0	1	3	3	2
78	TMA327	3	3	5	4	3	3	4	2	2	4	4	4
79	TMA202	3	3	5	4	3	3	4	2	2	4	4	4
80	KDO501	5	5	0	0	4	0	5	0	0	5	5	5

81	KDO523	5,A	5,A	5,A	5,A	5,A	5,A	5,A	0	0	5,A	5,A	5,A
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4. Summary of the course content

4.1. Marxist-Leninist Philosophy

The Marxist-Leninist Philosophy module aims to equip students with the basic contents of worldview and philosophical methodology - the basic theoretical part of Marxism-Leninism. It is a dialectical materialist view of: (1) matter, consciousness, the relationship between matter and consciousness; (2) materialist dialectic as the science of universal relations and of development in nature, society and thinking, including a system of principles, laws and pairs of categories; (3) dialectical materialist cognitive reasoning; (4) historical materialism as a system of dialectical materialist views on society, clarifying the origins, motivations and general laws of the movement and development of human social history; (5) Philosophy of Man

4.2. Marxist-Leninist Political Economy

This module is intended to equip students to:

- Knowledge of the nature of basic economic issues of a free competitive market economy, the relationship between competition and monopoly, monopoly theory, state monopoly, thereby finding out the laws governing the movement of human economic phenomena and processes.

- Knowledge of the specific market economy in Vietnam: problems of the socialist-oriented market economy; the settlement of interest relationships; industrialization and modernization in the context of the industrial revolution 4.0 and international economic integration of Vietnam today.

4.3. Scientific socialism

The module aims to equip students with basic and systematic knowledge about the birth and stages of development of scientific socialism; Marxism-Leninism's view of the inevitable transformation of human society from the capitalist socio-economic form to the communist socio-economic form and the calendar mission the history of the working class; on socialism and the period of transition to socialism; on democracy and the socialist state; on the content and methods of solving class, ethnic, religious and family issues in the process of building socialism. On that basis, students

know how to apply the knowledge they have learned to explain socio-political issues, have faith in socialism and the path to socialism in Vietnam.

4.4. Ho Chi Minh's Ideology

The Ho Chi Minh Thought module introduces Ho Chi Minh's ideological system on the path of the Vietnamese revolution, from the national revolution, people's democracy to the socialist revolution. These are the views on the national issue, the national liberation revolution; on national unity, combining national strength with the strength of the times; on socialism and the transition path to socialism in Vietnam; about the Communist Party of Vietnam, about building the state of the people, by the people, for the people; on ethics, culture and building new people; on the creative application of Marxism-Leninism to Vietnamese conditions; on the crystallization of the quintessence of national culture and the wisdom of the times in order to liberate the nation, class and people.

4.5. History of the Communist Party of Vietnam

This module aims to equip students with systematic knowledge of the history of leadership, struggle and ruling of the Party; are well aware of the Party as a political Party - the leading organization of the working class, working people and the Vietnamese nation. At the same time, the module helps students improve their political awareness, be well aware of the major problems of the country and the nation in relation to the problems of the times and the world. The module contributes to deeply educating the spirit of patriotism, consciousness, pride, self-respect, self-reliance, and national self-reliance for generations of students.

4.6. Advanced Mathematics

The module provides basic knowledge of mathematical foundations and practical applications in economics. Linear algebra is really necessary for access to analytical models of decision-making in economics and management: matrices and determinants; vector space; linear system of equations.

At the same time, the module provides basic knowledge of Mathematical Calculus; finite calculations, continuity, fractional differential calculus, extremes and applications of one-variable and multivariate function calculus, methods of solving some types of first-order equations, second-order linear equations. Introducing some

linear models in business administration, the application of mathematical calculus in economics.

4.7. Principles of Law

The general law module aims to equip students of majors with basic legal knowledge, as a foundation for learning other law modules on the origin and nature of the State and law; characteristics of the state and the law of slave ownership, feudalism, bourgeoisie and socialism; basic concepts in the socialist legal system (legal system, legal regulations, legal norms, legal relations, etc.). In addition, the module also equips students with some basic issues about Vietnamese civil law (civil law relations, ownership, obligations and contracts...); legal relations between subjects are governed by international public law and international justice...

4.8. Informatics

Informatics provides students with basic knowledge of informatics: The concept of information, information processing; Windows operating system; Computer networks and the Internet; Skills in composing and presenting Word text; Proficient use of Excel spreadsheets to solve economic problems; Design presentations. Through theoretical and practical exercises, students firmly grasp and clearly see the necessity of information technology in the period of industrialization and modernization to meet the needs of international economic integration.

4.9. Career Development Skills

The course helps students connect knowledge related to the learning process in the university. First of all, the course will help students make the connection between learning and the context in which the process is implemented. Learners will be strengthened in information connection skills such as how to read and save between information, data connection, writing skills, information use and communication technology. In addition, students will develop the ability to work with people such as listening and communicating, working in teams, and giving presentations. Along with that, learners also improve thinking skills such as having an overall view, situations and access to data and information, creating meaningful data, and enhancing creativity. Finally, the module will provide students with their own networking skills

through project management and the use of tools to accomplish career goals in practice.

4.10. Research Methodology in Economics and Business

This module aims to equip students with different specializations in the field of economics and business research methodologies. After the course, students understand the research philosophy and apply the steps in research such as identifying research topics, reviewing research documents, understanding the foundation of research philosophy and theoretical development approaches in research, research design, etc research ethics and access to data, collection and analysis of quantitative and qualitative data, presentation of research result reports. These knowledge and skills are necessary and directly useful for students' learning and research during their time at the school and after graduation.

4.11. The Theory of Probability and Mathematical Statistics

The course equips students with the basic knowledge of probability: the basic concepts of probability, one-dimensional random quantities, multidimensional random quantities, the laws of probability distribution, and about mathematical statistics: model theory, estimation problems and statistical hypothesis testing.

4.12. Econometrics

The course introduces students to basic knowledge and skills in econometrics and the ability to apply statistical methods as a scientific tool in analyzing economic problems. At the beginning of the course, students are briefly introduced to how econometrics is used to answer questions in practice. Next, students will review the basics of statistical probability and data analysis, before coming to the main part of the course, which is the linear regression model. Students will learn the construction and estimation of econometric models and interpret the results. At the end of the course, students will learn about problems that can affect estimation results as well as learn how to solve these problems to avoid negative impacts on statistical inference.

4.13. Design Thinking

Design thinking is an approach to developing new solutions from understanding the unmet needs of customers. It is a human-centered design process that approaches problem-solving by understanding the needs of users. This course aims to introduce

students to design thinking. Students will be provided with the knowledge and tools to apply design thinking to solving problems in business, organization or self-employment. The course includes project implementation, case solving and small practical exercises to hone knowledge, skills and experience for students to keep up with the requirements of the labor market.

4.14. Business Culture

Culture in business is a subject that provides students with knowledge and skills related to the cultural aspects of each component of business, especially international business, when there is cultural interference. The course focuses on the study of theories of culture and its presence in various aspects of business operations.

The course is designed to balance the goal of providing basic theoretical knowledge, as well as the goal of higher education in Vietnam and the world. The objective of the course is to help students understand the importance of culture in business and apply the knowledge learned to solve specific business situations and activities both domestically and internationally.

4.15. International Relations

The module equips students with basic knowledge of international relations. The module introduces students to the fundamental concepts and doctrines associated with contemporary international relations issues and challenges. At the end of the course, students have the ability to understand, criticize, and debate issues of international cooperation, security and conflict, law, and global trade.

4.16. Basic Vietnamese 1

The module provides learners with basic knowledge of phonetics, grammar and vocabulary of the Vietnamese language. The module consists of 07 lectures on essential topics in daily communication. Each lesson is designed to include: Introduction to grammar structure, vocabulary exercises, grammar exercises, listening exercises and short readings. This module helps learners have enough basic knowledge to perform basic communication and creates a premise for learners to continue learning the next modules.

4.17. Academic & Business English 1

This module is intended to equip students to:

- Knowledge and terminology of General English at the B1 intermediate level, helping students understand the main points when others express themselves correctly and clearly about familiar problems that are often encountered in daily life, learning and entertainment.
- Knowledge and vocabulary at the intermediate level in Business English create a premise for students to learn specialized English and English terms in professional subjects in the following semesters.
- Relatively proficient English Listening, Speaking, Reading, and Writing skills enable students to communicate verbally or through text in familiar situations in life and work

4.18. Academic & Business English 2

This module is intended to equip students to:

- Knowledge and terminology of General English at the B1 intermediate level, helping students understand the main points when others express themselves correctly and clearly about familiar problems that are often encountered in daily life, learning and entertainment.
- Knowledge and vocabulary at the intermediate level in Business English create a premise for students to learn specialized English and English terms in professional subjects in the following semesters.
- Relatively proficient English Listening, Speaking, Reading, and Writing skills help students communicate verbally or through text in familiar situations in life and work.

4.19. Academic & Business English 3

This module is intended to equip students to:

- Knowledge and terminology of General and Academic English at the upper intermediate level (B2- CEFR), helping students understand the main points of quite complex texts on topics including concrete and abstract in life, learning, and entertainment.
- Knowledge and vocabulary at the upper intermediate level in Business English help students understand common economic texts of average difficulty in the business environment.

- Relatively proficient English Listening, Speaking, Reading, and Writing skills help students to communicate clearly with native speakers without too much difficulty.

4.20. Academic & Business English 4

This module is intended to equip students to:

- Knowledge of business and general and academic English topics and content at the upper intermediate (B2) level creates a premise for students to learn specialized English and English terminology in professional subjects taught in English in the following semesters.
- Knowledge, vocabulary and terminology at an advanced level, consolidating the language of topics and content related to business English that students have learned in the previous modules to help students continue to practice to improve 4 skills of listening, speaking, reading and writing.
- Group exercises that require solving situations related to business communication, thereby helping students improve their ability to use English flexibly, develop teamwork skills and critical thinking

4.21. Microeconomics

The module aims to equip you with the basic knowledge to study the behaviour of individuals, businesses and governments in conditions where resources are scarce. From there, it helps to explain and quantify the relationship between economic variables, and at the same time helps to build the most optimal way to determine production and consumption for subjects in the economy.

4.22. Macroeconomics

This module equips students with the basic principles of macroeconomics and how to apply them in practice. To do this, first of all, the module helps students understand the basic concepts and then the basic macroeconomic models to help students understand the operation of the whole economy.

4.23. Principles of Marketing

The subject of Marketing is basically a subject taught in almost all bachelor's training programs in economics, business, and business administration in all schools and countries around the world and in Vietnam. This is a subject aimed at equipping

the basic knowledge of economics, business and business administration in a market-oriented manner. The Basic Marketing subject is a compulsory subject in the International Business program at Foreign Trade University to equip students with basic marketing knowledge and skills, as well as critical thinking and attitude in business according to the principle of serving customers.

Upon completion of the course, students will be able to (1) describe the concepts, principles and factors that affect the marketing activities of businesses according to market principles; (2) Describe and explain the departmental policies and mixed marketing policies of the enterprise that affect the market, change customer behavior, thereby bringing operational efficiency to the business; (3) Analyze, evaluate and synthesize factors affecting the marketing activities of the enterprise; (4) Apply theoretical knowledge in the actual situation of the enterprise. In addition to the theoretical knowledge of income, students also have the opportunity to improve career skills such as marketing environment analysis skills, market research design skills, analytical skills, aging and target market selection.

4.24. Business Economics

The module provides indispensable knowledge for students in the field of business with a background in basic economics subjects. The module introduces basic information about the structure of a company, delves into the application of economic principles in the field of business, which is especially useful for students whose main major is Business.

4.25. Corporate Finance

This module aims to equip students with the theory of financial management in enterprises. The objective of the course is to study issues related to investment project appraisal, yield - risk and asset valuation, efficient market theory, theory of determining capital structure, dividend decision.

4.26. Principles of Accounting

Accounting principles are the basic subjects of business disciplines such as international business, banking and finance, accounting, auditing, etc. The course helps learners to read and understand the basic content of financial statements - the

products of accounting - and use accounting information to make business decisions. This is also a prerequisite for students to continue to study accounting in depth such as financial accounting, management accounting, auditing, etc. In addition, the course also helps students of other majors majoring in accounting and auditing to apply accounting knowledge to understand the financial nature of business activities of an enterprise, evaluate the impact of each activity on the financial statements of the enterprise and at the same time be able to analyze, preliminary assessment of the financial situation, solvency as well as efficiency of that enterprise.

4.27. Introduction to Business

Introduction to Business is a module designed to provide students with basic concepts and content on how to form and manage a business. Students are introduced to different types of businesses and arouse the entrepreneurial spirit. In addition, the module helps students discover the fundamentals of operations, marketing, human resources, finance and business in a global environment. This module will provide students with the basic knowledge to understand how these different departments operate independently but still support each other for the company to grow effectively.

The introductory business module provides the first basic concepts, providing a foundation for students to have enough basic knowledge to start and manage a small business organization, and continue to study intensive business subjects.

4.28. Fundamentals of Management

The course focuses on the administrative activities of planning, organizing, controlling and controlling the resources of the organization. The content of the module includes the most basic issues about management relations in the business process such as: relations between enterprises (competitors, joint ventures, associates, input suppliers), relations between enterprises and the business environment (macro environment: economic, political, legal, socio-cultural, technological, globalized,... microenvironment: competitors, customers, suppliers, pressure groups), the relationship between managers and individuals and labor collectives in the enterprise with effective leadership methods and employee motivation, etc. In addition, the module also introduces basic knowledge as a foundation for researching specific

business administration subjects by field, for example, concepts of strategy, tactics or knowledge of the business environment, analysis of strengths and weaknesses, opportunities and challenges (SWOT) of enterprises, etc.

4.29. Business Psychology

The Business Psychology module aims to equip students with the basic content of psychology in business such as: Psychology of leaders and managers in business; Employee psychology in business; Business Organizational Psychology; Consumer psychology; Commercial advertising with consumer psychology.

4.30. Intellectual Property

The Intellectual Property module introduces and equips students with general knowledge about intellectual property rights, the role of intellectual property rights for enterprises and the state, as well as the relationship between IP rights and international business activities. Grasping the basic and advanced knowledge of intellectual property rights will help students recognize, recognize and form a mindset for the objects of intellectual property rights including copyright and industrial property rights and plant varieties. In addition, the module also helps students understand the relationship between intellectual property rights protection and international business through researching intellectual property issues in international business activities of enterprises such as: how to protect intellectual property rights at home and abroad, transfer of intellectual property rights to foreign partners in international business and settlement of disputes arising on intellectual property in international business, etc.

4.31. Global Economic Geography

The course equips students with basic knowledge about the main natural and socio-economic characteristics of some countries and some typical regions in the world. In addition, the course also provides students with knowledge about major socio-economic issues in the modern era such as: World political map, characteristics and impacts of the Scientific and Technical revolution on the socio-economy of some countries around the world, political, social, environmental changes, outstanding economic development characteristics of developed countries and developing countries in the world.

4.32. International Business Environment

The International Business Environment course is a specialized subject, which aims to provide students with basic knowledge about some of the characteristics, key developments and future trends of the international business environment, as well as the global modern economy. In addition, the course is equipped with important knowledge and tools to help students analyze, evaluate and identify potential opportunities or threats to businesses in the global business environment.

4.33. International Economic Relations

The course equips students with basic knowledge of international trade, international trade in services, international investment, international cooperation in science and technology, international organizations and economic associations.

4.34. International Trade Policy

The module equips students with basic knowledge of international trade and tools for analyzing international trade policy. On that basis, the module initially helps students research and analyze issues related to international trade, international trade policies of countries and international trade policies of Vietnam in comparison with multilateral regulations and commitments on international trade.

4.35. English for specific purpose 1 (Advanced Business English)

This module is intended to equip students to:

- Knowledge and terminology of Business English at B2 level (intermediate and above intermediate), helping students to be confident in the international business and trade environment.
- Basic knowledge of economics and finance, creating a premise for students to learn specialized English and professional subjects better in the following semesters.
- Opportunities to improve all four skills of reading, speaking and writing in real-life situations in the workplace, in business and international business.

4.36. English for specific purpose 2 (Business Communication)

This module is intended to equip students to:

- Knowledge and terminology of Business English at B2 level, helping students communicate confidently in in-depth topics in the field of economics and international business.
- General knowledge of working culture and communication in English at the office helps students communicate fluently and naturally in the working environment.
- The practical tasks are diverse according to two key skills: speaking and writing the business English language according to topics and practical communication situations in business and international business; Practice tasks according to 2 support skills: listening and reading.

4.37. English for specific purpose 3 (Economics and International Business)

The module provides students with the following knowledge:

- Expertise: vocabulary, selection and use of professional terms in the field of Economics and International Business.
- Proficient English Listening, Speaking, Reading, and Writing skills help students confidently work in an international business and economics environment, read and understand articles, research papers and news related to their professional fields, be able to work in a team, gather information, etc synthesizing documents, analyzing data, discussing and presenting in English on topics in the field of Economics and International Business.

4.38. International Marketing

The subject of International Marketing is a compulsory subject in the specialized knowledge block of the group of economic and business training majors related to international factors, especially International Business. The subject of International Marketing focuses on equipping students with knowledge and career skills in enterprises operating in foreign markets or having foreign and international elements in business activities.

As a compulsory subject in the specialized knowledge block, after completing the course, students can: (1) Describe the marketing knowledge block related to international trade, international business and explain marketing knowledge applied in international business activities; (2) Apply in-depth marketing knowledge in the

international market and the problems faced by businesses in the global business environment and (3) Analyze and make a basic international marketing plan. In addition to marketing knowledge in a global environment, students are also equipped with career skills focusing on: (1) analytical skills, business environment assessment according to a system of tools (SWOT, PESTEL, EFE, IFE, KSF); (2) Market research design skills in international marketing; (3) Skills in data analysis, evaluation and selection of export markets; (4) International market development planning skills. These are basic blocks of knowledge and skills that create the ability to work in an international business environment and are highly appreciated and urgently appreciated by businesses. In addition to vocational skills, the International Marketing subject also equips students with soft skills through model implementation of case exercises. Soft skills equip students with Argumentative Skills, Marketing Situation Interpretation, Teamwork Skills and Presentation Communication Skills.

4.39. International Business

The KDO module is designed with the aim of providing students with a theoretical framework and general knowledge of international business to analyze international business situations of multinational companies in the context of culturally distinct international business. economy and politics between countries. The subject studies knowledge in the following scope: Globalization and the dynamics of globalization, differences between countries in terms of political economy, culture, ethical issues in international business, international business strategies and methods of penetration, and international business operations including production, outsourcing and logistics;

4.40. Risk Management in International Business

The Risk Management in International Business module helps learners understand and master the basic issues of risk in international business activities including the concept, classification, and relationship between risk and business efficiency of enterprises. On the basis of mastering the theory, students can practically apply methods to deal with each type of risk in international business activities such as operational risk, credit risk, national risk, market risk, and risk in international freight transportation to ensure the efficiency of business activities of enterprises. At the same

time, the module also provides practical risk management cases of businesses so that students have access to business risk management activities.

4.41. International Trade Transactions

International Trade Transactions is a compulsory module, designed for students majoring in international business of Foreign Trade University. The course provides students with knowledge and skills related to trading activities in the world market. The course focuses on methods of conducting commercial transactions in a complex international environment with differences in politics, economics, trade policy, language and culture... Transactions are conducted in accordance with international regulations and practices in various forms such as direct trading, intermediary transactions, re-export transactions, convection trading, auctions, bidding and franchising.

The course is designed to balance the goal of providing basic theoretical knowledge, practices and skills in international trade transactions as well as the goal of higher education in Vietnam and the world.

4.42. Business Project Practice

The module is highly practical, in order to help students apply the knowledge they have learned in Economics and International Business. Students participating in the module will be divided into groups to implement projects in the business of organizations and enterprises. The module encourages students to search and discover business ideas, test, implement, develop and perfect ideas into specific business plans, which are highly adaptable to the fluctuations of the international business environment in the context of the industrial revolution 4.0. Full-time lecturers and visiting lecturers who are experts working in the field of business will advise and equip teams with the necessary tools to solve problems in the process of developing and implementing projects. Taxes and the tax system of Vietnam

4.43. Innovation

The module provides indispensable knowledge for students in the field of applied economics with the foundation of basic economics subjects. The module introduces basic information about the structure of enterprises, delves into the application of economic principles in the field of economics, especially useful for

students majoring in international business. At the end of the module, students will grasp the basic contents of economic theory and apply the theories of economics to analysis, solve business practices and make decisions in economic management and in business activities of enterprises. In addition, students also have the ability to research and explore knowledge, have skills in collecting, analyzing and processing information related to business economics, the ability to recognize, analyze contexts, external circumstances and factors affecting the practice and business decision-making in business activities of enterprises, have the ability to be creative in professional activities, update and predict development trends in economic and business management activities of enterprises.

4.44. Business Analysis

The module equips learners with the basics of business analysis. The objectives of the module are:

- Provide learners with data processing methods and tools in business such as data visualization, data descriptive mining, regression, time series analysis, optimization models.
- Equip learners with the knowledge and skills to make effective business decisions, improve the operational efficiency of organizations and businesses based on analyzed databases.

4.45. Negotiation and Conflict Management

The course helps students understand the principles, strategies and tactics of effective negotiation as well as conflict management practices in a scientific and professional way. During the learning process, students have the opportunity to discuss and apply theories developed as guidelines to improve their negotiation ability (scientificity). The subject also creates conditions for students to hone and practice negotiation skills by participating in experimental negotiations associated with reality (artistry). The course provides a variety of scenarios in which students will make behavioural, strategic and tactical choices during the negotiation process – choices that are associated with consequences. The course considers negotiation, conflict resolution, conflict and relationship management as complex processes, requiring practitioners to develop and apply a special combination of communication,

presentation, analysis, and judgment skills. Therefore, after each practice, students will conduct a discussion about what happened and why they happened so that students can improve their knowledge as well as practical understanding.

4. 46. Logistics and International Freight Forwarding

This module aims to equip students with content around the basic theories of logistics and international transportation. The object of the module is to study the movement of goods, raw materials and semi-finished products in the process of procurement, production, circulation and distribution in order to achieve the highest efficiency and at the same time to study in depth the organization of cargo transportation by different modes of transportation: sea, railway, airway, container, multimodal transportation.

4.47. Introduction to Management Science

After completing the course, students can apply the basic knowledge and skills to practice scientific tools and artistic creation in business management at the enterprise and organizational level, specifically building business strategies, creating business models, etc innovate to compete and grow businesses on a global scale, analytical skills and make strategic decisions. The Basic Management Science module equips students with knowledge, skills and attitudes for future managers with the following basic contents: (1) Research and analysis of environmental factors inside and outside the enterprise related to business activities, thereby developing and implementing strategies, plans, business objectives and competitiveness (2) Applying scientific principles and economic models in planning and implementing business activities on the basis of benefits and costs (3) Developing and optimizing resources, especially human resources of enterprises with the goal of sustainable development; (4) Analyze the effectiveness of research and development, innovation and creativity activities to adapt to fluctuations in the business environment. The course uses many practical situations about business management activities of enterprises and organizations to clarify theoretical and practical issues of business activities for the development of enterprises

4.48. Taxation and Tax System in Vietnam

The subject equips basic knowledge about taxes (the birth and development of taxes in the world and in Vietnam, the concept of taxation, the elements that make up taxes, tax principles, etc.).

4.49. Technology Transfer

The course aims to equip learners in a systematic, scientific and comprehensive way with basic knowledge of technology, technology transfer activities and especially CGCN contracts to be able to apply in international business practice.

4.50. Data Management System

The module aims to give students an overview of data storage methods, query techniques, and database administration (database). Students will have the opportunity to explore database design methods and tools, and add practical data processing experience using structured query language (SQL) to clean, transform data, and compute on a modern database system for tasks related to business analytics and data analysis, especially in business activities of enterprises.

4.51. Programming for Data Analysis and Scientific Computing

This module provides students with the knowledge and skills in programming for data analysis and scientific computing based on Python's open-source ecosystem. It is a language that is convenient for reading and comprehending programming languages, simple and clear, along with an extensive library for learners. The goal of this course is to provide students with the tools to efficiently process large amounts of data, summarize and visualize the business data of applicable businesses to solve practical problems. Students will be introduced to the modern programming language used in many disciplines (Python) as well as the entire development cycle of a data science project. By completing this course, students can take a piece of data, clean it, visualize it, manipulate it, and run basic statistical analysis models for it.

4.52. Supply Chain Management

The module provides students with basic theories of supply chain management. This is a professional module that equips students with basic professional knowledge in international business. After completing the subject, students have the ability to improve their education, participate in advanced training programs, postgraduate

training programs related to supply chain management in international business in Vietnam and around the world.

4.53. International Business Operations

This module plays an important role in helping students gain theoretical knowledge and practice business organizational models and processes. With a focus on knowledge related to design, planning, organization, and operation activities, the course will provide theoretical and practical foundations, techniques and skills to perform operations in the business activities of enterprises.

4.54. International Business Communication

Communication in international business activities contributes to connecting subjects from different countries and cultures around the world to achieve economic goals and position in the global business community. The course helps students understand the nature, meaning and methods of communication in international business activities, and at the same time equip them with theoretical knowledge and practical skills related to communication in business for international business entities. During the learning process, students have the opportunity to discuss and apply the theories developed as guidelines to improve communication effectiveness while achieving business goals and building the reputation and image of the business in the world market. The subject also creates conditions for students to cultivate theoretical knowledge, update advances in information technology, practice communication skills by participating in exchanges, negotiations, building images, promoting products, searching for markets, etc. in various business deals.

4.55. International Investment Project Management

The module equips learners with basic knowledge about the management of investment projects with foreign elements, including general theories about international investment projects and international investment project management, project management contents from project preparation to implementation and throughout the project operation process to at the end of the project's operation. In particular, the module will focus on equipping students with knowledge and skills related to making and implementing project plans. In addition, the module will introduce the practice of managing some types of international investment projects.

4.56. International Business Law

This module aims to equip students with basic legal issues in international business such as the concept and characteristics of international business law, major international business legal systems in the world, and legal conflicts in international business. The module introduces the general principles of international business contracts, from the concept and sources of governing law to legal issues to be noted when concluding and performing international business contracts. The module provides learners with basic and necessary legal skills in entering into and performing common international business contracts such as international goods purchase and sale contracts, international service supply contracts, and international investment contracts. Dispute resolution methods in international business are also one of the contents of this module.

4.57. Digital Business

The Digital Business Development subject aims to equip basic theoretical and practical knowledge related to business activities in the digital environment, on information technology platforms. After completing the course, students can apply the basic knowledge of business and the application of technology in business to build business strategies, create business models, innovate to compete and grow businesses on a global scale. The Digital Business Development module equips students who are citizens of the global digital economy with the following basic contents: (1) Analyzing business activities with environmental issues, strategies and methods of market entry on the basis of smart technology application (2) Applying principles and e-business model in the digital economy (3) Developing innovation and creativity capacity in business in parallel with the advances of information technology; (4) Analyze internal and external environmental factors related to business activities in the context of globalization, thereby developing and implementing strategies, plans, business objectives and risk management in the digital business ecosystem (5) Applying knowledge and skills to practice ethics in digital business; (6) Apply knowledge and skills to practice digital business, apply information technology in value chain operation including production, outsourcing and logistics; global human resource management. The course uses many practical situations of business development on

the basis of digital technology of enterprises around the world to clarify business theory and digital technology issues as well as the value of integrating digital business for the development of enterprises.

4.58. Business Ethics and Corporate Social Responsibility

Business ethics and corporate social responsibility are considered the two pillars of behavior in the business activities of enterprises. Business ethics is a collection of principles and standards of behavior developed and implemented by enterprises to ensure humanity and consistency in business operations of the whole collective as well as each individual employee. Social responsibility is a philosophy of behavioral consciousness that society believes that in business activities, businesses will not go against cultural and social values and norms. The module aims to equip basic theoretical issues and practical practice of principles and standards of business ethics and social responsibility of enterprises as well as each individual in business.

4.59. Market Behavior

The Market Behavior course aims to equip you with basic knowledge related to customer behavior, including both individual and institutional customers.

4.60. Trade Facilitation

Trade facilitation is one of the main topics in multilateral trade negotiations. Trade facilitation has been increasingly focused on research due to many reasons. First of all, traditional trade barriers such as tariffs and quotas have been significantly reduced or abolished in many countries through WTO accession negotiations and other regional, bilateral and unilateral efforts. Secondly, there has been a change in the production model, companies today often produce parts of the finished product in different countries. This has put more pressure on countries to reduce non-tariff barriers to competition and integration into international supply chains. Third, technological developments allow the creation of new and more efficient means of communicating information and reduce costs. The way to facilitate trade and reduce costs is to impact logistics and transportation factors.

4.61. Securities Analysis and Investment

This module aims to equip students with methods of analyzing, valuing, and investing in stocks; fixed income assets, derivative assets, and other types of assets.

Students need to understand the basics of stocks, bonds, derivatives, and other assets. Understand the nature and laws of movement of the prices of stocks, bonds, derivatives, and other types of assets. Apply basic techniques and methods to determine the value of stocks, bonds, derivatives, and other assets. This is one of the four most basic contents of the Professional Financial Analysis (CFA) certification training program related to asset valuation.

4.62. Brand in International Business

In the integration trend of the world economy, when the alternative products of competitors are increasingly diverse, how to bring their products into the minds of consumers is a vital issue for every business. Therefore, building and developing a brand is a matter of strategic significance in the sustainable development of each business. Today, the brand has become an extremely important asset in business. A strong brand is an invaluable asset of a business. The perception of the value of a strong brand has fundamentally changed the operation as well as the business organization structure of many businesses in recent years. Many foreign businesses have entered the Vietnamese market and sought many profits through the process: brand building, brand development and brand transfer. The Brand in International Business module will not only equip students with basic knowledge about brands in international business such as: awareness of the position, role and function of brands, but also equip students with the necessary knowledge such as: branding, positioning and development tools in international business and being aware of the trend of effective business development through building and developing strong brands in the market.

4.63. Trade in Services

In the last decades of the twentieth century and the beginning of the twenty-first century, the world has been witnessing significant changes in international trade with the rise of trade in services. Although it was born after trade in goods, trade in services has achieved remarkable results. With a proportion equal to 20% of the total value of international trade, trade in services in recent years has developed at an average rate twice as high as trade in goods and has great prospects thanks to the strong liberalization process. In this context, it is very necessary to provide knowledge on

services, international trade in services and the process of liberalization of trade in services within the framework of the WTO. The Trade and Services module will not only equip students with basic knowledge about international trade in services such as the characteristics and role of international trade in services, methods of providing services in the world, Besides, students will also be provided with the necessary knowledge related to some specific types of services, are the main types of services exported in Vietnam, the General Agreement on Trade in Services and Vietnam's commitments in the field of services.

4.64. Warehouse and Distribution Management

This course provides students with an understanding of the principles, processes, and techniques for effective planning, management, and operation of warehouses. Through this exposure, students will gain insight into how to increase the value of warehousing for an organization/business's supply chain and how warehousing decisions affect organization/business performance. At the same time, the module also provides the most overview of embryo distribution activities in the supply chain for students to be able to choose the most suitable form of distribution, bringing high efficiency to businesses.

4.65. Insurance in Business

This module aims to equip students with the following contents: overview of insurance business activities; maritime insurance, cargo insurance for transport in the territory of Vietnam; aviation insurance; fire insurance and special risks; construction and installation insurance. In addition, the module also provides reference knowledge such as international reinsurance and state management of insurance business in Vietnam. Students will be able to access the module content mainly from the perspective of insurance buyers.

4.66. Productivity and Quality Management

The Productivity and Quality Management module is designed to provide undergraduate students with the knowledge and skills of integrated productivity and quality management in the PDCA cycle: planning, implementing, evaluating and improving; helping students raise awareness of quality improvement to improve productivity as well as use some management tools to improve productivity and

quality in the business. The module provides an overview of productivity and quality in an organization; basic content and tools for productivity management; equip them with knowledge and skills in quality management. At the same time, the module focuses on productivity and quality management activities in enterprises in the direction of integration as well as providing the contents of state management of productivity and quality in general as well as in Vietnam in particular.

4.67. State Management on Maritime Resource

The State Management of Marine Resources module equips students with general knowledge about the sea, marine resources in the world and Vietnam and the State management of marine resources in Vietnam. The module provides basic knowledge about the role and function of the sea and marine resources. The geopolitical, geoeconomic and geocultural position of the South China Sea and the position of the Vietnamese sea. Opportunities and challenges for the state management of the sea, including the development and implementation of legal policies on the sea; integrated and unified management of marine resources and marine spatial planning

4.68. Customs Affairs

The course provides students with basic knowledge of customs activities in international business, based on the regulations of international organizations such as WTO, WCO, ICC, UN, AEC, providing learners with theoretical topics such as the area of operation of national and international customs forces; customs procedures; classification and coding of goods; origin of goods; customs value; trade facilitation and supply chain security. The subject also researches and analyzes advanced and modern customs management tools and methods that are being applied in the world. Finally, the course will address efforts to prevent smuggling and trade fraud. These are basic knowledge, especially in the context of promoting international economic integration and facilitating trade.

4.69. Operation and Production Management in the Supply Chain

The combination of Production and Operation management is a key factor in optimizing the value creation process in both the supply chain in particular and the business in general. With Sales/Marketing grasping customer needs and bringing products to the market, Finance measures the efficiency and profitability of the

organization, Production and Operation play a role in tandem with these two departments through activities to create products, control quality and collect the right materials. In addition, Production and Operation have a close relationship with both Logistics, Human Resources, and Information Management Systems, which play a core role in any organization.

4.70. Global Purchasing Management

The Global Purchasing Management module focuses on developing professional purchasing skills, including basic knowledge of roles, responsibilities and core elements, the value that procurement brings to the organization, how to build and execute the key and procurement processes. Purchasing Management does not only stop at contacting suppliers to carry out traditional sales transactions, but also requires building strategic links, the work must reach depth of knowledge and professionalism to optimally manage global supply in the supply chain.

4.71. International Transport Management

The International Transport Management module focuses on international transport management with the main modes of transport such as market ship freight, chartering ships to transport goods by sea, air transport, and transporting goods packed in containers. At the same time, the course also covers the main contents of international sources of law as well as countries that regulate freight transportation activities according to different modes of transportation. In addition, students will be equipped with knowledge and skills on the establishment and use of contracts and documents used in freight transportation activities; and the skills to negotiate and resolve disputes arising in the process of performing the contract of carriage between the parties.

4.72. Contracts in Supply Chain Management

The course provides information and general concepts about the different types of contracts in the supply chain, how to manage those types of contracts, and analyzes the role of contract management in adding value to the supply chain/business. Students are also equipped with knowledge of the stages of the contract management process and learn how to define the basic criteria for contract performance. In

addition, the course also introduces tools and techniques for monitoring the performance of contractual obligations by stakeholders.

4.73. Transport Economics

The subject covers basic contents such as the national transport system, transportation demand and transportation capacity, labor, wages, costs, prices, revenues, and profits in the production and consumption of transport products. After completing the course, students can apply the knowledge they have learned to the research process as well as apply the practical application of analyzing the operation of the transportation system

4.74. Maritime Economics

The course introduces students to maritime economics and international shipping management. The general purpose of the module is to provide students with knowledge of the global shipping market and the relationship of sea freight to global trade. Specifically, the module provides a foundation of basic knowledge of economic concepts related to maritime trade, global shipping markets, ports, merchant fleets, logistics management and maritime supply chains. In particular, on the basis of a holistic and closely intertwined approach, integrating the contents of the module, students can understand and analyze global maritime supply chains in terms of production-transportation-distribution, in which economics and shipping management play a key role. The module will also focus on recent developments and future challenges in the international shipping market. The module allows students to critically identify and evaluate the determinants of employment opportunities in the maritime trade sector.

4.75. Economics and City Logistics

The module provides students with basic theories of urban economics and logistics activities in urban areas. The object of the module is to study the movement of goods in urban areas and the problems arising from this movement to social problems such as the environment, congestion, and energy consumption. Based on this basis, the research and construction of urban logistics system is considered one of the important solutions for sustainable urban development in the future.

4.76. Entrepreneurship

The module is designed with the aim of introducing the entrepreneurial spirit to students. The course provides knowledge to help students recognize business opportunities, have basic knowledge about entrepreneurship through identifying business opportunities, analyzing industries and competitors, analyzing business growth strategies, etc. Students will be introduced to a number of reading materials, participate in individual and group assignments, make business plans; At the end of the course, some teams with a good business plan will give a presentation and receive criticism from other groups in the class. The course aims to build students' spirit and entrepreneurial mindset, mainly from a start-up perspective.

4.77. Human Resource Management

This module is designed to provide an overview of human resource management, including the roles and functions of human resource management. The main topics offered by this module include: human resource planning and strategy; labor market conditions, job analysis and design, recruitment and selection of employees, training and development of human resources, remuneration and welfare for employees and labor relations.

4.78. Business Innovation

The module provides knowledge and skills on social business models and how to raise capital for project implementation. Learners will be provided with knowledge and skills to build and implement business models in practice. In addition, the module helps learners grasp how to approach stakeholders and community resources in the social business ecosystem to mobilize capital and develop business models.

4.79. Social Innovation

The Social Innovation module is equipped with knowledge about social creativity, social entrepreneurship and sustainable development. Through the development of social issues and global challenges, learners will create solutions and build sustainable business models. In addition, learners are also equipped with the knowledge and skills to embed sustainable development into the organizational culture and use it as a tool to mobilize resources and link stakeholders to share

benefits and respond to sustainable development challenges at the national and international levels.

4.80. Mid-Course Internship

Students intern at an international business department or unit at a specific enterprise during the internship process to identify, describe and analyze professional skills in the business activities of the enterprise. Practical Module 2 helps students build and explain models, implementation processes and influencing factors of international business operations in close relationship with other operations, departments and functional units of the enterprise.

Full-time lecturers and visiting lecturers are experts who will accompany students: working at enterprises, guiding, advising and equipping students with the necessary knowledge, methods and tools to complete internship reports as well as professional skills for international business students.

4.81. Graduation Thesis

The module aims to help students apply the knowledge they have learned about international business. Students participating in the module will be divided into groups to explore and discover business ideas, test, implement, develop and perfect ideas into specific business plans, which are highly adaptable to the fluctuations of the international business environment in the context of the industrial revolution 4.0. Full-time lecturers and visiting lecturers are experts working in the field of business who will advise and equip teams with the necessary tools to solve problems posed during the development and implementation of projects.

At the end of the internship process, students will take a graduation thesis.

In addition, students submitting the report are made in accordance with the regulations on forms and technical requirements such as Decision No. 1660/QĐ-DHNT-QLĐT dated December 1, 2011.

5. Detailed outline of the module (Attached)

III. ORGANIZATION OF THE IMPLEMENTATION OF THE PROGRAM

1. Training progress: shows the progress of courses by semester

No.	Course Name	Course Code	Credits	Prerequisites	Semester	1	2	3	4	5	6	7	8
1	General Education		41										
1.1	<i>Political Reasoning</i>		11										
1	Marxist-Leninist Philosophy	TRI114	3	Not	1,2	x	x						
2	Marxist-Leninist Political Economy	TRI115	2	Not	1,2	x	x						
3	Scientific Socialism	TRI116	2	TRI114, TRI115	2,3		x	x					
4	Ho Chi Minh's Ideology	TRI117	2	TRI114, TRI115	3,4			x	x				
5	History of the Communist Party of Vietnam	THREE 104	2	TRI114, TRI115	4,5				x	x			
1.2	<i>Social Sciences, Humanities - Arts, Mathematics - Informatics</i>		18										
	<i>Compulsory</i>		15										
6	Advanced Mathematics	TOA105	3	Not	1,2	x	x						
7	Principles of Law	PLU111	3	Not	1,2	x	x						
8	Informatics	TIN206	3	Not	2,3		x	x					
9	Career Development Skills	KDO441	3	Not	1,2	x	x						
10	Research Methodology in Economics and Business	KTE206	3	Not	1,2,3	x	x	x					

No.	Course Name	Course Code	Credits	Prerequisites	Semester	1	2	3	4	5	6	7	8
	<i>Elective (Choose 2 of the following courses)</i>		6										
11	The Theory of Probability and Mathematical Statistics	TOA201	3	TOA105	1,2	x	x						
12	Econometrics	KTE309	3	None	2,3		x	x					
13	Design Thinking	PPH107	3	None	1,2	x	x						
14	Business Culture	KTE325	3	None	3,4		x	x					
15	International Relations	TMA317	3	None	1,2	x	x						
16	Basic Vietnamese 1	TVI100	3	None	1,2	x	x						
1.3	Foreign language (for English, if students reach the level of the general education group, they can choose to study all 7 modules of the specialized English group in the professional education sector according to the University's regulations)		12										
17	Academic and Business English 1	EAB111	3	None	1,2	x	x						
18	Academic and Business English 2	EAB121	3	EAB111	1,2	x	x						
19	Academic and Business English 3	EAB231	3	EAB121	2,3		x	x					
20	Academic and Business English 4	EAB241	3	EAB231	2,3		x	x					
1.4	<i>Physical Education</i>												
	Physical Education				1,2, 3,4, 5,6,7	x	x	x	x	x	x	x	

No.	Course Name	Course Code	Credits	Prerequisites	Semester	1	2	3	4	5	6	7	8
1.5	National Defense education												
	National Defense Education				2,3,4,5		x	x	x	x			
2	Professional Education Knowledge		93										
2.1	Intermediate Knowledge		33										
	Compulsory		18										
21	Microeconomics	KTE201	3	TOA105	2,3		x	x					
22	Macroeconomics	KTE203	3	None	2,3		x	x					
23	Principles of Marketing	MKT301	3	None	3,4,5			x	x	x			
24	Business Economics	KTE312	3	None	3,4			x	x				
25	Corporate Finance	TCH321	3	KTE201	3,4			x	x				
26	Principles of Accounting	KET201	3	None	3,4			x	x				
	Elective (Choose 2 courses)		6										
27	Introduction to Business	KDO203	3	None	3,4			x	x				
28	Fundamentals of Management	QTR303	3	KTE201	3,4			x	x				
29	Business Psychology	TLH104	3	None	3,4			x	x				
30	Intellectual Property	TMA408	3	None	3,4			x	x				
31	Global Economic Geography	TMA201	3	None	3,4			x	x				
32	International Business Environment	KDO308	3	None	3,4		x	x	x				
33	International Economic Relations	KTE306	3	None	3,4			x	x	x			
34	International Trade Policy	TMA301	3	KTE203	3,4			x	x				

[illegible]

[illegible]

No.	Course Name	Course Code	Credits	Prerequisites	Semester	1	2	3	4	5	6	7	8
Trade and Investment													
57	Digital Business	DBZ306	3	KDO307	6,7						x	x	
58	Business Ethics and Corporate Social Responsibility	KDO305	3	None	6,7						x	x	
59	Market Behavior	KDO303	3	MKT301	6,7						x	x	
60	Trade facilitation	TMA410	3	KTE312	5,6,7					x	x	x	
64	Securities Analysis and Investment	DTU401	3	TCH321	6,7						x	x	
66	Brand in International Business	MKT407	3	None	5,6					x	x		
69	Trade in Services	TMA412	3	None	5,6,7					x	x	x	
Logistics and Supply chain management													
61	Warehouse and Distribution Management	WDM301	3	TMA313	6,7						x	x	
65	Insurance in Business	TMA402	3	TMA336	5,6					x	x		
70	Productivity and Quality Management	KTE219	3	None	5,6,7					x	x	x	
71	State Management of maritime Resource	KTE333	3	None	5,6,7					x	x	x	
72	Customs Affairs	TMA310	3	TMA302 TMA336	6,7						x	x	
73	Operation and Production Management in Supply Chain	KTE337	3	None	5,6,7					x	x	x	

[illegible]

2. **Academic Staff and Scientific Curriculum Vitae** (Scientific Curriculum Vitae attached)
3. **Learning materials** (Attached)

**DEAN OF THE SCHOOL OF
ECONOMICS AND INTERNATIONAL
BUSINESS**

A handwritten signature in blue ink, consisting of stylized cursive letters followed by a long horizontal stroke.

Assoc. Prof. Dr. Bui Thi Ly