

# Decision of the FIBAA Accreditation and Certification Committee

14<sup>th</sup> Meeting on June 14, 2024

## PROGRAMME ACCREDITATION



<b>Project Number:</b>	22/084 Cluster 1
<b>Higher Education Institution:</b>	Ho Chi Minh City Open University
<b>Location</b>	Ho Chi Minh City, Vietnam
<b>Study Programme:</b>	1. Bachelor of Accounting – Advanced Programme 2. Bachelor of Business Administration – Advanced Programme 3. Bachelor of Business Law – Advanced Programme 4. Bachelor of Finance and Banking – Advanced Programme
<b>Type of Accreditation</b>	initial accreditation

The FIBAA Accreditation and Certification Committee has taken the following decision:

### For Bachelor of Accounting – Advanced Programme

According to § 7 (6) in conjunction with § 9 (1) of the FIBAA General Terms and Conditions within the framework of procedures for the award of the FIBAA Quality Seal for Programmes from January 1, 2021, the study programme is accredited.

Period of Accreditation: June 14, 2024 until June 13, 2029.

The FIBAA Quality Seal is awarded.

### For Bachelor of Business Administration- Advanced Programme, Bachelor of Business Law – Advanced Programme and Bachelor of Finance and Banking – Advanced Programme

According to § 7 (6) in conjunction with § 9 (1) in conjunction with § 10 (2) of the FIBAA General Terms and Conditions within the framework of procedures for the award of the FIBAA Quality Seal for Programmes from January 1, 2021, the study programmes are accredited under conditions.

Period of Accreditation: June 14, 2024 until June 13, 2029.

The FIBAA Quality Seal is awarded.

### **Conditions:**

#### For Bachelor of Business Administration- Advanced Programme

##### **Condition 1:**

The study programme includes the course Business Statistics (and/ or) Business Mathematics as a mandatory course in the first semesters instead of offering them as electives.

*The FIBAA Accreditation and Certification Committee reviewed the expert panel's recommended condition (see chapter 3.1). The FIBAA Accreditation and Certification Committee discussed the fact that the University does not necessarily have to introduce a mandatory final thesis for everyone, as there are many different ways of demonstrating students' ability to work academically at Bachelor's level and the University should be given the freedom envisaged in the European Standards and Guidelines as to how it verifies these abilities.*

*Nevertheless, the FIBAA Accreditation and Certification Committee considers it necessary that the University must demonstrably ensure that students acquire an equivalent competence profile even without a final thesis and that the courses replacing the final thesis lead to the competences envisaged in the study programme.*

*For this reason, the FIBAA Accreditation and Certification Committee decided to adapt the condition recommended by the panel as follows:*

**Condition 2:**

The University ensures that the possible alternatives for the thesis lead to the competences and skills aimed for in the study programme, so that all graduates have an equivalent competence profile.

Proof of meeting these conditions is to be supplied by March 13, 2025.

For the Bachelor of Business Law – Advanced Programme

**Condition 1:**

The study programme includes a unit about Writing and Research for Legal Dissertation in the course Legal Writing and Research.

Proof of meeting this condition is to be supplied by March 13, 2025.

For the Bachelor of Finance and Banking – Advanced Programme

*The FIBAA Accreditation and Certification Committee reviewed the expert panel's recommended condition (see chapter 3.1). The FIBAA Accreditation and Certification Committee discussed the fact that the University does not necessarily have to introduce a mandatory final thesis for everyone, as there are many different ways of demonstrating students' ability to work academically at Bachelor's level and the University should be given the freedom envisaged in the European Standards and Guidelines as to how it verifies these abilities.*

*Nevertheless, the FIBAA Accreditation and Certification Committee considers it necessary that the University must demonstrably ensure that students acquire an equivalent competence profile even without a final thesis and that the courses replacing the final thesis lead to the competences envisaged in the study programme.*

*For this reason, the FIBAA Accreditation and Certification Committee decided to adapt the condition recommended by the panel as follows:*

**Condition 1:**

The University ensures that the possible alternatives for the thesis lead to the competences and skills aimed for in the study programme, so that all graduates have an equivalent competence profile.

Proof of meeting this condition is to be supplied by March 13, 2025.



**FOUNDATION FOR INTERNATIONAL  
BUSINESS ADMINISTRATION ACCREDITATION**

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FIBAA – BERLINER FREIHEIT 20-24 – D-53111 BONN

## Assessment Report

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**Higher Education Institution:**

HCMC Open University, Vietnam

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**Bachelor programmes:**

1. Bachelor of Accounting
2. Bachelor of Business Administration
3. Bachelor of Business Law
4. Bachelor of Finance-Banking

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**Qualification awarded on completion:**

1. Bachelor of Accounting
2. Bachelor of Business Administration
3. Bachelor of Business Law
4. Bachelor of Arts in Finance-Banking

# General information on the study programmes

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## **Brief description of the study programmes:**

1. **The Bachelor of Accounting – Advanced Programme** belongs to the School of Advanced Studies at Ho Chi Minh City Open University and was launched in 2016. It trains students to become bookkeepers, audit assistants, financial staff, accounting consultants, or internal auditors in industries such as banking, finance, insurance and accounting. As an advanced programme, it teaches many courses in English.
2. **The Bachelor of Business Administration – Advanced Programme** has been offered by the School of Advanced Studies since 2016 and teaches subjects strategic management, quality management, sales management, human resources management, financial management, and marketing. The language of instruction is English in many courses. Graduates can find work in areas like general business administration, sales, import and export.
3. **The Bachelor of Business Law – Advanced Programme** at the School of Advanced Studies had its first intake in 2016 offering many courses about Business Law in English language. Graduates are trained to work in the public sector, such as courts, prosecutors' offices, law enforcement agencies, in the private sector as lawyers, notaries, administrators arbitrators or mediators, or in the international sector for multinational law firms.
4. **The Bachelor of Finance-Banking – Advanced Programme** started in 2016 at the School of Advanced Studies. The aim is to prepare students for work in the finance sector or the public sector in taxation or treasury departments. Many courses are delivered in English.

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## **Type of study programme:**

For all study programmes: Bachelor programme

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## **Projected study time and number of ECTS credits / national credits assigned to the study programme:**

1. Bachelor of Accounting: 4 years, 136 national credit points (= 272 ECTS credits)
2. Bachelor of Business Administration: 4 years, 137 national credit points (= 274 ECTS credits)
3. Bachelor of Business Law: 4 years, 142 national credit points (= 284 ECTS credits)
4. Bachelor of Finance and Business, 4 years, 134 national credit points (= 268 ECTS credits)

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## **Mode of study:**

For all study programmes: full-time

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## **Didactic approach:**

For all study programmes: study programme with obligatory class attendance

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## **Double/Joint Degree programme:**

For all study programmes: no

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**Scope (planned number of parallel classes) and enrolment capacity:**

1. Bachelor of Accounting: 140 students per intake
2. Bachelor of Business Administration: 240 students per intake
3. Bachelor of Business Law: 125 students per intake
4. Bachelor of Finance-Banking: 200 students per intake

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**Programme cycle starts in:**

For all study programmes:

1. Bachelor of Accounting: other start date
2. Bachelor of Business Administration: other start date
3. Bachelor of Business Law: other start date
4. Bachelor of Finance-Banking: other start date

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**Initial start of the programme:**

1. Bachelor of Accounting: 2016
2. Bachelor of Business Administration: 2016
3. Bachelor of Business Law: 2016
4. Bachelor of Finance-Banking: 2016

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**Type of accreditation:**

For all study programmes: initial accreditation

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# Procedure

A contract for the initial accreditation of the Bachelor of Accounting, Bachelor of Business Administration, Bachelor of Business Law, and Bachelor of Finance-Banking was made between FIBAA and HCMC Open University on July 18, 2022. On August 03, 2023, the HEI submitted a self-evaluation report, which included a detailed description of the programme and further documents in order to prove that the criteria for programme accreditation are met.

At the same time, FIBAA appointed a review panel<sup>1</sup>. The HEI has agreed with the chosen experts. The panel consisted of:

**Prof. Dr. Zümrüt Gülbay-Peischard**

Anhalt University of Applied Sciences

Professor of Business Law

(Contract law, Intellectual Property Law, Copyright, Media Law, Internet Law)

**Prof. Dr. Thomas Hermann**

HdWM University of Applied Management Studies, Mannheim

Professor of General Business Administration & Business Economics

(General Business Administration, , Economics, Game Theory, Behavioral Economics, Sustainability Management, , Accounting, Business Economics)

**Prof Dr. Georg Köpf**

Hochschule Kempten

Professor of Business Administration, in particular Financing, Banking, Insurance

(Finance, Banking, Insurance, Risk Management, Digitalization, Insurance, Capital Market, Venture Capital, Risk Management, Derivatives, International Business)

**Sebastian Lahr**

L1 Finance GmbH

Founder

(Business Administration, Financial Services, Innovation & Digitalization, Sales & Cooperation, (Online-) Marketing, Digital Sales, Online Sales)

**Dr. Cuong Nguyen**

Industrial University of Ho Chi Minh City

Vice Dean of Faculty of Business Administration, Commerce and Tourism, Entrepreneurship, Marketing, International Business, Tourism

**Jessica Rieder**

Düsseldorf University of Applied Sciences

Student of Business Administration (B.A.)

FIBAA project manager:

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<sup>1</sup> The panel is presented in alphabetical order.

## **Nina Rotermund**

The assessment is based on the self-evaluation report, amended by further documents, as requested by the panel, and an online conference. The online conference took place on February 26-28, 2024, via the video conferencing tool *Zoom*. At the end of the online conference, the panel has given a short feedback on its first impressions to representatives of the HEI.

The assessment report based on this was delivered to the HEI for comment on May 23, 2024. The statement on the report was given up on May 28, 2024. It has been considered in the report at hand.



# Summary

## For the Bachelor of Accounting

The Bachelor of Accounting offered by HCMC Open University, Vietnam fulfils with few exceptions the FIBAA quality requirements for bachelor programmes and can be accredited by the Foundation for International Business Administration Accreditation (FIBAA) for five years starting on June 14, 2024, and finishing on June 13, 2029. The programme is in accordance with the national and the European Qualification Frameworks and the European Standards and Guidelines in their applicable version valid as of the time of the opening of the procedure, and in accordance with the Bologna Declaration.

The quality requirement that has not been fulfilled – Internationality of student body (see chapter 3.4) – is not an asterisk criterion and therefore does not lead to a condition. The measures the HEI takes to solve the identified problem are to be considered during the re-accreditation.

The panel members identified several areas where the **Bachelor of Accounting** could be further developed by:

- bundling the teaching of methods and scientific practice into one course to ensure that students can write a Bachelor thesis (see chapter 3.1).
- considering to re-design the structure allowing students to make choices regarding electives and bundling different courses to modules (bigger entities) (see chapter 3.2).
- intensifying internal (job market) and external (external knowledge/scientific cooperation/conferences/mobility and exchange) cooperation with more academic partners in Europe and USA (see chapter 4.3).

The measures that the HEI takes in order to implement the recommendations of the panel members will have to be considered during the re-accreditation.

There are many criteria in which the **Bachelor of Accounting** exceeds the quality requirements:

- Objectives of the study programme (see chapter 1.1),
- Positioning of the study programme in the educational market and positioning of the study programme on the job market for graduates („Employability“) (see chapter 1.3),
- Counselling for prospective students (see chapter 2),
- Foreign language contents (see chapter 3.4),
- Skills for employment (see chapter 3.6),
- Practical business experience of faculty (see chapter 4.1).

## For the Bachelor of Business Administration

The Bachelor of Business Administration offered by HCMC Open University, Vietnam fulfils with few exceptions the FIBAA quality requirements for bachelor programmes and can be accredited by the Foundation for International Business Administration Accreditation (FIBAA) for five years starting

on June 14, 2024, and finishing on June 13, 2029, under conditions. The programme is in accordance with the national and the European Qualification Frameworks and the European Standards and Guidelines in their applicable version valid as of the time of the opening of the procedure, and in accordance with the Bologna Declaration.

The panel members identified need for improvement for the Bachelor of Business Administration regarding the following aspect:<sup>2</sup> Methods and scientific practice (see chapter 3.2) due missing contents; Examination and final thesis (see chapter 3.1) due to a missing mandatory final thesis.

They recommend the accreditation on condition of meeting the following requirements:

- **Condition 1** (see chapter 3.1):  
The study programme includes the course Business Statistics (and/ or) Business Mathematics as a mandatory course in the first semesters instead of offering them as electives.
- **Condition 2** (see chapter 3.1):  
The study programme introduces a mandatory final thesis for every student.

Proof of meeting this condition is to be submitted by March 13, 2025.

Furthermore, the quality requirement that has not been fulfilled – Internationality of student body (see chapter 3.4) – is not an asterisk criterion and therefore does not lead to a condition. The measures the HEI takes to solve the identified problem are to be considered during the re-accreditation.

The panel members identified several areas where the **Bachelor of Business Administration** could be further developed by:

- thinking about a reformulation of PLO 3.1. that says, “analyse economic problems with the help of the fundamentals of microeconomics and macroeconomics” instead of “analyse the fundamentals of microeconomics and macroeconomics” (see chapter 1.1.).
- communicating and illustrating the conceptual framework of the study programme in a uniform and clear way (see chapter 3.1).
- integrating issues related to artificial intelligence into the curriculum to link theory and practice (see chapter 3.1).
- integrating issues and components about sustainability into the curriculum, such as Sustainability Management, Sustainability Marketing (see chapter 3.1).
- introducing a course focusing on academic writing or basic academic research skills, including literature research, literature review, citation etc (see chapter 3.1).
- introducing a course about qualitative methods, which could be enlarged by some insights into mixed methods (see chapter 3.1).
- considering to re-design the structure allowing students to make choices regarding electives and bundling different courses to modules (bigger entities) (see chapter 3.2).

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<sup>2</sup> These aspects are asterisk criteria which means that they are essential for the study programme.

- intensifying internal (job market) and external (external knowledge/scientific cooperation/conferences/mobility and exchange) cooperation with more academic partners in Europe and USA (see chapter 4.3).
- aligning the versions of the curriculum overview to ensure that there is one coherent and comprehensive version (see chapter 5.3).

The measures that the HEI takes in order to implement the recommendations of the panel members will have to be considered during the re-accreditation.

There are many criteria in which the programme exceeds the quality requirements:

- Positioning of the study programme in the educational market and positioning of the study programme on the job market for graduates („Employability“) (see chapter 1.3),
- Counselling for prospective students (see chapter 2),
- Foreign language contents (see chapter 3.4),
- Skills for employment (see chapter 3.6),
- Practical business experience of faculty (see chapter 4.1).

### **For the Bachelor of Business Law**

The Bachelor of Business Law offered by HCMC Open University, Vietnam fulfils with few exceptions the FIBAA quality requirements for bachelor programmes and can be accredited by the Foundation for International Business Administration Accreditation (FIBAA) for five years starting on June 14, 2024, and finishing on June 13, 2029, under conditions. The programme is in accordance with the national and the European Qualification Frameworks and the European Standards and Guidelines in their applicable version valid as of the time of the opening of the procedure, and in accordance with the Bologna Declaration.

The panel members identified need for improvement for the Bachelor of Business Law regarding the following aspect:<sup>3</sup> Methods and scientific practice (see chapter 3.1) due to a missing variety of methods in the courses.

They recommend the accreditation on condition of meeting the following requirement:

- **Condition 1** (see chapter 3.1):  
The study programme includes a unit about Writing and Research for Legal Dissertation in the course Legal Writing and Research.

Proof of meeting these conditions is to be submitted by March 13, 2025.

Furthermore, the quality requirement that has not been fulfilled – Internationality of student body (see chapter 3.4) – is not an asterisk criterion and therefore does not lead to a condition. The measures the HEI takes to solve the identified problem are to be considered during the re-accreditation.

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<sup>3</sup> These aspects are asterisk criteria which means that they are essential for the study programme.

The panel members also identified several areas where the programme could be further developed by

- considering an earlier start with the Law lectures in the next curriculum review (see chapter 3.1).
- making the course descriptions more elaborate in the Student Handbook (see chapter 3.3).
- intensifying internal (job market) and external (external knowledge/scientific cooperation/conferences/mobility and exchange) cooperation with more academic partners in Europe and USA (see chapter 4.3).

The measures that the HEI takes in order to implement the recommendations of the panel members will have to be considered during the re-accreditation.

There are many criteria in which the **Bachelor of Business Law** exceeds the quality requirements:

- Objectives of the study programme (see chapter 1.1),
- Positioning of the study programme in the educational market and positioning of the study programme on the job market for graduates („Employability“) (see chapter 1.3),
- Counselling for prospective students (see chapter 2),
  
- Integration of Theory and practice (see chapter 3.1),
- Foreign language contents (see chapter 3.4),
- Skills for employment (see chapter 3.6),
- Practical business experience of faculty (see chapter 4.1).

### **For the Bachelor of Finance and Banking**

The Bachelor of Finance and Banking offered by HCMC Open University, Vietnam fulfils with few exceptions the FIBAA quality requirements for bachelor programmes and can be accredited by the Foundation for International Business Administration Accreditation (FIBAA) for five years starting on June 14, 2024, and finishing on June 13, 2029, under conditions. The programme is in accordance with the national and the European Qualification Frameworks and the European Standards and Guidelines in their applicable version valid as of the time of the opening of the procedure, and in accordance with the Bologna Declaration.

The panel members identified need for improvement for the Bachelor of Finance and Banking regarding the following aspect:<sup>4</sup> Examination and final thesis (see chapter 3.1) due to a missing mandatory final thesis.

They recommend the accreditation on condition of meeting the following requirement:

- **Condition 1** (see chapter 3.1)  
The study programme introduces a mandatory final thesis for every student.

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<sup>4</sup> These aspects are asterisk criteria which means that they are essential for the study programme.

Proof of meeting these conditions is to be submitted by March 13, 2025.

Furthermore, the quality requirement that has not been fulfilled – Internationality of student body (see chapter 3.4) – is not an asterisk criterion and therefore does not lead to a condition. The measures the HEI takes to solve the identified problem are to be considered during the re-accreditation.

The panel members identified several areas where the programme could be further developed by

- starting teaching Finance and Banking contents earlier in the first academic year (see chapter 3.1),
- integrating more case studies in the regular coursework (see chapter 3.1),
- considering to re-design the structure allowing students to make choices regarding electives, and bundling different courses to modules (bigger entities) (see chapter 3.2),
- intensifying internal (job market) and external (external knowledge/scientific cooperation/conferences/mobility and exchange) cooperation with more academic partners in Europe and USA (see chapter 4.3).

The measures that the HEI takes in order to implement the recommendations of the panel members will have to be considered during the re-accreditation.

There are many criteria in which the **Bachelor of Finance and Banking** exceeds the quality requirements:

- Objectives of the study programme (see chapter 1.1),
- Positioning of the study programme in the educational market and positioning of the study programme on the job market for graduates („Employability“) (see chapter 1.3),
- Counselling for prospective students (see chapter 2),
- Foreign language contents (see chapter 3.4),
- Skills for employment (see chapter 3.6),
- Practical business experience of faculty (see chapter 4.1).

For the overall assessment of the programmes, please refer to the quality profile at the end of this report.

## List of tables

Table 1 Statistical data of the Bachelor of Accounting - Advanced Programme .....	17
Table 2 Statistical data of the Bachelor Business Administration - Advanced Programme .....	18
Table 3 Statistical data of the Bachelor of Business Law - Advanced Programme .....	20
Table 4 Statistical data of the Bachelor of Finance and Banking - Advanced Programme.....	21
Table 5 Programme objectives and programme learning outcomes of the Bachelor of Accounting - Advanced Programme .....	23
Table 6 Programme objectives of the Bachelor of Business Administration - Advanced Programme .....	24
Table 7 Programme learning outcomes of the Bachelor of Business Administration - Advanced Programme .....	25
Table 8 Programme objectives and programme learning outcomes of the Bachelor of Business Law - Advanced Programme .....	27
Table 9 Programme objectives and programme learning outcomes of the Bachelor of Finance and Banking - Advanced Programme .....	28
Table 10 Registered groups of subjects for programme selection.....	36
Table 11 English language proficiency test results for student qualification.....	39
Table 12 Structure of the Bachelor of Accounting - Advanced Programme .....	76
Table 13 Structure of the Bachelor of Business Administration - Advanced Programme.....	76
Table 14 Structure of the Bachelor of Business Law - Advanced Programme.....	77
Table 15 Structure of the Bachelor of Finance and Banking - Advanced Programme .....	77
Table 16 Grading system at HCMCOU .....	78
Table 17 Timetable for one semester .....	78
Table 18 List of guest lecturers' position and workplace for the Bachelor of Accounting - Advanced Programme .....	82
Table 19 Guest lecturers from academic partners for the Bachelor of Business Administration - Advanced Programme .....	83
Table 20 Courses at the BBA-AP entirely taught in English .....	87
Table 21 Profile of the BAC-AP's faculty.....	92
Table 22 Profile of the BBA-AP's faculty.....	92
Table 23 Profile of the BBL-AP's faculty.....	93
Table 24 Profile of the BFB-AP's faculty.....	93
Table 25 Joint programmes at the Faculty of Business Administration .....	100
Table 21: HCMOU quality assurance system.....	106
Table 22: Programme quality assurance system.....	107

# Information

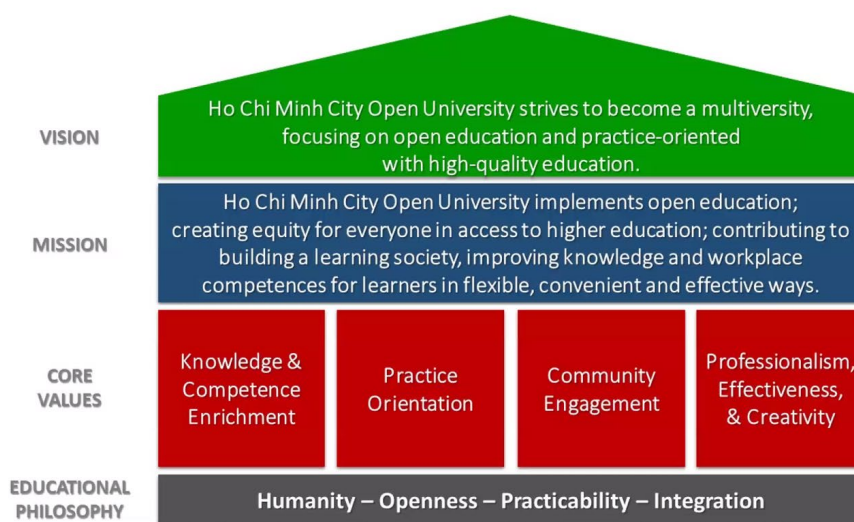
## Information on the Institution

Ho Chi Minh City Open University (HCMCOU) is a public institution, offering multidisciplinary programmes in both undergraduate and postgraduate levels. HCMCOU is one of the first two universities<sup>5</sup> of Vietnam that has allowed open enrolment into the Bachelor programmes since 1990. It is also one of the first two universities of Vietnam that provides distance learning programmes in addition to the conventional face to face programmes. HCMCOU was founded on June 15, 1990, according to the Decision No. 451/Ttg signed by the Minister of Education and Training. In 2017, HCMCOU was institutionally accredited by the Center of Education Accreditation (CEA), Ho Chi Minh City (HCMC).

Currently, HCMCOU offers 27 Bachelor programmes, eleven advanced Bachelor programmes, twelve Master programmes and five Doctor of Philosophy (PhD) programmes. There are more than 21,000 full-time students, more than 12,000 part-time students and 600 teaching staff. The University has 13 faculties and schools in the fields of economics and management. The University has two types of training: full-time (mainstream system) and continuing education including in-service and distance education (both face-to-face and online).

It has illustrated its mission and vision as follows:

**Figure 1 Mission, vision, core values and educational philosophy at HCMCOU**



During the online reception, the University’s representatives stated that their goal is to develop HCMCOU into a “multiversity” that is a multi-disciplinary public university. Therefore, until 2030, HCMCOU intends to integrate issues like global integration, digitalization, connection to employers and diversity to its operations.

<sup>5</sup> HCMCOU and Ha Noi Open University

HCMCOU received institutional accreditation from the Ministry of Education and Training in 2017 and 2023.

## **Further development of the programme**

The School of Advances Studies (SAS) aims at providing high quality higher education and training. The advanced programmes it offers are mainly based on the regular equivalent study programme but differ from them in terms of higher admission requirements (English proficiency), higher demands concerning the learning outcomes that are one level higher on the Bloom's taxonomy (professional competence of graduates, IT competences, foreign language proficiency) and higher scholarships for students.

HCMCOU's SAS has been offering the Bachelor of Business Administration, the Bachelor of Accounting, the Bachelor of Finance and Banking, the Bachelor of Business Law, and the Bachelor of English Language as advanced programmes since 2016. Currently, there are 4,800 students enrolled in one of eleven majors at the SAS.

### **Bachelor of Accounting**

The Bachelor of Accounting- Advanced Programme (BAC-AP) is a part of the School of Advanced Studies that launched it in 2016. It has six intakes as of 2024. The number of study places available increased steadily. In the first cohort of 2016-2017, 46 places were offered to which 536 interested students applied. In the second and third cohort, 90 places were offered facing less application (211 and 142). During the years of the Covid-19 pandemic (2020-2022), the study places increased from 120 up to 170. A high increase occurred for the last cohort of 2022-2023 with 748 study places. The number of applicants fluctuated from 230 interested students in 2019 to 297 in 2021 and to 165 in 2022.

The number of first-year students varies noticeably. In 2016, 46 students (100 percent) started studying, in 2018, 100 students enrolled (111 percent), in 2020, 220 students were admitted (129 percent) and in 2022, 141 students enrolled (19 percent). Overall, most students are female. So far, international students are not registered at the BAC-AP.

The success rate of the first three cohort (2016-17, 2017-18 and 2018-19) account for 67 percent, 64 percent, and 31 percent. In general, the first graduates needed about four years to finish their studies.



**Table 1 Statistical data of the Bachelor of Accounting - Advanced Programme**

STATISTICAL DATA OF BACHELOR OF ACCOUNTING (ADVANCED PROGRAMME)								
		Academic year Năm học 2016-2017	Academic year Năm học 2017-2018	Academic year Năm học 2018-2019	Academic year Năm học 2019-2020	Academic year Năm học 2020-2021	Academic year Năm học 2021-2022	Academic year Năm học 2022-2023
# Study Places offered by HEI Quy mô / Chỉ tiêu tuyển sinh của CSGD		46	90	90	120	170	140	748
# Applicants Số lượng thí sinh nộp hồ sơ nhập học (trúng tuyển)	$\Sigma$ Tổng	536	211	142	230	334	297	165
	f nữ	469	172	131	204	279	252	141
	m nam	67	39	11	26	55	45	24
Application rate Tỉ lệ nộp hồ sơ		1,165.2%	234.4%	157.8%	191.7%	196.5%	212.1%	22.1%
# First-Year Students (accepted applicants) Số lượng người học năm 1 (chỉ tính thí sinh có hồ sơ nhập học được chấp thuận)	$\Sigma$ Tổng	46	151	100	126	220	146	149
	f nữ	40	119	91	110	188	120	128
	m nam	6	32	9	16	32	26	21
Rate of female students Tỉ lệ người học là nữ		87.0%	78.8%	91.0%	87.3%	85.5%	82.2%	85.9%
# Foreign Students Số lượng người học nước ngoài	$\Sigma$ Tổng	0	0	0	0	0	0	0
	f nữ	0	0	0	0	0	0	0
	m nam	0	0	0	0	0	0	0
Rate of foreign students Tỉ lệ người học nước ngoài		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Percentage of occupied study places Tỉ lệ quy mô / chỉ tiêu tuyển sinh của CSGD		100.0%	167.8%	111.1%	105.0%	129.4%	104.3%	19.9%
		Cohort Niên khóa 2016-2020	Cohort Niên khóa 2017-2021	Cohort Niên khóa 2018-2022	Cohort Niên khóa 2019-2023	Cohort Niên khóa 2020-2024	Cohort Niên khóa 2021-2025	Cohort Niên khóa 2022-2026
# Graduates Người học tốt nghiệp	$\Sigma$ Tổng	31	97	31	0	0	0	0
	f nữ	29	81	28	0	0	0	0
	m nam	2	16	3	0	0	0	0
Success rate (students who finished their studies) Tỉ lệ người học tốt nghiệp		67.4%	64.2%	31.0%	0.0%	0.0%	0.0%	0.0%
Dropout rate (students who dropped their studies) Tỉ lệ người học bỏ học		0.0%	0.7%	N/A	N/A	N/A	N/A	N/A
Average duration of study Thời gian tốt nghiệp trung bình (Tháng)		51.46	49.61	N/A	N/A	N/A	N/A	N/A
Average grade of final degree (scale of 4) Điểm tốt nghiệp trung bình (thang 4)		2.81	2.55	N/A	N/A	N/A	N/A	N/A

(Source: Office of Academic Affairs, updated by January 18, 2023)

## Bachelor of Business Administration

The Bachelor of Business Administration – Advanced Programme (BBA-AP) also started in 2016. Academically, it belongs to the Faculty of Business Administration, administratively the SAS is in charge of the operations.

The development of available study places and first-year students mirrors the development of the BAC-AP. For the first cohort, they offered 70 places and increased every intake: 140 places for 2017, 180 for 2018, 220 for 2019, 260 for 2020, 250 for 2021 and 1157 for 2022. First-year students increased from 70 in the first cohort to 301 (115 percent of 260 available places) in the academic year 2020-2021 and decreased to 227 in the intake of 2022-2023 (20 percent of available study places). Again, women outnumber men with more than 70 percent per intake. International students are also not registered in the BBA-AP. The success rate of graduates declined from 70 percent in the first cohort to 62 percent in the third cohort (academic year 2018-2019). To finish their studies, students need approximately four years.

**Table 2 Statistical data of the Bachelor Business Administration - Advanced Programme**

		Năm học 2016-2017	Năm học 2017-2018	Năm học 2018-2019	Năm học 2019-2020	Năm học 2020-2021	Năm học 2021-2022	Năm học 2022-2023
<b># Study Places offered by HEI</b> Quy mô / Chỉ tiêu tuyển sinh của CSGD		70	140	180	220	260	250	1157
<b># Applicants</b> Số lượng thí sinh nộp hồ sơ nhập học (trúng tuyển)	∑ Tổng	769	268	247	381	691	683	263
	f nữ	546	196	176	278	501	504	203
	m nam	223	72	71	103	190	179	60
Application rate Tỷ lệ nộp hồ sơ		1,098.6%	191.4%	137.2%	173.2%	265.8%	273.2%	22.7%
<b># First-Year Students (accepted applicants)</b> Số lượng người học năm 1 (chỉ tính thí sinh có hồ sơ nhập học được chấp thuận)	∑ Tổng	70	218	189	234	301	239	227
	f nữ	52	159	136	166	221	178	176
	m nam	18	59	53	68	80	61	51
Rate of female students Tỷ lệ người học là nữ		74.3%	72.9%	72.0%	70.9%	73.4%	74.5%	77.5%
<b># Foreign Students</b> Số lượng người học nước ngoài	∑ Tổng	0	0	0	0	0	0	0
	f nữ	0	0	0	0	0	0	0
	m nam	0	0	0	0	0	0	0
Rate of foreign students Tỷ lệ người học nước ngoài		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Percentage of occupied study places Tỷ lệ quy mô / chỉ tiêu tuyển sinh của CSGD		100.0%	155.7%	105.0%	106.4%	115.8%	95.6%	19.6%
		<b>Cohort Niên khóa 2016-2020</b>	<b>Cohort Niên khóa 2017-2021</b>	<b>Cohort Niên khóa 2018-2022</b>	<b>Cohort Niên khóa 2019-2023</b>	<b>Cohort Niên khóa 2020-2024</b>	<b>Cohort Niên khóa 2021-2025</b>	<b>Cohort Niên khóa 2022-2026</b>
<b># Graduates</b> Người học tốt nghiệp	∑ Tổng	49	157	118	0	0	0	0
	f nữ	37	122	96	0	0	0	0
	m nam	12	35	22	0	0	0	0
Success rate (students who finished their studies) Tỷ lệ người học tốt nghiệp		70.0%	72.0%	62.4%	0.0%	0.0%	0.0%	0.0%
Dropout rate (students who dropped their studies) Tỷ lệ người học bỏ học		0.0%	0.7%	N/A	N/A	N/A	N/A	N/A
Average duration of study Thời gian tốt nghiệp trung bình (Tháng)		52.02	49.59	N/A	N/A	N/A	N/A	N/A
Average grade of final degree (scale of 4) Điểm tốt nghiệp trung bình (thang 4)		2.94	2.80	N/A	N/A	N/A	N/A	N/A

(Source: Office of Academic Affairs, updated by January 18, 2023)

## **Bachelor of Business Law**

Academically, the Bachelor of Business Law - Advanced Programme (BBL-AP) belongs to the Faculty of Law that was established in 2015 when it was separated from the Faculty of Economics and Law. The BBL-AP started in 2015.

The development of the Bachelor of Business Law also concurs with the other two study programmes. The study places increased from 50 (cohort 2016-2017) to 90 (cohort 2019-2020) and 489 (cohort 2022-2023). The number of first-year students that enroll in the study programme varied as well, for instance all 50 study places were occupied in the first intake (100 percent), for the intake 2019-2020, 103 students started studying (114 percent) and in the intake of 2022-2023, 100 students enrolled accounting for 20 percent of available study places. Women outnumber men again with more than 68 percent on average. The BBL-AP has no international students so far.

The success rate for the first cohort is 98 percent with 48 graduates. The following two cohort have 55 and 10 graduates accounting for a success rate of 59 percent and 21 percent. Students also needed approximately four years until graduation.

**Table 3 Statistical data of the Bachelor of Business Law - Advanced Programme**

STATISTICAL DATA OF BACHELOR OF BUSINESS LAW (ADVANCED PROGRAMME)								
		Academic year Năm học 2016-2017	Academic year Năm học 2017-2018	Academic year Năm học 2018-2019	Academic year Năm học 2019-2020	Academic year Năm học 2020-2021	Academic year Năm học 2021-2022	Academic year Năm học 2022-2023
<b># Study Places offered by HEI</b> Quy mô / Chỉ tiêu tuyển sinh của CSGD		50	45	45	90	100	90	489
<b># Applicants</b> Số lượng thí sinh nộp hồ sơ nhập học (trúng tuyển)	$\Sigma$ Tổng	461	124	58	136	230	288	109
	f nữ	320	87	38	97	181	220	93
	m nam	141	37	20	39	49	68	16
Application rate Tỉ lệ nộp hồ sơ		922.0%	275.6%	128.9%	151.1%	230.0%	320.0%	22.3%
<b># First-Year Students (accepted applicants)</b> Số lượng người học năm 1 (chỉ tính thí sinh có hồ sơ nhập học được chấp thuận)	$\Sigma$ Tổng	50	92	46	103	121	96	100
	f nữ	34	64	30	72	96	73	86
	m nam	16	28	16	31	25	23	14
Rate of female students Tỉ lệ người học là nữ		68.0%	69.6%	65.2%	69.9%	79.3%	76.0%	86.0%
<b># Foreign Students</b> Số lượng người học nước ngoài	$\Sigma$ Tổng	0	0	0	0	0	0	0
	f nữ	0	0	0	0	0	0	0
	m nam	0	0	0	0	0	0	0
Rate of foreign students Tỉ lệ người học nước ngoài		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Percentage of occupied study places Tỉ lệ quy mô / chỉ tiêu tuyển sinh của CSGD		100.0%	204.4%	102.2%	114.4%	121.0%	108.7%	20.4%
		<b>Cohort</b> Niên khóa 2016-2020	<b>Cohort</b> Niên khóa 2017-2021	<b>Cohort</b> Niên khóa 2018-2022	<b>Cohort</b> Niên khóa 2019-2023	<b>Cohort</b> Niên khóa 2020-2024	<b>Cohort</b> Niên khóa 2021-2025	<b>Cohort</b> Niên khóa 2022-2026
<b># Graduates</b> Người học tốt nghiệp	$\Sigma$ Tổng	48	55	10	0	0	0	0
	f nữ	34	38	8	0	0	0	0
	m nam	14	17	2	0	0	0	0
Success rate (students who finished their studies) Tỉ lệ người học tốt nghiệp		96.0%	59.8%	21.7%	0.0%	0.0%	0.0%	0.0%
Dropout rate (students who dropped their studies) Tỉ lệ người học bỏ học		0.0%	0.7%	N/A	N/A	N/A	N/A	N/A
Average duration of study Thời gian tốt nghiệp trung bình (Tháng)		51.61	49.62	N/A	N/A	N/A	N/A	N/A
Average grade of final degree (scale of 4) Điểm tốt nghiệp trung bình (thang 4)		2.61	2.71	N/A	N/A	N/A	N/A	N/A

(Source: Office of Academic Affairs, updated by January 18, 2023)

## Bachelor of Finance and Banking

The Faculty of Finance and Banking oversees the Bachelor of Finance and Banking – Advanced Programme (BFB-AP). The BFB-AP started in 2016 at the School of Advanced Studies like the previous three study programmes.

The development of study places and first-year students is not different from the other three study programmes. In 2016, the BFB-AP offered 50 study places and occupied them all. In 2019, they offered 1820 places and accepted 197 first-year students. In 2022, there were 1051 study places, but 215 students enrolled occupying 20 percent of the available places. Most students are female. Similarly, there are no international students at the BFB-AP. The first three cohorts (2016-2017, 2017-2018, and 2018-2019) have graduates. The success rate was 60 percent at the beginning and declines to 52 and 28 percent. Students need four years until graduation.

**Table 4 Statistical data of the Bachelor of Finance and Banking - Advanced Programme**

STATISTICAL DATA OF BACHELOR OF ARTS IN FINANCE - BANKING (ADVANCED PROGRAMME)								
		Academic year Năm học 2016-2017	Academic year Năm học 2017-2018	Academic year Năm học 2018-2019	Academic year Năm học 2019-2020	Academic year Năm học 2020-2021	Academic year Năm học 2021-2022	Academic year Năm học 2022-2023
# Study Places offered by HEI Quy mô / Chỉ tiêu tuyển sinh của CSGD		50	135	155	180	240	200	1051
# Applicants Số lượng thí sinh nộp hồ sơ nhập học (trúng tuyển)	∑ Tổng	660	255	210	342	558	549	233
	f nữ	473	187	144	254	422	411	187
	m nam	187	68	66	88	136	138	46
Application rate Tỷ lệ nộp hồ sơ		1,320.0%	188.9%	135.5%	190.0%	232.5%	274.5%	22.2%
# First-Year Students (accepted applicants) Số lượng người học năm 1 (chỉ tính thí sinh có hồ sơ nhập học được chấp thuận)	∑ Tổng	50	188	123	197	313	199	215
	f nữ	32	135	88	147	229	150	171
	m nam	18	53	35	50	84	49	44
Rate of female students Tỷ lệ người học là nữ		64.0%	71.8%	71.5%	74.6%	73.2%	75.4%	79.5%
# Foreign Students Số lượng người học nước ngoài	∑ Tổng	0	0	0	0	0	0	0
	f nữ	0	0	0	0	0	0	0
	m nam	0	0	0	0	0	0	0
Rate of foreign students Tỷ lệ người học nước ngoài		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Percentage of occupied study places Tỷ lệ quy mô / chỉ tiêu tuyển sinh của CSGD		100.0%	139.3%	79.4%	109.4%	130.4%	99.5%	20.5%
		Cohort Niên khóa 2016-2020	Cohort Niên khóa 2017-2021	Cohort Niên khóa 2018-2022	Cohort Niên khóa 2019-2023	Cohort Niên khóa 2020-2024	Cohort Niên khóa 2021-2025	Cohort Niên khóa 2022-2026
# Graduates Người học tốt nghiệp	∑ Tổng	33	99	35	0	0	0	0
	f nữ	18	73	25	0	0	0	0
	m nam	15	26	10	0	0	0	0
Success rate (students who finished their studies) Tỷ lệ người học tốt nghiệp		66.0%	52.7%	28.5%	0.0%	0.0%	0.0%	0.0%
Dropout rate (students who dropped their studies) Tỷ lệ người học bỏ học		0.0%	0.7%	N/A	N/A	N/A	N/A	N/A
Average duration of study Thời gian tốt nghiệp trung bình (Tháng)		51.34	49.75	N/A	N/A	N/A	N/A	N/A
Average grade of final degree (scale of 4) Điểm tốt nghiệp trung bình (thang 4)		2.87	2.59	N/A	N/A	N/A	N/A	N/A

(Source: Office of Academic Affairs, updated by January 18, 2023)

# Programme Description and Appraisal in Detail

## 1. Objectives

### 1.1 Objectives of the study programme (Asterisk Criterion)

#### **For all study programmes**

According to the University, the programmes have been developed based on the guidelines of Ministry of Education and Training (MOET), those of HCMCOU and surveys of the stakeholders. In addition, the requirements of the current Vietnam Qualification Framework and Europe Qualification Framework are also taken into consideration.

The study programmes at the School of Advanced Studies at HCMCOU are aligned with the Vietnamese National Quality Framework at level 6 and receive a code by the Ministry of Education and Training (MOET).

The main elements of the programme learning outcomes are knowledge, skills, and autonomy and responsibility. Students are equipped with the basic knowledge of nature, society, and people to serve for professional development and self-improvement, from which they can acquire professional knowledge well.

In general, the difference between the regular and the advanced programmes at HCMCOU is that the programme learning outcomes for advanced programmes are higher than the corresponding PLOs of regular programmes. The advanced programmes include the same general and specialised knowledge modules and skills like the regular programme, but they focus more on professional qualifications, IT application capacity, skills like the ability to lead, preside and work in groups. Students are encouraged to attend professional skills training/seminars from the industry and some professional contests which support them to improve their knowledge and skills for their future employment.

Concerning foreign language, their proficiency shall be at level 4 out of 6 according to the Common European Framework of Reference for Languages – Vietnam (CEFR-V). Students of advanced programmes take ten non-English-major courses (30 credits), plus five basic English courses (15 credits) for free.

All advanced programmes are built on the consultation of experts and employers in Vietnam. The opinions of the labour market needs are collected to contribute to the design of the study programmes.

#### **For the Bachelor of Accounting – Advanced Programmes**

The Bachelor of Accounting – Advanced Programme (BAC-AP) has 136 Vietnamese credit points and strives to train a high-quality labour force with a bachelor's degree in the field of accounting with political qualities and a sense of responsibility for society.

**Table 5 Programme objectives and programme learning outcomes of the Bachelor of Accounting - Advanced Programme**

Programme objectives	Programme learning outcomes	
<b>Knowledge</b>		
PO1 The programme provides the basic knowledge about nature, society and humanity which is used for professional development as well as self-improvement.	PLO1	Students demonstrate basic knowledge of natural sciences to solve problems that arise in work and life.
	PLO2	Students demonstrate basic knowledge of social sciences including politics, law, economics and humanities to solve problems that arise in work and life.
PO2 The programme provides theoretical and practical knowledge in	PLO3	Students are able to apply fundamental knowledge in the fields of economics, law,

Programme objectives	Programme learning outcomes	
the fields of economics, law, management, finance, accounting and auditing to solve professional issues.		management and finance to realise the environment in which professional accountants operate.
	PLO4	Students are able to systemize technical knowledge in accounting and auditing to deal with professional issues in-line with national and international guidelines.
	PLO5	Students are able to apply supplementary knowledge of accounting including information technology, business and banking in solving professional issues.
	PLO6	Students are able to analyse specialised issues closely related to professional accounting and auditing including production costing, selecting of relevant information for decision making, financial statement analysing, internal control system analysing, and preparing of consolidated financial statements.
<b>Skills</b>		
PO3 The programme helps learners to develop cognitive skills, professional practice skills and necessary communication skills in English in the field of accounting, auditing in order to carry out professional tasks in their positions.	PLO7	Students demonstrate intellectual skills and critical thinking on dealing with professional tasks in accounting and auditing.
	PLO8	Students are able to carry out professional tasks in the field of financial accounting and tax accounting.
	PLO9	Students are able to carry out professional tasks in the field of management accounting.
	PLO10	Students are able to carry out necessary skills to practise basic profession tasks in accounting and auditing.
	PLO11	Students demonstrate effective communication in English skills to work in an integrating environment (equivalent to level 4/6 of Vietnamese Qualifications Framework)
<b>Autonomy and responsibilities</b>		
PO4 The programme trains learners to have capacity to work independently as well as in groups in changing working conditions and to have scientific research capacity. Learners are able to take personal responsibility and responsibility to the group in guiding, spreading and disseminating knowledge in accounting and supervising others in performing missions.	PLO12	Students demonstrate the ability to work independently as well as in teams.
	PLO13	Students demonstrate the ability to organise work, learn and develop themselves.
PO5 The programme helps learners build a sense of responsibility towards individuals, communities as well as a sense of serving the country and professional ethics.	PLO14	Students demonstrate responsibility for selves and community, and professional ethics.

## For the Bachelor of Business Administration – Advanced Programme

The Bachelor of Business Administration – Advanced Programme (BBA-AP) has 137 Vietnamese credit points and is designed to provide students with knowledge and professional competence in the field of business administration. Furthermore, it intends to develop them with political qualities and sense of social responsibility to develop their careers and themselves in the context of integration and development of the country. The BBA-AP also provides students with theoretical and practical knowledge of management: strategic management, quality management, sales management, human resource management, financial management, marketing as well as the necessary skills of a leader so that students can solve professional issues in human resources, marketing, business, sales, communication, research and develop products in the enterprise.<sup>6</sup>

Upon completing the programme, students should be able to adapt to changes in the business environment; meet the development needs of society; be capable of planning, implementing, and operating business activities in the enterprise; be able to create and operate new businesses effectively.

The BBA-AP aims to equip students with three groups: knowledge, skills, self-reflection, and responsibility. The six objectives of the BBA programme (PO) are reflected in the competency levels of students after graduation with programme learning outcomes (PLO), with details presented in the following tables.

The five programme objectives (PO) of the BBA-AP are reflected in the competency levels of students after graduation with programme learning outcomes (PLO), with details presented in the following table.

**Table 6 Programme objectives of the Bachelor of Business Administration - Advanced Programme**

POs	Description
<b>Knowledge</b>	
PO1	The programme equips students with background knowledge in natural, social and human sciences for career development and self-improvement.
PO2	The programme provides theoretical and practical knowledge in the fields of economics - management, and business administration to solve professional problems.
<b>Skills</b>	
PO3	The programme enables students to develop problem-solving skills, professional practice and information management skills, and essential communication skills in the business administration fields to perform professional tasks relevant to the job position.
<b>Self-reflection/Accountability and responsibility</b>	
PO4	The programme trains students with the capacity to work independently or in groups in unpredictable work and study contexts, to take responsibility for the professional development of individuals and groups in the guidance, advocate and dissemination of knowledge in the fields of economics, business, management, and to supervise other people in working contexts.
PO5	The programme enables students to build a sense of responsibility towards individuals and the community, a sense of national service and professional ethics.

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<sup>6</sup> See self-evaluation report p. 7.



**Table 7 Programme learning outcomes of the Bachelor of Business Administration - Advanced Programme**

POs	PLOs	Description
PO1	<b>PLO.1: Students can demonstrate an understanding of the fundamentals of the natural, mathematical, and social sciences as a foundation for developing critical thinking.</b>	
	PLO1.1	They can apply qualitative, quantitative, and basic logical skills.
	PLO1.2	They can explain the primary relationship of the natural environment with social and human issues.
	PLO1.3	They can apply information technology in working and professional issues.
	<b>PLO.2: Students can form a worldview and a view of life through the application of scientific views on the revolution and humanity of Marxism-Leninism, Ho Chi Minh's thought and the Party's policies in the process of struggle for national liberation and national construction and renewal.</b>	
	PLO2.1	They can explain the scientific, revolutionary, and humanistic views of Marxism-Leninism to form the world view, human outlook and the most general methodology of scientific awareness and revolutionary practice, thereby building beliefs, revolutionary ideals.
	PLO2.2	They can explain several fundamental social and human issues for work and life.
	PLO2.3	They can explain the nature and role of the law, thereby forming a sense of law compliance in work and life.
	PO2	<b>PLO.3: Students can analyse the basic knowledge in the field of economics and management suitable to the industry.</b>
PLO3.1		They can analyse the fundamentals of microeconomics and macroeconomics.
PLO3.2		They can analyse market principles to make reasonable policies for businesses.
PLO3.3		They can analyse the impact of the economic environment on business activities.
PLO3.4		They can analyse the appropriate scientific research process to support decision-making in corporate governance situations.
<b>PLO.4: Students can analyse industry knowledge to plan and execute management activities.</b>		
PLO4.1		They can apply basic management knowledge to make operational business decisions.
PLO4.2		They can determine the human resource needs of the enterprise for stable development.
PLO4.3		They can analyse marketing activities that are appropriate in particular situations.
PLO4.4		They can analyse financial situations as well as mobilised capital in particular situations.
PLO4.5		They can evaluate the impact of internal, external and orientation of the business.
<b>PLO.5: Students can analyse specialised knowledge in applying and solving professional problems in one of two majors:</b>		
<b>PLO.5a. Marketing management</b>		
<b>PLO.5b. International business</b>		
PLO.5a: Students can apply knowledge in the field of Marketing Management to support the development of marketing plans.		
PLO.5a.1	They can evaluate the behaviour of the consumer's buying decision-making process and the factors that impact the consumer's buying process.	
PLO.5a.2	They can evaluate market/customer information, competitors and business to support the decision-making process in the organisation.	
PLO.5a.3	They can create a marketing communication program.	
PLO.5a.4	They can do new product activities program.	
PLO.5a.5	They can analyse activities in the marketing plan.	
PLO.5b: Students can analyse the knowledge of the International Business major in the application of corporate governance activities in the context of international integration.		
PLO.5b.1	They can evaluate the international business environment factors that impact enterprises' operation in foreign markets.	
PLO.5b.2	They can evaluate the criteria for competitive advantage by the business environment of enterprises in each region and specific national market.	
PLO.5b.3	They can develop an international marketing strategy suitable for each specific region and country.	

POs	PLOs	Description
	PLO.5b.4	They can evaluate the effectiveness of using and managing people in an internationally integrated working environment.
	PLO.5b.5	They can set up import and export documents, commercial contracts, international transport and cargo insurance.
	PLO.5b.6	They can use of English effectively in negotiating and drafting contracts
	PLO.5b.7	They can evaluate international financial issues affecting offshore investment decisions.
	<b>PLO.6: Students can apply in a transformative way of complementary knowledge to enhance their management capacity.</b>	
PO3	<b>PLO.7: Students demonstrate the ability to think systematically and critically.</b>	
	<b>PLO.8: Students are able to identify and solve problems.</b>	
	<b>PLO.9: Students have the ability to oral and written, verbal and nonverbal communication skills effectively and work in an integrated environment.</b>	
	PLO.9.1	They have the ability to speak and write, and undertake verbal and nonverbal communication effectively.
	PLO.9.2	They have English language skills to the extent that they can understand the main ideas of a complex text on both concrete and abstract topics, including technical exchanges in their area of expertise. They can communicate at a fluent, natural level with native speakers. Can write explicit, detailed texts on a variety of topics and can explain his or her point of view on an issue, stating the advantages and disadvantages of different options. Level 4 out of 6 according to the Foreign Language Competency Framework for Vietnam.
	PLO.9.3	They can apply information technology and specialised software in their career and in daily life.
<b>PLO.10: Students have the ability to carry out scientific research in the field of expertise.</b>		
PO4	<b>PLO.11: Students have the ability to work independently and in a team.</b>	
	<b>PLO.12: Students have the ability to organise work, learn and develop themselves.</b>	
	PLO.12.1	They can have the ability to manage their work and others .
	PLO.12.2	They can develop self-innovation and entrepreneurial spirit.
PLO.12.3	They can pursue self-learning and self-development.	
PO5	<b>PLO.13: Students have a sense of compliance with the law, a sense of responsibility and professional ethics</b>	
	PLO.13.1	They consciously comply with the law in work and life.
	PLO.13.2	They are aware of the importance and be able to fulfil responsibilities to the community and the country.
	PLO.13.3	They are aware of the importance and be able to practise professional ethics.

### For the Bachelor of Business Law – Advanced Programme

The Bachelor of Business Law – Advanced Programme (BBL-AP) has 142 Vietnamese credit points. It equips students with knowledge, skills as well as autonomy and responsibility. The BBL-AP provides students with knowledge and professional skills in the field of Business Law, while also helping students shape their political qualities and social responsibility consciousness to develop their careers and themselves in the context of the country's integration and development.

The BBL-AP teaches practical and professional knowledge such as knowledge of the Constitution, Civil Law, Criminal Law, Administrative Law, International Law, and advanced knowledge of Business Law.

The five programme objectives (PO) of the BBL-AP are reflected in the competency levels of students after graduation with programme learning outcomes (PLO), with details presented in the following table.

**Table 8 Programme objectives and programme learning outcomes of the Bachelor of Business Law - Advanced Programme**

Programme objectives		Programme learning outcomes
<b>Knowledge</b>		
PO1: Provide basic knowledge of nature, society, and humanity to serve the development of a profession and self-improvement.	PLO1	Demonstrate an understanding of basic knowledge in computer science, natural science, mathematics, and social science to serve as a foundation for developing critical thinking.
	PLO2	Form a worldview and a philosophy of life is achieved through applying scientific perspectives on the revolutionary and humane nature of Marxism-Leninism, the ideology of Ho Chi Minh, and the Party's policy in the struggle for national liberation and the renovation of the country.
PO2: Provide theoretical and practical knowledge in the fields of law and economic law to solve specialised issues.	PLO3	Apply knowledge in the foundational fields of the industry relevant to economic law.
	PLO4	Apply knowledge in the field of business law to apply and solve specialised issues using Vietnamese or English language in some legal areas.
	PLO5	Apply the knowledge of the specialised field of business law in the application and resolution of professional issues using either the Vietnamese or English language in certain legal fields
	PLO6	Apply the knowledge of complementary fields to the law and economics industry in the application and resolution of professional issues.
<b>Skills</b>		
PO3: Assist learners in developing the necessary cognitive, practical, and communication skills in the field of law and economics to carry out professional tasks commensurate with their occupational position.	PLO7	Demonstrate the ability to think systematically and critically
	PLO8	Be able to identify and solve problems effectively
	PLO9	Have practical skills in the field of international commercial law in both Vietnamese and English.
	PLO10	Have effective verbal and written communication skills in both language and non-language contexts and be able to work in an integrated environment.
	PLO11	Be able to conduct scientific research in the specialised field.
<b>Autonomy and responsibilities</b>		
PO4: Provide training for the ability to work independently and in teams under changing work conditions, taking personal responsibility and responsibility for the group in guiding, disseminating and promoting knowledge of the law and	PLO12	Have the ability to work independently and collaboratively in a team.
	PLO13	Have the ability to organise and execute work tasks, as well as the ability to learn, develop, and improve oneself
<b>Programme objectives</b>		
economics industry and monitoring others in the performance of their tasks.		
PO5: Develop a sense of respect for and adherence to the law, a sense of responsibility to the community, a sense of service to the country, and professional ethics.	PLO14	Have a sense of respect and adherence to the law, a sense of responsibility to the community, a sense of serving the country, and professional ethics.

### For the Bachelor of Finance and Banking – Advanced Programme

The Bachelor of Finance and Banking - Advanced Programme (BFB-AP) has 134 Vietnamese credit points and aims at preparing students for the finance sector or for other sectors in the position of financial officers/staff for the corporations or some taxation departments, treasury departments.

The five programme objectives (PO) of the BFB-AP programme are reflected in the competency levels of students after graduation with programme learning outcomes (PLO), with details presented in the following table.

**Table 9 Programme objectives and programme learning outcomes of the Bachelor of Finance and Banking - Advanced Programme**

Programme objectives		Programme learning outcomes
<b>Knowledge</b>		
PO1 The programme provides the basic knowledge about nature, society and humanity which is used for professional development as well as self-improvement.	PLO1	Students demonstrate basic knowledge of natural sciences and mathematics to analyse and solve problems that arise in work and life.
	PLO2	Students demonstrate basic knowledge about politics, law, economics and social sciences, humanities to explain and analyse issues in work and life.
PO2 The programme provides theoretical and practical knowledge in the fields of economics, law, management, finance and auditing to solve professional issues.	PLO3	Students apply knowledge of economics and administrations matching relevant to the field.
	PLO4	Students apply knowledge of accounting, finance and banking in applying and solving professional matters.
	PLO5	Students apply the financial knowledge in applying and solving application, solvement of intensive problems in the field of financial investment or corporate finance or banking.
	PLO6	Students apply relevant knowledge in applying and solving professional matters.
<b>Skills</b>		
PO3 The programme helps learners to develop cognitive skills, professional practice skills and necessary communication skills in the finance	PLO7	Students obtain cognitive skills and solving to be able to solve complicated professional matters in the field of finance and banking.
	PLO8	Students obtain practical practice skills in the field of Finance - Banking

Programme objectives		Programme learning outcomes
area in order to carry out professional tasks in their positions.	PLO9	Students obtain effective communication and working skills to work in an integrated environment.
<b>Autonomy and responsibilities</b>		
PO4 The programme trains learners to have capacity to work independently as well as in groups in changing working conditions. Learners are able to take personal responsibility and responsibility to the group in guiding, spreading and disseminating knowledge in accounting and supervising others in performing missions.	PLO10	Students demonstrate the ability to work independently as well as in teams.
	PLO11	Students demonstrate the ability to organise work, learn and develop themselves.
PO5 The programme helps learners build a sense of responsibility towards individuals, communities as well as a sense of serving the country and professional ethics.	PLO12	Students demonstrate responsibility for selves and community, and professional ethics.

## Appraisal:

The panel was enthusiastic about the programme objectives of the Bachelor of Accounting – Advanced Programme, the Bachelor of Business Law- Advanced Programme, and the Bachelor of Finance and Banking - Advanced Programme. For the Bachelor of Accounting – Advanced Programme and the Bachelor of Laws – Advanced Programme, the panel appreciates that they defined 14 programme learning outcomes which is more than they experienced in their equivalent programme. Moreover, they find the connection between programme objectives and programme

learning outcomes convincing because they systematically base the qualification objectives of the programmes on the specific requirements of the target group, the targeted professional field and societal context of the discipline. The qualification objectives are documented in detail. They are constantly reviewed for their adequacy and up-to-datedness and are adapted accordingly.

For the **Bachelor of Business Administration – Advanced Programme**, the panel thinks that the programme objectives and the programme learning outcomes meets international standards. The programme objectives and learning outcomes of the BBA-AP embrace academic proficiency, comprehensive employability, as well as the development of the individual student’s personality. The have a special remark for PLO 3.1. Microeconomics is the name of the discipline; the fundamentals are dominated by neo-classical theory. In the last decades microeconomics received further insights from game theory, information economics, behavioural economics. Macroeconomics is also the name of the discipline. In a Bachelor Programme of Business Administration, one should learn the fundamentals of Micro- and Macroeconomics and some applications, e.g. to the labour market or environmental problems. However, the ability of analysing the fundamentals, as claimed by the University, requires a deep knowledge of the orthodox mainstream and possibly even some heterodox counter-discourses. That could be objective of a “M.Sc. of Economics” programme but definitely not of a B.A. Business Administration programme. Therefore, they **recommend** the BBA -AP to think about a reformulation of PLO 3.1. that reads “analyse economic problems with the help of the fundamentals of microeconomics and macroeconomics” instead of “analyse the fundamentals of microeconomics and macroeconomics”.

All four study programmes concur with the requirements of the national qualification framework for advanced study programmes.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
1.1*	Objectives of the study programme (Asterisk Criterion)		BAC BBL BFB	BBA		

## 1.2 International orientation of the study programme design (Asterisk Criterion)

### For all four study programmes

All study programmes integrate materials and textbooks that are written in English. As advanced programmes, a minimum of 20 percent of the credits for the professional knowledge courses are offered in English.

### **For the Bachelor of Accounting – Advanced Programmes**

On the level of the programme's content, the BAC-AP refers to accounting programmes of worldwide recognized programmes from professional bodies, such as ACCA, CPA Australia and VACPA, and ICAEW so that BAC-AP students have opportunities to acquire professional certificates until graduation. For instance, Accountants in Business, Fundamental of Management Accounting 1 and 2, Fundamental of Financial Accounting 1 and 2, and Audit and Assurance 1 and 2 are certified courses from ACCA.<sup>7</sup>

The faculty brings international orientation into the BAC-AP because they received internationally recognized qualifications, for example from Australia, the UK, and the USA.

### **For the Bachelor of Business Administration – Advanced Programme**

To develop the content of the programme according to international standards, the BBA-AP uses the equivalent programmes of National University of Singapore, the University of Queensland, Australia, and the University of Southampton, UK, as benchmarks.

Most lecturers graduated from foreign universities, including England, France, the US, and Australia.

In addition, the BBA-AP benefits from the partnerships between the Faculty of Business Administration and the Rouen Normandy University, and from the SAS' joint programme with Flinders University and Bond University in Australia.<sup>8</sup>

### **For the Bachelor of Business Law – Advanced Programme**

Regarding its international orientation, the BBL-AP refers to benchmarking with universities around the world such as the University of Arizona (USA), the University of Wisconsin-Madison (USA), and the University of Canberra (Australia) for developing the programme's objectives.

In addition, foreign learning materials are used to refine courses considering the characteristics of the Vietnamese law, such as International Commercial Law and International Procedural Law. Lecturers with degrees from prestigious universities in Europe, Australia, and the United States teach in English as well. Overall, graduates shall be enabled to use English, particularly legal English, to be fit for international integration.

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<sup>7</sup> See self-evaluation report p. 7-8.

<sup>8</sup> See self-evaluation report p. 10-11.

## For the Bachelor of Finance and Banking – Advanced Programme

The programme objectives of the BBF-AP were developed with reference to international programmes, such as the University of Leeds in the UK and Monash University in Australia. In class, lecturers use English materials and English textbooks. The lecturers received degrees from recognized universities in Australia, the UK, and the USA.

### Appraisal:

All four advanced programmes at the SAS HCMCOU reflect upon international aspects which shall also foster its graduates' employability.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
1.2*	International orientation of the study programme design (Asterisk Criterion)			X		

## 1.3 Positioning of the study programme

### For all four study programmes regarding the positioning of the study programme on the educational market

The SAS at HCMCOU wants to attract students by pointing out that all advanced programmes are rather young and taught at one campus in Ho Chi Minh City. HCMC is seen as an economically leading city offering a grand labour market in Vietnam. Moreover, internationally qualified lecturers use flexible teaching methods and are committed to the support of students. Students can engage in research projects and can gain research awards. All four study programmes have relationships to employers and consider the needs of the market in the curriculum. In addition, a minimum of 20 percent of credits for professional knowledge must be delivered in English.

### For the Bachelor of Accounting – Advanced Programmes

As an advanced programme, the BAC-AP is a selective programme highlighting that the programme is rather young and offers international qualifications and different connections to the professional field.

### For the Bachelor of Business Administration – Advanced Programme

The BBA-AP's competitive advantage is listed as a long-established content in a young study programme, diversification in majors and programmes, and stable quality at a relatively high level.

### **For the Bachelor of Business Law – Advanced Programme**

On the educational market, the BBL-AP assumes a competitive position. The programme is built based on the contributions and opinions of experts working in agencies such as the Court, the Prosecutor's Office, enterprises, and vocational units that offer vocational aspects and insights for the curriculum development.

### **For the Bachelor of Finance and Banking – Advanced Programme**

As an advanced programme, the BBF-AP is a selective programme also pointing to the characteristics stated above.

### **For all four study programmes regarding the positioning of the study programme on the job market**

During their study time, students can visit job fairs, workshops to receive a better picture about future working conditions. Students are also encouraged to attend professional skills training/seminars from the industry and some professional contests which support students to improve their knowledge and skills to serve their future employment.

### **For the Bachelor of Accounting – Advanced Programmes**

The main job sectors for graduate students are banking, finance, insurance, accountancy, and professional accounting. Many students work as bookkeepers, audit assistants, financial and accounting consultants and as tax, cost accountants.

### **For the Bachelor of Business Administration – Advanced Programme**

Business administration is always in high demand of applicants for both labour-intensive industries and the white-collar workforce. The need for finance, marketing and accounting staff is also stable in most firms. Their job profile includes three directions: (1) general business administrators, such as business assistants, quality control specialists, strategy specialists at private companies or public sector organisations, (2) sales staff, marketing staff, brand staff in organisations (state management agencies, non-profit organisations and social organisations), businesses of all industries; (3) import-export staff, sales staff specialising in collecting retail/full containers of sea/air systems at multinational companies, specialists in charge of branding for international projects, projects in the company's global supply chain.<sup>9</sup>

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<sup>9</sup> See self-evaluation report p. 12.



### **For the Bachelor of Business Law – Advanced Programme**

The BBL-AP offers three job profiles to its graduates: (1) specialised positions in the courts, prosecutor's office, enforcement agencies, and various governmental departments that require at least a Bachelor of Law degree; (2) lawyers, notaries, inheritance administrators, financial managers, arbitrators, mediators in the private sector; (3) employees in the international sector because students are trained in English.

### **For the Bachelor of Finance and Banking – Advanced Programme**

The BFB-AP has been reflecting upon the fluctuation of financial institution in Vietnam since its start and the increasing demands for employees of banking and financial institutions.<sup>10</sup> Common positions of graduates of the BFB-AP are financial officers/staff for the corporations or taxation departments, or treasury departments.

### **For all four study programmes regarding the overall positioning of the study programme within the HEI**

All four study programmes are aligned to HCMCOU's mission to be a multi-disciplinary university that promotes “a society with active learning by offering the most flexible and obtainable methods of education to students.”<sup>11</sup> Based on the mission, the vision of HCMCOU consists of practice-oriented education, knowledge promulgation and public engagement. The study programmes reflect upon the vision by integrating practical components such as field trips, internships, and scientific research into the curriculum. To promulgate knowledge, the School of Advanced Studies asks lecturers to apply different teaching methods and create a diverse learning environment for students. Moreover, the SAS offers academic contests as well. Students shall be motivated for life-long learning.

### **Appraisal:**

The panel was delighted to learn that the School of Advanced Studies has a systematic approach to find the study programme's positioning on the educational market. The results of their analysis supported them to develop competitive study programmes that have characteristics regarding the combination of research and practical components, the language of instruction and the level of qualifications students shall achieve.

For all four study programmes, graduate employability based on the stated qualification objectives is important. They have thoroughly analysed the job market for graduates and defined clear and divers profiles that go beyond the expected results. The four advanced programmes have convinced the panel with the future fields of employment for graduates.

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<sup>10</sup> See self-evaluation report p. 9-10.

<sup>11</sup> See <http://en.ou.edu.vn/pages/view/22/mission-vision-and-core-values> (last accessed April 19, 2024).

The panel considers the integration of the four study programmes into HCMCOU's overall strategic concept to be thorough. The study programmes' qualification goals are in line with the HCMCOU's mission and strategic planning.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
1.3	Positioning of the study programme					
1.3.1	Positioning of the study programme in the educational market		X			
1.3.2	Positioning of the study programme on the job market for graduates („Employability“)		X			
1.3.3	Positioning of the study programme within the HEI's overall strategic concept			X		

## 2. Admission

### **For all four study programmes regarding admission requirements and selection process**

Every year, the Ministry of Education and Training (MOET) issues regulations on university admissions, in which there are two main types of selection. The selection can be based on the results of the current national high school exam or based on the institution examination selection or a combination of examination and selection. Each institution decides the type of how to select their students. HCMCOU President works as head of the Admission Council with the faculties to build up the University's admission project, informs MOET, and announces it to public as well as releases all details on its website.

The Admission Council is set up every year to oversee building up the admission project, decides on the scores to be accepted, and assigns the subordinate boards to help with selection and acceptance of the candidates and enrolment of students for their study.

The HCMCOU admission project consists of the following main information:

- The total number of student's position "quota" allowed by the MOET of the year for each of the bachelor programme, full time mode (including the second-degree students and those upgraded from the three-year Bachelor programmes).
- The infrastructures, the faculty staff and materials in library as the requisite quality conditions for the courses eligible to be offered.
- Requirements for the candidates.
- How to select and the criteria to select the candidates.
- Procedures to select the candidates.
- Tuition fee, scholarship.

In general, there are three types of candidates nation-wide eligible:

1. Those who have graduated from Vietnam's high school programme (in the form of formal education or continuing education) or have graduated from vocational schools hereinafter referred to as high school graduates.
2. Those who graduate from vocational schools but do not have a high school diploma must study and complete high school cultural subjects according to current regulations.
3. Graduates of foreign high school programmes, attaining a level equivalent to the high school level of Vietnam, abroad or in Vietnam.

HCMCOU selects students for the advanced programmes based on their previous scores. There are five methods of selecting students whose quota of selection is also stated.

1. The priority is to select students who have won international or national prizes in the top three.
2. The second priority for students who have been rated as very good during three years in high school, with the average scores of each of the three subjects that they register for selection from 7.0 up.

3. The selection (the long tradition and most popular so far as well as the largest portion of selected students) is based on the total score of the registered group of three subjects that students have achieved in their national high school exam.

**Table 10 Registered groups of subjects for programme selection**

NO.	ADVANCED PROGRAMMES	CODE	QUOTA (PROPOSED)	REGISTERED GROUPS OF SUBJECTS
1	English language	7220201C	95	Maths, Physics, English (A01) Maths, Literature, English (D01) Literature, History, English (D14) Literature, Social Sciences, English (D78)
2	Economics	7310101C	20	Maths, Chemistry, English (D07) Maths, Physics, English (A01) Maths, Literature, English (D01) Maths, Social Sciences, English (D96)
3	Business administration	7340101C	125	Maths, Chemistry, English (D07) Maths, Physics, English (A01)
4	Finance-Banking	7340201C	100	Maths, Literature, English (D01)
5	Accounting	7340301C	70	Maths, Social Sciences, English (D96)
6	Business law	7380107C	45	Maths, Chemistry, English (D07) Maths, Physics, English (A01) Maths, Literature, English (D01) Literature, History, English (D14)

*(Source: SAS - updated by December, 2022)*

To guarantee the quality MOET sets out the minimum scores to be eligible accepted into any bachelor programmes every year. The entrance quality assurance threshold of HCMCOU is set according to the entrance quality assurance threshold specified by the MOET, i.e. applicants can apply into HCMCOU if their scores meet the entrance quality assurance threshold of HCMCOU.

4. Selection is based on the high school scores of the cited groups of subjects during the five terms except the last term of Year 12 with the min. average scores of three subjects: 24 (2020), and 25.5 (2019). Especially, students, whoever with this level but have IELTS from 5.5 or equivalent, have more priority.
- The Bachelor of Accounting – Advanced Programme recruits more than 150 new students annually. The selection score for BAC-AP based on high school graduation examination scores reached the highest score at 24.15 out of 30 in 2021 and the lowest score at 15.25 out of 30 in 2018. The BBA-AP recruits more than 200 new students annually.
  - The selection score for Bachelor of Business Administration -Advanced Programme based on high school graduation examination scores reached the highest score at 26.40 out of 30 in 2021 and the lowest score at 17.2 out of 30 in 2018.
  - The Bachelor of Business Law – Advanced Programme recruits more than 100 new students annually. The selection score for the BBL-AP based on high school graduation examination scores reached the highest score at 25.10 out of 30 in 2021 and the lowest score at 16 out of 30 in 2019.
  - The Bachelor of Finance and Banking – Advanced Programme recruits more than 200 new students annually. The selection score for BFB-AP based on high school graduation

examination scores reached the highest score at 25.25 out of 30 in 2021 and the lowest score at 15.5 out of 30 in 2019.

5. Selection is based on the IB<sup>12</sup> scores with the min score 26, or A Level (all C), or SAT (1100/1600).

In addition, HCMCOU has the direct admission with the gifted students, disabled students and those have noted contribution to the country and admission with priority policies with highly merit students, with details following the regulations of MOET on university admissions.

The HCMCOU Admission project defines the criteria and methods of student selection. HCMCOU selection procedures follow the regulations of University admission of the year issued by MOET. HCMCOU yearly reviews the selection criteria, methods, and procedures to recruit candidates during the annual enrolment period. In addition, HCMCOU announces the scholarships for candidates who have been rated as excellent students in high schools, and those who have achieved high scores in the national high school exam to encourage students with good academic records to study at the University.

In 2019, HCMCOU added another method, which is the selection based on the results of three high school subjects related to each major with 20 points as minimum. In 2020, HCMCOU added another method and gave priority to students applying for the fourth type of admission who have international certificates in English proficiency (more priority if students having IELTS 5.5 up, or equivalent). The criterion for selection is based on the students' scores of the combination of three subjects related to the programme they want to enroll in.

### **For all four study programmes regarding the counselling for prospective students**

HCMCOU offers counselling services throughout the year for prospective students nationwide through a variety of practical and diverse counselling activities.

On the daily base, all the staff of the Office of Academic Affairs oversees counselling directly to high school students and their parents at their office, via email, via the free phone line, and via its fan page<sup>13</sup>. Brochures, leaflets are also available for the candidates to bring home for further consideration. On the website applicants can find all information needed. The information includes the programmes that HCMCOU is offering, the scores selected in the previous years for each programme; tuition fee and scholarship; percentage of graduates from each programme having job; and the MOET documents related that have been issued.

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<sup>12</sup> The International Baccalaureate Diploma (IB Diploma) is a school-leaving qualification awarded by the Geneva-based private International Baccalaureate Organisation (IB Organisation) and can be obtained at many schools worldwide.

<sup>13</sup> <https://www.facebook.com/tuyensinh.ou.edu.vn/>, last access on April 18, 2024.

In addition, once a year HCMCOU undertakes a campaign for the main recruitment of the year. First, HCMCOU officially presents its admission project on the HEI admission portal of the MOET, and on the admission website of HCMCOU.

The SAS has developed its own enrollment plan, separate from the general enrollment plan of HCMCOU. This plan includes several effective strategies, namely organising training sessions for its students to participate in admission counselling for advanced programmes; SAS admission counselling team being sent to most high schools wearing SAS uniforms; SAS dedicated fan page for enrollment of advanced programmes, appointing a specialist in charge of online enrollment counselling.

HCMCOU current students and alumni are very active to support the consultancy, promotion and career guidance to the prospective students via various activities. They help deliver brochures to high school students and administrators of the schools they had studied; offering live stream advice; sharing their feelings about the school and the learning environment as testimonials.

Diversified activities have been provided by HCMCOU, such as providing radio/TV consultancy programmes, or joining the consultancy days for the public organised by the newspaper (Thanh Nien, Tuoi Tre, Education, Lao Dong newspaper) in the provinces of the Central, Central Highlands, Western region, Southeast regions, and HCMC), live stream consultancy programmes, counselling programmes at high schools in HCMC and provinces (estimated around 60 to 70 high schools yearly). HCMCOU also participates in the Admissions Conference organised by the HCMC Department of Education and Training or those in provinces, and in the educational forums in Laos.

When students are selected and do the enrolment, HCMCOU continues offering the counselling activities to help them transfer to the University life smoothly, quickly settle down and start studying. The counselling embraces guides for the newcomers such as housing assistance, orientation on the student life, effective study methods at the University, study regulations and codes of conducts, students' activities. The counselling is provided in official or personal sections and through printed material of the Student Handbook.

### **For all study programmes regarding ensuring foreign language proficiency**

The advanced programmes at the SAS of HCMCOU require students to acquire a foreign language proficiency of B2 level of CEFR for all majors except English language major reaching C1 level of CEFR upon graduation, as needed for their education and employment.

Students are expected to be able to understand the key points of a report or keynotes about the topics related to their areas of discipline; to use English to express both written and oral ideas; to handle professional situations; to write reports; and to present and discuss their opinions related to their work. Besides general English courses, students also are supposed to take the English course for their professional purposes as well.

Newly enrolled students take the English test first to determine the student's level of English and the non-majored English language course that is appropriate for each student. In the first two

academic years, students take two consecutive levels of English language courses in one semester until they complete the non-majored English courses of the curriculum. The deployment of English language courses is conducted as follows: in the first two academic years, courses are instructed partly in English; from the third year onwards, this is done completely in English.

**Table 11 English language proficiency test results for student qualification**

Certificate types	Converted points for admission			
	7.0	8.0	9.0	10.0
TOEFL ITP	450 - 474	475 - 499	500 - 524	Above 525
TOEFL iBT	45 - 52	53 - 60	61 - 68	Above 68
IELTS	4.0	4.5	5.0	Above 5.5

*(Source: SAS - updated by December, 2022)*

Being accepted into the programme, students have to attend an English test to assess English language proficiency and they will take their five English courses according to their level in order to achieve B1 level when they graduate. For students who do not meet the English proficiency requirements to start their English 1 course, they must take supplementary courses, which are also offered at HCMCOU.

**For all study programmes regarding the documentation of the admission procedure and decision**

The annual admission project of HCMCOU is the official document of the University to MOET and to the public. It is based on the legal basis as follows: The annual regulations about the university admission of MOET, and other dispatches of MOET on the admission guidance of university enrolment every year.

After the HCMCOU Admission Council comes to decision on the minimum scores to be accepted, the Academic affairs Office will announce the scores, the list of the successful candidates in many forms such as notice on the HCMCOU website and on all the popular newspaper. The candidate can check their own result by logging in the admission result system online.

Following that, the Academic affairs Office and Information management Center proceed with the admission procedures including sending admission notice to each successful candidate, providing student ID numbers and email account, inputting student data on HCMCOU academic management system (Edusoft), activating his/her learning support system (LMS), and issuing decisions and list of accepted students for University academic record.

Finally, the Academic Affairs Office will send MOET the report of the admission results of the year and the list of successful candidates of each programme who have finished their enrolment procedures. MOET will send the inspection delegation to HEIs from time to time to check the whole admission procedures whether they are as what have been described in the admission project which has been informed to MOET and to the public.

## Appraisal:

HCMCOU has clearly regulated the admission requirements for all advanced programmes. The admission requirements for national and international students are defined by state regulations, which are embedded in the University regulation. The national requirements are considered.

Applicants can directly turn to a student counselling service for clarification of specific questions, of personal aptitude and/or career perspectives. The counselling service can be contacted via social media or E-Mail. The panel appreciates the SAS extensive commitment to the recruitment process. The counselling options are based on the target group's needs.

In terms of the selection procedure, it is a nationally centralised process, therefore a clear transparency is ensured. The admission decision is also based on transparent criteria and is communicated to the students.

Through compulsory English courses, Bachelor graduates shall achieve level B2 after graduation. During the digital conference, the University stated that the English level requirements are by the regulations of MOET that must be followed. The University also offers supplementary English language courses for students to promote their English language skills.

The admission procedure is described, documented, and accessible for interested parties e.g. via the University's website.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
2.1*	Admission requirements (Asterisk Criterion)			X		
2.2	Counselling for prospective students		X			
2.3*	Selection procedure (if relevant)			X		
2.4(*)	Professional experience (if relevant; Asterisk Criterion for master programmes that require professional experience)					X
2.5*	Ensuring foreign language proficiency (Asterisk Criterion)			X		
2.6*	Transparency and documentation of admission procedure and decision (Asterisk Criterion)			X		



### **3. Contents, structure and didactical concept of the programme**

#### **3.1 Contents**

##### **For the Bachelor of Accounting – Advanced Programme**

The BAC-AP with 136 credit points, which are equivalent to 272 ECTS credits, intends to convey theoretical, professional knowledge and practical skills in four years. Therefore, it offers foundation knowledge with 38 credit points that account for about 30.2 percent of the total credits, and knowledge of profession with 78 credit points is the main part accounting for 61.9 percent. Lastly, students must compile an internship report, and a thesis (or alternative courses) with 10 credit points that are equivalent to 7.9 percent. The study programme also combines compulsory and elective courses. Students can specialise in accounting or auditing.

## Curriculum Overview

### Bachelor of Accounting Programme, 11 Semesters



#### 1<sup>st</sup> Semester

Modul No.	Title of Module / Course Unit + Compulsory or Elective?	Credit Points per Semester											Workload		Method of Teaching	Form and Duration of Examinations	Weight of exam related to final grade	
		1	2	3	4	5	6	7	8	9	10	11	Hours in Class	Hours Self-Study				
M1	Marxist – Leninist philosophy (Compulsory)	6.0												75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M2	Chose 1 from the followings	6.0												75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M 2.1	Principles of Management (Elective)																	
M 2.2	Microeconomics (Elective)																	
M 2.3	Macroeconomics (Elective)																	
M 2.4	Career Orientation and Academic Skills Training (Elective)																	
M3	Chose 1 from the followings	6.0												100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M 3.1	Information Technology Basics (Elective)																	
M 3.2	Introduction to Informatics (Elective)																	
M4	Academic English 1 (Compulsory)	6.0												100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M5	Academic English 2 (Compulsory)	6.0												100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
<b>2<sup>nd</sup> Semester</b>																		
M6	Chose 1 from the followings		6.0											75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M 6.1	Introduction to Law (Elective)																	
M 6.2	Theories of State and Law (Elective)																	
M7	Chose 1 from the followings		6.0											100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M 7.1	Analytics (Elective)																	
M 7.2	Linear Algebra (Elective)																	
M 7.3	Business Statistics (Elective)																	
M 7.4	Probability and Statistics (Elective)																	
M8	Academic English 3 (Compulsory)		6.0											100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M9	Academic English 4 (Compulsory)		6.0											100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M10	Physical Education 1 (Compulsory)															Training	Physical test	N/A
M11	Nation Defense and Security Education: National Defense and Security Lines of the Vietnamese Communist Party															Lecturing, Seminar	Exam paper (75 - 90 mins)	N/A

M12	Defense and Security Education: Defense and Security Work															Lecturing, Seminar	Exam paper (75 - 90 mins)	N/A
M13	Defense and Security Education: General Military															Training	Physical test	N/A
M14	Defense and Security Education: Infantry Fighting Techniques and Tactics															Training	Physical test	N/A
3 <sup>rd</sup> Semester																		
M15	Physical Education 2 (Compulsory)															Training	Physical test	N/A
M16	Principles of Accounting (Compulsory)			6.0										100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272

Modul No.	Title of Module / Course Unit + Compulsory or Elective?	Credit Points per Semester											Workload		Method of Teaching	Form and Duration of Examinations	Weight of exam related to final grade	
		1	2	3	4	5	6	7	8	9	10	11	Hours in Class	Hours Self-Study				
M17	Academic English 5 (Compulsory)			6.0										100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M18	Chose 1 from the followings			6.0										100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M 18.1	Money and Banking (Elective)																	
M 18.2	Financial Markets (Elective)																	
4 <sup>th</sup> Semester																		
M19	Financial Accounting 1 (Compulsory)				6.0									100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M20	Accountant in Business (Compulsory)				6.0									75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M21	Chose 1 from the followings				6.0									75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M 21.1	Business Law (Elective)																	
M 21.2	Labour Law (Elective)																	

M22	Marxist – Leninist Political Economics (Compulsory)				4.0							50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/272
M23	Research Methods (Compulsory)				2.0							25	50	Lecturing, Seminar	Course work	2/272
M24	Academic English 6 (Compulsory)				6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M25	Academic English 7 (Compulsory)				6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
	5 <sup>th</sup> Semester															
	Accounting Major															
M26	Financial Accounting 2 (Compulsory)				6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M27	Scientific Socialism (Compulsory)				4.0							50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/272
M28	Chose 1 from the followings				6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M 28.1	Applied Computer Science (Elective)															
M 28.2	Structural data query (Elective)															
M 28.3	Data analytics (Elective)															
M29	Chose 1 from the followings				6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M 29.1	Finance for Public Sector (Elective)															
M 29.2	Fundamentals of Management Accounting 1 (Elective)															
M30	Academic English 8 (Compulsory)				6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M31	Academic English 9 (Compulsory)				6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
	Audit Major															
M26	Financial Accounting 2 (Compulsory)				6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M27	Scientific Socialism (Compulsory)				4.0							50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/272
M28	Chose 1 from the followings				6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M 28.1	Applied Computer Science (Elective)															
M 28.2	Structural data query (Elective)															
M 28.3	Data analytics (Elective)															
M29	Chose 1 from the followings				6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M 29.1	Accounting Information System 1 (Compulsory)															
M 29.2	Fundamentals of Management Accounting 1 (Elective)															

Modul No.	Title of Module / Course Unit + Compulsory or Elective?	Credit Points per Semester										Workload		Method of Teaching	Form and Duration of Examinations	Weight of exam related to final grade	
		1	2	3	4	5	6	7	8	9	10	11	Hours in Class				Hours Self-Study
M30	Academic English 8 (Compulsory)					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M31	Academic English 9 (Compulsory)					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
<b>6<sup>th</sup> Semester</b>																	
<b>Accounting Major</b>																	
M32	Financial Accounting 3 (Compulsory)					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M33	Chose 1 from the followings					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M 33.1	Accounting for Public Sector (Elective)																
M 33.2	Fundamentals of Management Accounting 2 (Elective)																
M34	Academic English 10 (Compulsory)					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
<b>Audit Major</b>																	
M32	Financial Accounting 3 (Compulsory)					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M33	Chose 1 from the followings					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M 33.1	Accounting Information System 2 (Compulsory)																
M 33.2	Fundamentals of Management Accounting 2 (Elective)																
M34	Academic English 10 (Compulsory)					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
<b>7<sup>th</sup> Semester</b>																	
<b>Accounting Major</b>																	
M35	History of Vietnamese communist party (Compulsory)								4.0				50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/272
M36	Financial Accounting 4 (Compulsory)								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M37	International Financial Accounting 1 (Compulsory)								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M38	Accounting Information System 1 (Compulsory)								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M39	Chose 1 from the followings								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M 38.1	Corporate Finance 1 (Elective)																
M 38.2	Enterprise Resource Planning System (Elective)																
M 38.3	Portfolio Management (Elective)																
M40	Chose 1 from the followings								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M 40.1	Commercial Banking (Elective)																
M 40.2	Entrepreneurship (Elective)																

Audit Major																											
M35	History of Vietnamese communist party (Compulsory)														4.0							50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/272	
M36	Financial Accounting 4 (Compulsory)														6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272	
M37	International Financial Accounting 1 (Compulsory)														6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272	
M38	Chose 1 from the followings														6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272	
M 38.1	Performance Management (Elective)																										
M 38.2	Corporate Finance 1 (Elective)																										
M39	Chose 1 from the followings														6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272	

Modul No.	Title of Module / Course Unit + Compulsory or Elective?	Credit Points per Semester											Workload		Method of Teaching	Form and Duration of Examinations	Weight of exam related to final grade											
		1	2	3	4	5	6	7	8	9	10	11	Hours in Class	Hours Self-Study														
M 39.1	Entrepreneurship (Elective)																											
M 39.2	Commercial Banking (Elective)																											
8 <sup>th</sup> Semester																												
M41	Ho Chi Minh's Ideology (Compulsory)														4.0							87.5	62.5	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/272		
M42	Tax Accounting 1 (Compulsory)														6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272		
M43	Audit and Assurance 1 (Compulsory)														6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272		
M44	Financial Statement Analysis (Compulsory)														6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272		
M45	International Financial Accounting 2 (Compulsory)														6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272		

M46	Chose 1 from the followings							6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M 46.1	Management of Commercial Banking (Elective)															
M 46.2	International Payment (Elective)															
	9 <sup>th</sup> Semester															
	Accounting Major															
M47	Tax Accounting 2 (Compulsory)							6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M48	Accounting Information System 2 (Compulsory)							6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M49	Accounting of Banking (Compulsory)							6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
	Audit Major															
M46	Tax Accounting 2 (Compulsory)							6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M47	Audit and Assurance 1 (Compulsory)							6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M48	Chose 1 from the followings							6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
M 48.1	Internal Audit (Elective)															
M 48.2	Corporate Finance 2 (Elective)															
M 48.3	Performance Audit (Elective)															
	10 <sup>th</sup> Semester															
	Accounting Major															
M50	Internship (Compulsory)							8.0				200	100	Lecturing, Intern	Internship report	8/272
	Audit Major															
M49	Internship (Compulsory)							8.0				200	100	Lecturing, Intern	Internship report	8/272
M50	Audit Practices (Compulsory)							6.0				100	125	Lecturing, Seminar	Course work	6/272
M51	Internal Control (Compulsory)							6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/272
	11 <sup>th</sup> Semester															
	Accounting Major															
M51	Chose 1 from the followings											12.0	150	300		12/272
M 51.1	Final Thesis													Lecturing	Dissertation	
M 51.2	Or chose 2 out of: Corporate Finance 2, Business Planning, Principles of Marketing													Lecturing, Seminar	Exam paper (75 - 90 mins)	
	Audit Major															
M52	Chose 1 from the followings											12.0	150	300		12/272
M 52.1	Final Thesis													Lecturing	Dissertation	
M 52.2	Or chose 2 out of: Enterprise Resource Planning System, Business Planning, Principles of Marketing													Lecturing, Seminar	Exam paper (75 - 90 mins)	

Modul No.	Title of Module / Course Unit + Compulsory or Elective?	Credit Points per Semester											Workload		Method of Teaching	Form and Duration of Examinations	Weight of exam related to final grade	Name of Lecturer
		1	2	3	4	5	6	7	8	9	10	11	Hours in Class	Hours Self-Study				
<b>Total</b>		<b>30</b>	<b>24.0</b>	<b>18.0</b>	<b>36.0</b>	<b>34.0</b>	<b>18.0</b>	<b>28.0</b>	<b>34.0</b>	<b>18.0</b>	<b>20.0</b>	<b>12.0</b>	<b>4,388</b>	<b>5,813</b>				

\* Notes:

- According to MOET's regulations, the total number of credits does not count the number of credits of these courses, including National Defence - Security Education, Physical Education.



## **For the Bachelor of Business Administration – Advanced Programme**

The BBA-AP offers two specialisations, namely marketing and international business. Students specialise through elective courses. It has 137 credit points that are equivalent to 274 ECTS credits. Courses have three categories, like foundation knowledge, knowledge of profession, and internships and thesis (or alternatives, however, see condition in the appraisal). The foundation knowledge consists of 53 credit points which equals 38.7 percent of the total credits. The professional knowledge comprises 71 credit points equaling 51.8 percent, and the internships and thesis require with 13 credit points or 9.5 percent. If students do not want to write the final thesis, they can take one course from the industry and one from the specialisation knowledge instead.

**Bachelor of Business Administration Curriculum Overview**  
**Bachelor's Programme, 11 Semesters**



Modul No.	Title of Module / Course Unit + Compulsory or elective?	Elective courses	Credit Points per Semester											Workload		Method of Teaching i.e. lecture course, seminar	Form and Duration of Examinations	Weight of exam related to final grade	
			1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	Hours in Class	Hours Self-Study				
<b>1<sup>st</sup> Semester</b>																			
M1	Skill 1 (Elective Course)	Self Management Critical and Creative Thinking Living Value 1 Living Value 2 Emotional Intelligence and Positive Thinking Self Awareness Goal Setting Job Application and Interviewing Skills Professional Working Skills Career Management	2												25	12.5	L, T, S, P, G, C	Mid-term: E,G,C Final: I	2/274
M2	Humanities and Social Sciences (Elective Course)	General Economics Microeconomics Macroeconomics Principles of Accounting Principles of Management Business Communication Introduction to Sociology Introduction to Psychology Introduction to Vietnam culture Social Welfare Introduction to Anthropology	6												50	62.5	L, T, S	Mid-term: E,G,C Final: E	6/274
M3	Microeconomics 1 (Compulsory Course)		6											50	62.5	L, T, S	Mid-term: E,G,C Final: E	6/274	
M4	Marxist – Leninist philosophy (Compulsory Course)		6											50	62.5		Mid-term: E,G,C Final: E	6/274	
M5	Academic English 1 (Compulsory Course)		6											37.5	75	L, T, S	Mid-term: E,G,C Final: E	6/274	
M6	Academic English 2 (Compulsory Course)		6											37.5	75	L, T, S	Mid-term: E,G,C Final: E	6/274	
<b>2<sup>nd</sup> Semester</b>																			
M7	Macroeconomics 1 (Compulsory Course)			6										50	62.5	L, T, S	Mid-term: E,G,C Final: E	6/274	
M8	Skill 2 (Elective Course)	Self Management Critical and Creative Thinking Living Value 1 Living Value 2 Emotional Intelligence and Positive Thinking Self Awareness Goal Setting Job Application and Interviewing Skills Professional Working Skills Career Management		2										25	12.5	L, T, S, P, G, C	Mid-term: E,G,C Final: I	2/274	

M9	Math and Logic (Elective Course)	Linear Algebra Business Statistics Probability and Statistics Logic Critical thinking General Chemistry Human Environmental Interaction	6													37.5	75	L, T, S	Mid-term: E,G,C Final: E	6/274
M10	Academic English 3 (Compulsory Course)		6													37.5	75	L, T, S	Mid-term: E,G,C Final: E	6/274
M11	Academic English 4 (Compulsory Course)		6													37.5	75	L, T, S	Mid-term: E,G,C Final: E	6/274
M12	Supplementary knowledge 1 (Elective Course)	Principles of Accounting Principles of Management Principles of Marketing Organizational Behavior Engineering Economy in Construction Human Resource Management Community Development Gender and Development Public Relations Cross Cultural Communication E-Commerce Enterprise System for Management Contract Drafting Skills Labour Law Personal Finance <del>Tax and Business Operations</del>	6													37.5	75	L, T, S, C, G	Mid-term: E,G,C Final: E	6/274
M13	Informatics (Elective Course)	Information Technology Basics Applied Computer Science Introduction to Informatics	6													37.5	75	L, T, S	Mid-term: E,G,C Final: E	6/274
<b>3<sup>rd</sup> Semester</b>																				
M14	Principles of Management (Compulsory Course)		6													37.5	75	L, T, S	Mid-term: E,G,C Final: E	6/274
M15	Skill 3 (Elective Course)	Self Management Critical and Creative Thinking Living Value 1 Living Value 2 Emotional Intelligence and Positive Thinking Self Awareness Goal Setting Job Application and Interviewing Skills Professional Working Skills Career Management	2													25	25	L, T, S, P, G, C	Mid-term: E,G,C Final: I	2/274
M16	Law (Elective Course)	Introduction to Law Theories of State and Law	6													37.5	75	L, T, S	Mid-term: E,G,C Final: E	6/274
M17	Academic English 5 (Compulsory Course)		6													37.5	75	L, T, S	Mid-term: E,G,C Final: E	6/274

<b>4<sup>th</sup> Semester</b>																			
M18	Human Resource Management (Compulsory Course)					6									37.5	75	L, T, S, C, G	Mid-term: E,G,C Final: E	<b>6/274</b>
M19	Industry knowledge 1 (Elective Course)	Corporate Social Responsibility E-Commerce Quantitative Analysis In Management Brand Management Supply Chain Management				6									37.5	75	L, T, S	Mid-term: E,G,C Final: E	<b>6/274</b>
M20	Industry knowledge 2 (Elective Course)	Project Management Organizational Behavior Sales Management Operation Management Entrepreneurship				6									37.5	75	L, T, S	Mid-term: E,G,C Final: E	<b>6/274</b>
M21	Academic English 6 (Compulsory Course)					6									37.5	75	L, T, S	Mid-term: E,G,C Final: E	<b>6/274</b>
M22	Academic English 7 (Compulsory Course)					6									37.5	75	L, T, S	Mid-term: F,G,C Final: E	<b>6/274</b>
M23	Marxist – Leninist Political Economics (Compulsory Course)					4									25	50	L, T, S	Mid-term: E,G,C Final: E	<b>4/274</b>
M24	Skill 4 (Elective Course)	Self Management Critical and Creative Thinking Living Value 1 Living Value 2 Emotional Intelligence and Positive Thinking Self Awareness Goal Setting Job Application and Interviewing Skills Professional Working Skills Career Management				2									25	12.5	L, T, S, P, G, C	Mid-term: E,G,C Final: I	<b>2/274</b>
<b>5<sup>th</sup> Semester</b>																			
M25	Research methods (Compulsory Course)					6									37.5	75	L, T, S, C, G	Mid-term: E,G,C Final: PR	<b>6/274</b>

M26	Skill 5 (Elective Course)	Self Management Critical and Creative Thinking Living Value 1 Living Value 2 Emotional Intelligence and Positive Thinking Self Awareness Goal Setting Job Application and Interviewing Skills Professional Working Skills Career Management															25	12.5	L, T, S, P, G, C	Mid-term: E,G,C Final: I	2/274
M27	Scientific Socialism (Compulsory Course)																25	50	L, T, S	Mid-term: E,G,C Final: E	4/274
M28	Marketing Management (Compulsory Course)																37.5	75	L, T, S, C, G	Mid-term: E,G,C Final: E	6/274
M29	Academic English 8 (Compulsory Course)																37.5	75	L, T, S	Mid-term: E,G,C Final: E	6/274
M30	Academic English 9 (Compulsory Course)																37.5	75	L, T, S	Mid-term: E,G,C Final: E	6/274
<b>6<sup>th</sup> Semester</b>																					
M31	Internship 1 (Compulsory Course)																75	37.5	T, P	Final: PW	6/274
M32	Academic English 10 (Compulsory Course)																37.5	75	L, T, S	Mid-term: E,G,C Final: E	6/274
<b>7<sup>th</sup> Semester</b>																					
M34	Financial Management (Compulsory Course)																37.5	75	L, T, S	Mid-term: E,G,C Final: E	6/274
M35	Supplementary knowledge 2 (Elective Course)	Principles of Accounting Principles of Management Principles of Marketing Organizational Behavior Engineering Economy in Construction Human Resource Management Community Development Gender and Development Public Relations Cross Cultural Communication E-Commerce Enterprise System for Management Contract Drafting Skills Labour Law Personal Finance Tax and Business Operations															37.5	75	L, T, S, C, G	Mid-term: E,G,C Final: E	6/274

M36	Industry knowledge 3 (Elective Course)	Corporate Social Responsibility E-Commerce Quantitative Analysis In Management Brand Management Supply Chain Management									6					37.5	75	L, T, S, C, G	Mid-term: E,G,C Final: E	6/274
M37	Industry knowledge 4 (Elective Course)	Project Management Organizational Behavior Sales Management Operation Management Entrepreneurship									6					37.5	75	L, T, S, C, G	Mid-term: F,G,C Final: E	6/274
M38	Ho Chi Minh's Ideology (Compulsory Course)										4					18.75	56.25	L, T, S	Mid-term: E,G,C Final: E	4/274
M39	Customer behaviour (Compulsory Course)										6					37.5	75	L, T, S, C, G	Mid-term: E,G,C Final: E	6/274
	<b>8<sup>th</sup> Semester</b>																			
M40	Marketing Research (Compulsory Course)										6					37.5	75	L, T, S, C, G	Mid-term: E,G,C Final: E	6/274
M41	Specialized knowledge 1 (Elective Course)	Advertising Digital Marketing Public Relations New Product Development Customer Relationship Management Distribution Channel Management Pricing Strategy and Policy Events and Sponsorship									6					37.5	75	L, T, S, C, G	Mid-term: E,G,C Final: E	6/274
M42	International Marketing (Compulsory Course)										6					37.5	75	L, T, S, P, G, C	Mid-term: E,G,C Final: E	6/274
M43	Integrated Marketing Communications (Compulsory Course)										6					37.5	75	L, T, S, C, G	Mid-term: E,G,C Final: E	6/274
M44	Strategic Management (Compulsory Course)										6					37.5	75	L, T, S, C, G	Mid-term: E,G,C Final: E	6/274

	<b>9<sup>th</sup> Semester</b>																	
M45	Specialized knowledge 2 (Elective Course)	Advertising Digital Marketing Public Relations									6		37.5	75	L, T, S, C, G	Mid-term: E,G,C Final: E	6/274	
M46	Specialized knowledge 3 (Elective Course)	New Product Development Customer Relationship Management									6		37.5	75	L, T, S, C, G	Mid-term: E,G,C Final: E	6/274	
M47	Specialized knowledge 4 (Elective Course)	Distribution Channel Management Pricing Strategy and Policy Events and Sponsorship									6		37.5	75	L, T, S, C, G	Mid-term: E,G,C Final: E	6/274	
M48	History of Vietnamese communist party (Compulsory Course)										4		25	50	L, T, S	Mid-term: E,G,C Final: E	4/274	
	<b>10<sup>th</sup> Semester</b>																	
M49	Internship 2 (Compulsory Course)										8		100	50	T, P	Final: PW	8/274	
	<b>11<sup>th</sup> Semester</b>																	
M50.1	Thesis - BADM											12	150	75	T, P	Final: PW	12/274	
	Or																	
M50.2	Industry knowledge 5 (Elective Course)	Corporate Social Responsibility E-Commerce Quantitative Analysis In Management Brand Management Supply Chain Management Project Management Organizational Behavior Sales Management Operation Management Entrepreneurship									6	37.5	75	L, T, S, C, G	Mid-term: E,G,C Final: E	6/274		
M50.3	Specialized knowledge 5 (Elective Course)	Advertising Digital Marketing Public Relations New Product Development Customer Relationship Management Distribution Channel Management Pricing Strategy and Policy Events and Sponsorship									6	37.5	75	L, T, S, C, G	Mid-term: E,G,C Final: E	6/274		
<b>Total</b>			<b>32</b>	<b>38</b>	<b>20</b>	<b>36</b>	<b>30</b>	<b>12</b>	<b>34</b>	<b>30</b>	<b>22</b>	<b>8</b>	<b>12</b>	<b>1,981</b>	<b>3,169</b>			

**L:** Lecture

**S:** Seminar

**T:** Tutorial

**P:** Practice

**I:** Individual task

**G:** Group work

**PW:** Paper writing

**PR:** Project

**E:** Exam

**C:** Case study

\* Notes:

- According to MOET's regulations, the total number of credits does not count the number of credits of these courses, including National Defence - Security Education, Physical Education, and alternative courses to the Graduation Thesis.

### **For the Bachelor of Business Law – Advanced Programme**

The BBL-AP comprises 142 credit points equaling 284 ECTS credits. The courses belong to general knowledge, professional knowledge and the internship and final thesis. The courses belonging to the category of general knowledge comprise 56 credit points, which are equivalent to 39.4 percent of the total credit points. Professional knowledge accounts for 76 credit points equaling 53.5 percent. The internship and final thesis have ten credit points that are 7.1 percent of all credit points. In the final semester, students participate in a graduate internship and write the graduation thesis or take six credit points of alternative courses.



## Bachelor of Business Law Curriculum Overview

### Here: Bachelor's Programme, 11 Semesters

#### 1st Semester

Modul No.	Title of Module / Course Unit + Compulsory or Elective?	Credit Points per Semester											Workload		Method of Teaching	Form and Duration of Examinations	Weight of exam related to final grade	
		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	Hours in Class	Hours Self-Study	i.e. lecture course, seminar			
<b>M1</b>	<b>Language (Compulsory)</b>	<b>12</b>											<b>200</b>	<b>250</b>			<b>12/284</b>	
1.1	Academic English 1 - GENGI339 (Compulsory Course)	6											100	125	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)		
1.2	Academic English 2 - GENGI340 (Compulsory Course)	6											100	125	L/T/S			
<b>M2</b>	<b>General Knowledge (Compulsory)</b>	<b>6</b>											<b>100</b>	<b>125</b>			<b>6/284</b>	
2.1	Marxist – Leninist Philosophy - POLI1304 (Compulsory Course)	6											100	125	L/T/S	Exam Paper/ Project Essay/presentation (60 -120 Min)		
<b>M3</b>	<b>Law (Elective)</b>	<b>6</b>											<b>75</b>	<b>150</b>			<b>6/284</b>	
3.1	Theories of State and Law - BLAW6301 (Elective Course)	6											75	150	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)		
<b>M4</b>	<b>Office information (Elective)</b>	<b>6</b>											<b>100</b>	<b>125</b>			<b>6/284</b>	
4.1	Information Technology Basic - COMP6301 (Elective Course)	6											100	125	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)		
<b>2nd Semester</b>																		
<b>M5</b>	<b>Basic Knowledge (Compulsory)</b>		<b>12</b>										<b>200</b>	<b>250</b>			<b>12/284</b>	
5.1	Constitutional Law - BLAW6304 (Compulsory Course)		6										100	125	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)		
5.2	Civil Law 1 - BLAW6307 (Compulsory Course)		6										100	125	L/T/S			
<b>M6</b>	<b>Language (Compulsory)</b>		<b>12</b>										<b>200</b>	<b>250</b>			<b>12/284</b>	
6.1	Academic English 3 - GENGI341 (Compulsory Course)		6										100	125	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)		
6.2	Academic English 4 - GENGI342 (Compulsory Course)		6										100	125	L/T/S			
<b>M7</b>	<b>Defence and Security Knowledge (Compulsory)</b>																<b>0/284</b>	
7.1	Nation Defense and Security Education: National Defense and Security Lines of the Vietnamese Communist Party - DEDU0301 (Compulsory Course)																	
7.2	Defense and Security Education: Defense and Security Work - DEDU0202 (Compulsory Course)																	
7.3	Defense and Security Education. General Military - DEDU0103 (Compulsory Course)																	
7.4	Defense and Security Education: Infantry Fighting Techniques and Tactics - DEDU0204 (Compulsory Course)																	
<b>M8</b>	<b>Physical Education 1 (Compulsory)</b>																<b>0/284</b>	
8.1	Physical Education 1 - PEU0201 (Compulsory Course)																	
<b>M9</b>	<b>Mathematics via logics (Elective)</b>		<b>6</b>										<b>75</b>	<b>150</b>			<b>6/284</b>	
9.1	Critical thinking - BLAW6303 (Elective Course)		6										75	150		Exam Paper/ Project Essay/ Presentation (60 -120 Min)		

<b>3rd Semester</b>																	
<b>M10</b>	<b>Basic Knowledge (Compulsory)</b>											<b>12</b>	<b>200</b>	<b>250</b>			<b>12/284</b>
10.1	Civil Law 2 - BLAW6308 (Compulsory Course)											6	100	125	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	
10.2	Administrative Law and Administrative Procedures - BLAW6305 (Compulsory Course)											6	100	125	L/T/S		
<b>M11</b>	<b>Language (Compulsory)</b>											<b>6</b>	<b>100</b>	<b>125</b>			<b>6/284</b>
11.1	Academic English 5 - GENG1343 (Compulsory Course)											6	100	125	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	
<b>4th Semester</b>																	
<b>M12</b>	<b>Basic Knowledge (Compulsory)</b>											<b>12</b>	<b>200</b>	<b>250</b>			<b>12/284</b>
12.1	Criminal Law - BLAW6306 (Compulsory Course)											6	100	125	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	
12.2	Civil Procedure Law - BLAW6309 (Compulsory Course)											6	100	125	L/T/S		
<b>M13</b>	<b>Language (Compulsory)</b>											<b>12</b>	<b>200</b>	<b>250</b>			<b>12/284</b>
13.1	Academic English 6 - GENG1344 (Compulsory Course)											6	100	125	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	
13.2	Academic English 7 - GENG 1345 (Compulsory Course)											6	100	125	L/T/S		
<b>M14</b>	<b>Industry knowledge (Compulsory)</b>											<b>6</b>	<b>100</b>	<b>125</b>			<b>6/284</b>
14.1	Law on Business Organisations - BLAW5306 (Compulsory Course)											6	100	125	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	
<b>M15</b>	<b>Physical Education 2 (Elective)</b>																<b>0/284</b>
M24	Physical Education 2 (Elective Course)																
<b>M16</b>	<b>General Knowledge (Compulsory)</b>											<b>6</b>	<b>50</b>	<b>100</b>			<b>6/284</b>
16.1	Marxist – Leninist Political Economics - POLI1205 (Compulsory Course)											6	50	100	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	
<b>5th Semester</b>																	
<b>M17</b>	<b>Industry knowledge (Compulsory)</b>											<b>16</b>	<b>275</b>	<b>325</b>			<b>16/284</b>
17.1	Legal Writing and Research - BLAW6203 (Compulsory Course)											4	75	75	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	
17.2	Land Law - BLAW6310 (Compulsory Course)											6	100	125	L/T/S		
17.3	Law on Business Activities - BLAW5307 (Compulsory Course)											6	100	125	L/T/S		
<b>M18</b>	<b>Language (Compulsory)</b>											<b>12</b>	<b>200</b>	<b>250</b>			<b>12/284</b>
18.1	Academic English 8 - GENG1346 (Compulsory Course)											6	100	125	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	
18.2	Academic English 9 - GENG1347 (Compulsory Course)											6	100	125	L/T/S		
<b>M19</b>	<b>General Knowledge (Compulsory)</b>											<b>4</b>	<b>75</b>	<b>75</b>			<b>4/284</b>
19.1	Criminal Procedure Law - BLAW6201 (Compulsory Course)											4	75	75	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	

6th Semester																	
<b>M20</b>	<b>Industry knowledge (Compulsory)</b>											<b>4</b>	<b>50</b>	<b>100</b>			<b>4/284</b>
20.1	Law on Bankruptcy and Dispute Settlement - BLAW5201 (Compulsory Course)											4	50	100	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	
<b>M21</b>	<b>Language (Compulsory)</b>											<b>6</b>	<b>100</b>	<b>125</b>			<b>6/284</b>
21.1	Academic English 10 - GENG1348 (Compulsory Course)											6	100	125	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	
<b>M22</b>	<b>Specialized knowledge (Compulsory)</b>											<b>10</b>	<b>200</b>	<b>175</b>			<b>10/284</b>
22.1	Labour Law - BLAW6302 (Compulsory Course)											6	100	125	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	
22.2	Practice Training 1 - BLAW6205 (Business law 1) (Compulsory Course)											4	100	50	T	Dissertation	
7th Semester																	
<b>M23</b>	<b>Industry knowledge (Compulsory)</b>											<b>16</b>	<b>250</b>	<b>350</b>			<b>16/284</b>
23.1	Public International Law - BLAW5308 (Compulsory Course)											6	75	150	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	
23.2	Private International Law - BLAW6318 (Compulsory Course)											6	100	125	L/T/S		
23.3	Drafting Legal Documents - BLAW6202 (Compulsory Course)											4	75	75	L/T/S		
<b>M24</b>	<b>Industry knowledge (Elective)</b>											<b>4</b>	<b>50</b>	<b>100</b>			<b>4/284</b>
24.1	Marriage and Family Law- (Elective Course)											4	50	100	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	
<b>M25</b>	<b>General Knowledge (Compulsory)</b>											<b>4</b>	<b>50</b>	<b>100</b>			<b>4/284</b>
25.1	Scientific Socialism - POLI1206 (Compulsory Course)											4	50	100	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	
<b>M26</b>	<b>Specialized knowledge (Compulsory)</b>											<b>6</b>	<b>100</b>	<b>125</b>			<b>6/284</b>

26.1	Law on Intellectual Property - BLAW6312 (Compulsory Course)											6	100	125	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	
<b>M27</b>	<b>Specialized knowledge (Elective)</b>											<b>4</b>	<b>50</b>	<b>100</b>			<b>4/284</b>
27.1	Investment Law (Elective Course)											4	50	100	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	
8th Semester																	
<b>M28</b>	<b>Specialized knowledge (Elective)</b>											<b>4</b>	<b>50</b>	<b>100</b>			<b>4/284</b>
28.1	Banking Law (Elective Course)											4	50	100	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	
<b>M29</b>	<b>Specialized knowledge (Compulsory)</b>											<b>12</b>	<b>200</b>	<b>250</b>			<b>12/284</b>
29.1	Tax Law - BLAW6311 (Compulsory Course)											6	100	125	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	
29.2	International Commercial Law - BLAW5303 (Compulsory Course)											6	100	125	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	
<b>M30</b>	<b>General Knowledge (Compulsory)</b>											<b>4</b>	<b>50</b>	<b>100</b>			<b>4/284</b>
30.1	History of Vietnamese Communist Party - POLI1207 (Compulsory Course)											4	50	100	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	
<b>M31</b>	<b>Internship and BA thesis (or Alternative subjects)</b>											<b>6</b>	<b>100</b>	<b>125</b>			<b>6/284</b>
31.1	Contract Drafting Skills (Elective Course)											6	100	125	L/T/S	Exam Paper/ Project Essay/ Presentation (60 -120 Min)	



### **For the Bachelor of Finance and Banking – Advanced Programme**

The BFB-AP offers courses in the amount of 134 credit points, which is equal to 268 ECTS credits. Students can specialise in either banking or finance. The courses belong to three categories, namely foundation knowledge, professional knowledge, and internship and final thesis or alternative courses. The courses belonging to the category of foundation knowledge have 59 credit points and make up 41.8 percent of all credit points. The courses belonging to the knowledge of profession have 68 credit points equaling 50.8 percent. The internship report, and thesis or alternative courses with ten credit points comprise 7.4 percent of all credit points.

## Curriculum Overview

### BFB's Programme, 11 Semesters



SEMESTER 1																				
Modul No.	Title of Module	Title of Course unit	ECTS per Semester											Workload		Method of Teaching	Form and Duration of Examinations	weight of exam related to final grade		
			1	2	3	4	5	6	7	8	9	#	11	Hours in Class	Hours Self-Study					
<b>M1</b>	<b>Module 1: General curriculum knowledge</b>	<b>Course unit</b>																		<b>30/268</b>
		<b>Compulsory</b>																		
M1.1	Political theory	Marxist – Leninist phylosophy	6											75	150	L	Exam (60-120 minutes)	6/268		
M1.4	Foreign language	Academic English 1	6											100	125	L	Exam (60-120 minutes)	6/268		
M1.4	Foreign language	Academic English 2	6											100	125	L	Exam (60-120 minutes)	6/268		
		<b>Electives</b>																		
M1.3	Knowledge of mathematics, Information Technology and natural sciences	Course 1	6											75	150	L	Exam (60-120 minutes)	6/268		
M1.3	Knowledge of mathematics, Information Technology and natural sciences	Course 2	6											75	150	L	Exam (60-120 minutes)	6/268		
<b>SEMESTER 2</b>																				
<b>M1</b>	<b>Module 1: General curriculum knowledge</b>	<b>Course unit</b>																	<b>24/268</b>	
		<b>Compulsory</b>																		
M1.4	Foreign language	Academic English 3		6										100	125	L	Exam (60-120 minutes)	6/268		
M1.4	Foreign language	Academic English 4		6										100	125	L	Exam (60-120 minutes)	6/268		
M1.6	National Defense - Security Education	National Defense and Security Education: National defense and security lines of the Vietnamese Communist Party																		
M1.6	National Defense - Security Education	Defense and Security Education: Defense and Security Work																		
M1.6	National Defense - Security Education	Defense and Security Education: General Military																		
M1.6	National Defense - Security Education	Defense and Security Education: Fighting Techniques and Tactics																		
M1.5	Physical Education	Physical Education 1																		
		<b>Electives</b>																		
M1.3	Knowledge of mathematics, Information Technology and natural sciences	Course 3		6										75	150	L	Exam (60-120 minutes)	6/268		
M1.2	Knowledge of economics, law and social sciences – humanities	Course 4		6										75	150	L	Exam (60-120 minutes)	6/268		
<b>SEMESTER 3</b>																				
<b>M1</b>	<b>Module 1: General curriculum knowledge</b>	<b>Course unit</b>																	<b>12/268</b>	
		<b>Compulsory</b>																		
M1.4	Foreign language	Academic English 5		6										100	125	L	Exam (60-120 minutes)	6/268		
		<b>Electives</b>																		
M1.2	Knowledge of economics, law and social sciences – humanities	Course 5		6										75	150	L	Exam (60-120 minutes)	6/268		
<b>M2</b>	<b>Module 2: Professional curriculum knowledge</b>	<b>Course unit</b>																	<b>12/268</b>	
		<b>Compulsory</b>																		
M2.1	Basic knowledge	Research methods		6										75	150	L	Essay	6/268		
		<b>Electives</b>																		
M2.4	Additional minor knowledge	Course 6		6										75	150	L	Exam (60-120 minutes)	6/268		

<b>SEMESTER 4</b>												
<b>M1</b>	<b>Module 1: General curriculum knowledge</b>	<b>Course unit</b>										<b>16/268</b>
		<b>Compulsory</b>										
M1.1	Political theory	Marxist – Leninist Political Economics		4			50	100	L	Exam (60-120 minutes)		4/268
M1.4	Foreign language	Academic English 6		6			100	125	L	Exam (60-120 minutes)		6/268
M1.4	Foreign language	Academic English 7		6			100	125	L	Exam (60-120 minutes)		6/268
		<b>Electives</b>										
M1.5	Physical Education	Course 7										
<b>M2</b>	<b>Module 2: Professional curriculum knowledge</b>	<b>Course unit</b>										<b>12/268</b>
		<b>Compulsory</b>										
M2.1	Basic knowledge	Principles of Accounting		6			100	125	L	Exam (60-120 minutes)		6/268
M2.1	Basic knowledge	Microeconomics 1		6			75	150	L	Exam (60-120 minutes)		6/268
<b>SEMESTER 5</b>												
<b>M1</b>	<b>Module 1: General curriculum knowledge</b>	<b>Course unit</b>										<b>16/268</b>
		<b>Compulsory</b>										
M1.1	Political Theory	Scientific Socialism		4			75	150	L	Exam (60-120 minutes)		4/268
M1.4	Foreign language	Academic English 8		6			100	125	L	Exam (60-120 minutes)		6/268
M1.4	Foreign language	Academic English 9		6			100	125	L	Exam (60-120 minutes)		6/268
<b>M2</b>	<b>Module 2: Professional curriculum knowledge</b>	<b>Course unit</b>										<b>12/268</b>
		<b>Compulsory</b>										
M2.1	Basic knowledge	Linear Algebra		6			75	150	L	Exam (60-120 minutes)		4/268
M2.1	Basic knowledge	Macroeconomics 1		6			75	150	L	Exam (60-120 minutes)		6/268
<b>SEMESTER 6</b>												
<b>M1</b>	<b>Module 1: General curriculum knowledge</b>	<b>Course unit</b>										<b>10/268</b>
		<b>Compulsory</b>										
M1.1	Political Theory	Ho Chi Minh's Ideology		4			75	150	L	Exam (60-120 minutes)		4/268
M1.4	Foreign language	Academic English 10		6			100	125	L	Exam (60-120 minutes)		6/268
<b>M2</b>	<b>Module 2: Professional curriculum knowledge</b>	<b>Course unit</b>										<b>18/268</b>
		<b>Compulsory</b>										
M2.2	Major knowledge	Financial Markets		6			75	150	L	Exam (60-120 minutes)		6/268
M2.2	Major knowledge	Money and Banking		6			75	150	L	Exam (60-120 minutes)		6/268
M2.2	Major knowledge	Financial Accounting 1		6			100	125	L	Exam (60-120 minutes)		6/268

SEMESTER 7														
M2	Module 2: Professional curriculum knowledge	Course unit										28/268		
		<b>Compulsory</b>												
M1.1	Political Theory	History of Vietnamese communist party					4			75	150	Exam (60-120 minutes) 4/268		
M2.1	Basic knowledge	Statistics for business and financial economics					6			100	125	L Exam (60-120 minutes) 6/268		
M2.2	Major knowledge	Derivatives markets					6			100	125	L Exam (60-120 minutes) 6/268		
M2.2	Major knowledge	Commercial banking					6			100	125	L Exam (60-120 minutes) 6/268		
		<b>Electives</b>												
M2.4	Additional minor knowledge	Course 8					6			100	125	L Exam (60-120 minutes) 6/268		
SEMESTER 8														
M2	Module 2: Professional curriculum knowledge	Course unit										30/268		
		<b>Compulsory</b>												
M2.2	Major knowledge	International Finance					6			75	150	L Exam (60-120 minutes) 6/268		
M2.2	Major knowledge	Corporate Finance 1					6			100	125	L Exam (60-120 minutes) 6/268		
M2.2	Major knowledge	Financial Statement Analysis					6			100	125	L Exam (60-120 minutes) 6/268		
M2.2	Major knowledge	Accounting Management (1)/Marketing in Banking (2)					6			100	125	L Exam (60-120 minutes) 6/268		
M2.2	Major knowledge	Financial Investment and Analysis(1)/Personal Finance(2)					6			100	125	L Exam (60-120 minutes) 6/268		
SEMESTER 9														
M2	Module 2: Professional curriculum knowledge	Course unit										28/268		
		<b>Compulsory</b>												
M2.3	Specialized knowledge	Auditing 1 (1)/Banking Accounting (2)					6			100	125	L Exam (60-120 minutes) 6/268		
M2.3	Specialized knowledge	Firm valuation (1)/Foreign Exchange Trading (2)					6			100	125	L Exam (60-120 minutes) 6/268		
M2.3	Specialized knowledge	Portfolio Management (1)/Commercial Banking Management (2)					6			100	125	L Exam (60-120 minutes) 6/268		
M2.3	Specialized knowledge	Law on corporation and partnership (1)/Banking Law (2)					4			50	100	Exam (60-120 minutes) 4/268		
M2.3	Specialized knowledge	Corporate finance 2 (1)/ Credit Appraisal (2)					6			100	125	L Exam (60-120 minutes) 6/268		
SEMESTER 10														
M3	Module 3: Internship and Bachelor's Thesis	Course unit										8/268		
M3.1	Internship Report	Internship Report							8		240	S Essay 8/268		
SEMESTER 11														
M2	Module 3: Internship and Bachelor's Thesis	Course unit										12/268		
M3.2	Bachelor Thesis	Bachelor Thesis							12		360	S Dissertation 12/268		
		<b>Electives</b>												
M3.3	Alternative course	Course 9												
M3.3	Alternative course	Course 10												
<b>TOTAL:</b>			<b>30</b>	<b>24</b>	<b>24</b>	<b>28</b>	<b>28</b>	<b>28</b>	<b>30</b>	<b>28</b>	<b>8</b>	<b>12</b>	<b>3,775</b>	<b>6,350</b>

Notes:

\* According to MOET's regulations, the total number of credits does not count that of these courses, including National Defence - Security Education, Physical Education, and alternative courses to the Graduation Thesis

\* (1) for Major of Corporate Finance; (2) for Major of Banking



### **For all study programmes regarding the rationale for degree and programme name**

The MOET designed and developed advanced study programmes based on Circular 23/2014/TT-BGDĐT dated on July 18, 2014. This Circular defines the requirements for advanced programmes, such as:

- (1) The advanced programmes offer at least 20 % of the credits for domain common to the block of disciplines, domain to the set of disciplines, and domain to the subject matter content instructed in languages of international education programmes or in English.
- (2) Lecturers that teach theoretical knowledge of courses of domain to the set of disciplines and domain to the subject matter content must hold a PhD degree or a title of Professor or Associate Professor, or a master's degree of these majors from developed countries.
- (3) Lecturers must be competent in professional knowledge and skills, scientific research skills obtaining a minimum of three years of teaching experience and deploying effective teaching approaches.
- (4) Lecturers teaching courses of domain to the subject matter content are required to attain an English language proficiency reaching level 5 out of 6 according to Vietnamese English Teacher Competency Framework or equivalent or undertaken a full-time undergraduate education programme instructed in languages that are officially used in foreign countries.
- (5) All students must conduct scientific research projects supervised by institutional lecturers meeting the satisfying requirements.

The BAC-AP awards a bachelor's degree in accounting. The BBA-AP awards a Bachelor of Business Administration degree. The BBL-AP is based on the MOET Circular No. 24/2017/TT-BGDĐT issued on October 10, 2017. Students will be awarded a Bachelor of Business Law degree. The graduates at the BFB-AP will receive the bachelor's degree in finance – banking with the major in banking or finance.

### **Integration of theory and practice**

#### **For the Bachelor of Accounting – Advanced Programme**

The courses in the BAC-AP reflect upon theoretical and practical aspects of accounting and auditing. Case studies shall convey authentic problems and help to develop the necessary problem-solving skills. For instance, the Auditing Practice course explains the practice of fundamental techniques for audit working papers. At the end of their studies, students participate in a three-months' internship to see how their theoretical knowledge is applied in an accounting company. A lecturer and a company employee guide the students together through their internship. After they finished the internship, students must write an internship report. Moreover, practical insights are also shared in workshops dealing with accounting careers offered by the SAS.

### **For the Bachelor of Business Administration – Advanced Programme**

At the BBA-AP, courses like Principles of Management, Principles of Accounting, Probability Theory and Statistics Theory, General Economics, Introduction to Psychology, Microeconomics belong to the category of fundamental knowledge, which provides students with a basic understanding of various theories about their subject. Professional skills are part of courses like Quantitative Analysis in Management, Human Resource Management, Marketing Management, Financial Management, and Strategic Management. Students attend two compulsory internships, which last for two semesters and provide insights into the application of the theories. They allow students to reflect upon what they have learned in the courses and in the internship.

### **For the Bachelor of Business Law – Advanced Programme**

To teach students how to solve legal cases, courses like Civil Law 1, Civil Law 2, Civil Procedure Law, Law on Business Organisations, Law on Business Activities, Law on Bankruptcy and Dispute Settlement, Land Law, Private International Law, Labour Law, Tax Law, International Commercial Law, Law on Intellectual Property, and Competition Law encompass both theoretical concepts and practical applications like case studies. In addition, the courses like Business Law 1 and 2 practical training shall foster the students' professional knowledge in Business Law. The internship in the last year of their studies equips students with authentic situations of application of what they learned so far. They receive the guidance of a business or career unit, and a lecturer.

### **For the Bachelor of Finance and Banking - Advanced Programme**

At the BFB-AP, courses such as Financial Accounting, Corporate Finance 1 and 2, Commercial Banking, Financial Statement Analysis, Derivative markets, Foreign Exchange Trading, Credit Risk Appraisal, Financial Investment and Analysis combine theoretical and practical aspects that are necessary for students to understand authentic work situations. For that matter, the lecturers integrate case studies and simulations. In the final year, the students must complete the internship in a firm for about three months. This course requires students to work as an intern under the guidance of business and a faculty member. Besides that, the BFB-AP also provides workshops about banking and finance and firm visiting trips.

### **Interdisciplinary thinking**

At the programme level, general knowledge courses focus on politics, law, economics, natural sciences, social sciences, and humanities. Hence, they bring interdisciplinary thinking into the advanced programmes, such as English language proficiency and Computer skills, Marxist-Leninist Philosophy, Political Economics, Scientific Socialism, History of Vietnamese communist Party, Ho Chi Minh Ideology, Basic Economics, Principles of Accounting, Theories of State and Law, Critical Thinking, Human Environmental Interaction, and Information Technology Basics.

### **For the Bachelor of Accounting - Advanced Programme**

Depending on the students' specialisation, courses like Money and Banking, Financial Markets, Corporate Finance 1, 2, International Payment, and Commercial banking aim at students who want to work as bank clerks, or investment consultants. Courses such as Principles of Marketing, Business Planning, and Business Law will be useful for those who work in commercial companies. The Performance Auditing and Internal Audit course link knowledge about auditing, commerce, and management. The Entrepreneurship, Enterprise Resource Planning System, and Business Planning involve innovation management and business.

### **For the Bachelor of Business Administration – Advanced Programme**

Aspects of human resources, finance, marketing, services, start-up, and innovation are integrated into BBA-AP courses like Principles of Marketing, Marketing Management, Integrated Marketing Communication, and Entrepreneurship. In addition, courses such as Organisational Behaviour and Consumer Behaviour combine the knowledge of commerce, culture, psychology, and management.

### **For the Bachelor of Business Law – Advanced Programme**

The BBL-AP focuses on legal topics in the field of Business Law. Courses Civil Law 1, Civil Law 2, Civil Procedure Law, Law on Business Organisations, Law on Business Activities, Law on Bankruptcy and Dispute Settlement, Land Law, Private International Law, Labour Law, Tax Law, International Commercial Law, Law on Intellectual Property, and Competition Law touch upon contents related to other disciplines like accounting, business administration, sociology, economics, and human resources.

The Faculty of Law, which is responsible for the contents of the BBL-AP, organises seminars with experts in the field of Business Law and legal field seminars featuring guest speakers who are lawyers, judges, or other legal professionals.

### **For the Bachelor of Finance and Banking - Advanced Programme**

The BFB-AP integrates different disciplines, such as subjects related business and economics, namely accounting, finance, management, business, economics, and law. For instance, students learn how to read and understand laws by solving problems regarding the taxes applying the Banking Law or Law on Corporation and Partnership.

## **Ethical aspects**

Students must follow a proper conduct in examinations. They shall respect intellectual property and avoid plagiarism of academic products. Many courses have regulations on plagiarism for assignments, reports. In addition, the University has a decision for the research and other academic ethics.<sup>14</sup> While taking the final exam, if a student violates the exam regulations, the student will be disciplined.

### **For the Bachelor of Accounting – Advanced Programme**

The BAC-AP points to ethical aspects in the programme objective and programme learning outcome stating that the programme helps learners to build a sense of responsibility towards individuals, communities, and a sense of serving the country and professional ethics. Courses like Introduction to Law, Labor Law, and Business Law teach students compliance with the law, honesty, and work ethics. Moreover, IT Basics, Learning Orientation, and Management Accounting are courses that also convey ethics to students.

### **For the Bachelor of Business Administration - Advanced Programme**

The BBA-AP teaches ethics corresponding to its programme objectives and learning outcomes. It says that students shall comply with the law in work and life, shall be aware of the importance of their responsibilities to the community and the country and shall practise professional ethics. To realize this goal, courses such as Principles of Management, Scientific Research Methods, Introduction to Law, Theories of State and Law, Corporate Social Responsibility, Labour Law, International Commercial Law deal with ethics as well.

### **For the Bachelor of Business Law – Advanced Programme**

The BBL-AP programme objectives and learning outcomes also include ethical considerations. They expect graduates to develop a strong sense of responsibility and professional ethics. The curriculum shall instil in learners a sense of responsibility towards individuals and society. Ethics such as legal compliance, honesty, and professional ethics are provided in courses like Law on Intellectual Property, Legal Writing and Research, Theories of State and Law, Law on Business Organisations, Civil Law 1, Marriage and Family Law, Labour Law, International Commercial Law, Environmental Law, Lawyers, and Legal Advice and Litigation Skills.

### **For the Bachelor of Finance and Banking - Advanced Programme**

Like the previous programmes, the BFB-AP wants its graduates to demonstrate the ability to self-responsibility and professional ethics. In introductory courses like Introduction to Law, students learn about the compliance with the law, honesty, and work ethics.

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<sup>14</sup> See Decision 569/QĐ-ĐHM dated April 06, 2018.

## **Methods and scientific practice**

In the advanced programmes at HCMCOU, students must complete a scientific research project before they graduate. Moreover, every year, students have the chance to participate in the research contest at University. This experience shall help them to practise scientific research through guidance from lecturers. Students can do it alone or in groups of five members or less. A lecturer will guide the students while doing research. The review board of HCMCOU will approve their proposal to proceed with the research.

For all study programmes, students must write a research project and an internship report. In the research project and the internship report, students shall develop a topic and research question, collect relevant business and accounting data, and analyse the state of the art to discuss a solution. Hence, students can survey, analyse, and explore the issues in work and evaluate the impacts of solutions.

### **For the Bachelor of Accounting – Advanced Programme**

To teach the relevant methods for doing research and for work, the BAC has courses like Business Statistics, Probability and Statistics, Data analytics which provides basic statistical knowledge for students.

### **For the Bachelor of Business Administration - Advanced Programme**

The BBA-AP includes the possibility to choose courses such as Philosophy, Logic, Critical Thinking, Probability and Statistics, Business Statistics, Quantitative Analysis in Management, Scientific Research Methods, and Marketing Research to teach relevant research methods.

### **For the Bachelor of Business Law – Advanced Programme**

At the BBL-AP, students learn about research methods in courses like Critical Thinking, Legal Writing and Research, Practice Training 1 (Business Law 1), Practice Training 2 (Business Law 2). In addition, the courses Drafting Legal Documents or Contract Drafting teach students special skill for their work in the legal profession.

### **For the Bachelor of Finance and Banking - Advanced Programme**

At the BFB-AP, students must complete courses like Business Statistics, Probability and Statistics, Data Analytics, which provide basic statistical knowledge for students in doing research.

## **For all study programmes regarding examination and final thesis**

All four study programmes use formative assessment and summative assessment aligned with the requirements of the MOET. Formative assessments account for 50 percent (maximum) of the course score. In each syllabus, different types of assessments can be used, such as multiple choice on the LMS system, discussions, role-plays, presentations, group works, case studies, etc. The summative assessments account for 50 percent (minimum) of the course score. The evaluation of summative assessment is in different forms depending on the requirements of the course, such as multiple-choice, true-false, short-answer questions, essays, and projects.

After the internship at a company or other professional unit, all students must write a report, and they can choose one of the following four types: professional internship report, business plan, research, and case study. This shall serve as an opportunity for students to approach reality and determine their work direction after graduation.

In the last semester, students who are eligible for writing a thesis will undertake an upgraded study from their internship report or choose another topic. To be eligible, students must have a GPA above 2.8/4 and the internship report mark at 3.5. Usually, the final thesis structure consists of four chapters including Chapter 1 for Literature review, Chapter 2 for Introduction, Chapter 3 for Findings, and Chapter 4 for Conclusions and Recommendations. Students will conduct a thesis defence session in front of the council.

Students who are ineligible for writing thesis are required to study two alternative courses for graduation. They must complete six alternative credits from elective courses of industry knowledge or specialised specialized knowledge. The BAC -AP offers electives such as Enterprise Resource, Planning System, Business Planning, Principles of Marketing. The BBA – AP offers courses from the industry knowledge, like Corporate Social Responsibility, E-Commerce, Quantitative Analysis In Management, Brand Management, Supply Chain Management, Project Management, Organizational Behaviour, Sales Management, Operation Management, and Entrepreneurship. Specialised knowledge courses consist of Advertising, Digital Marketing, Public Relations, New Product Development, Customer Relationship Management, Distribution Channel Management, Pricing Strategy and Policy, Events and Sponsorship. The BBL – AP and the BFB – AP offer elective courses of industry knowledge or specialized knowledge from their electives in the curriculum overview.

## **Appraisal:**

All study programmes at the SAS are aligned with the official national regulations. The degrees and programme names correspond to the contents of the curricula and the programme objectives. All study programmes integrate ethical aspects with respect to economical or juridical ways of thinking and acting into their curriculum and programme objectives.

The panel considers the logic and conceptual coherence of the curricula of the four study programmes to be suitable. The qualification objectives are integrated into the curriculum, which consists of compulsory and elective courses and offers specialisations to the students. The courses

are categorised in general knowledge, professional knowledge, and final thesis. However, the panel sees room for improvement as well.

For the **Bachelor of Business Administration – Advanced Programme**, the panel had difficulties understanding the logic of the curriculum. They reviewed the “B.A. curriculum roadmap”; the “Business Administration advanced program description and structure” explaining the structure of the BBA-AP which caused confusion. Thus, they **recommend** that the study programme communicates and illustrates the conceptual framework of the study programme in a uniform and clear way.

Moreover, to help the **Bachelor of Business Administration – Advanced Programme** develop more distinct characteristics in its curriculum, they **recommend** that:

- a) the study programme integrates issues related to artificial intelligence into the curriculum to link theory and practice.
- b) the study programme integrates issues and components about sustainability into the curriculum, such as Sustainability Management, Sustainability Marketing.

The panel acknowledges the structure of the **Bachelor of Business Law – Advanced Programme** and the mandatory courses in the category of general knowledge. However, they are concerned that the start of the core courses in Business Law is delayed. Hence, they **recommend** that the study programme considers an earlier start with the Law lectures in the next curriculum review.

Similarly, to ensure that all subject-related contents are taught throughout the four years of studying, they recommend the **Bachelor of Finance and Banking – Advanced Programme** to start teaching Finance and Banking contents earlier in the first academic year.

### **Integration of theory and practice**

For the **Bachelor of Accounting – Advanced Programme** and the **Bachelor of Business Administration – Advanced Programme**, the panel thinks that theoretical questions are appropriately explained by means of practical examples.

The panel was enthusiastic how systematically the **Bachelor of Business Law – Advanced Programme** integrates theory and practice throughout the curriculum. Theoretical discourse and practical application complement each other in developing the students’ qualification profile.

For the **Bachelor of Finance and Banking – Advanced Programme**, the panel finds that the amount of case studies could be increased because they offer authentic examples that will prepare students to their future work. Therefore, they **recommend** integrating more case studies in the regular coursework.

### **Interdisciplinary thinking**

All four study programmes include a variety of different disciplines from economics, politics, and law. Hence, students are enabled to deal with problems from different fields and develop a broad perspective.

### **Methods and scientific practice and final thesis**

The four study programmes offer courses so that students can gain methodological competences to do scientific work.

However, the panel thinks that the study programmes can still strengthen these skills.

For the **Bachelor of Business Administration – Advanced Programme**, the panel considers it insufficient that the study programme offers only one mandatory course teaching Quantitative Methods in Management. Quantitative methods are important for students to know how to gather, analyse, and interpret data. A study programme like the Bachelor of Business Administration needs more than one course teaching quantitative methods to ensure that students are familiar with the relevant methods. Therefore, to strengthen the students' methodological skills, they recommend the following **condition**:

The study programme includes the course Business Statistics (and/ or) Business Mathematics as a mandatory course in the first semesters instead of offering them as electives.

In the statement on the report, the BBA-AP points out that the course Business Statistics is listed as one of the elective courses under Module 9: Math and Logic. This course has been selected for the Bachelor of Business Administration (Advanced Programme), as clearly indicated on the University's website since 2021. Specifically, in the Teaching Plan, Business Statistics is selected to be taken in the second semester, for instance, for the Marketing specialisation and for the International Business specialisation. The lack of clarity arose because the Self-Assessment Report included only the Programme Content without detailing the Teaching Plan, which clearly indicates that this course is selected as an elective but is compulsory for all students. Therefore, it should be read in English as Math and Logic (elective) and Business Statistics (compulsory).

The panel still finds it difficult to understand to what extent the course Math and Logic, and Natural Science, as it is indicated in the curriculum overview, can substitute a pure course about Business Statistics. What is more, the panel thinks that a course dedicated to Business Statistics is important because it is standard in international Business Management programmes and delivers basic knowledge for the thesis. Hence, the panel maintains the condition.

In addition to this, the panel also considers it beneficial for the students of the **Bachelor of Business Administration – Advanced Programme** to learn more about qualitative methods (such as content analysis) that will broaden their understanding of research and data analysis. Therefore, they **recommend** introducing a course about qualitative methods, which could be enlarged by some insights into mixed methods.

For the **Bachelor of Business Law – Advanced Programme**, the panel misses a focus on legal writing and research skills for students in the course Writing and Research for Legal Dissertation. The course Legal Drafting focuses on drafting legal documents such as types of transactions, types of contracts, internal regulatory documents, and other administrative documents. But the panel



misses topics like legal citation, locating primary and secondary materials, and finding and structuring a legal argument for a scientific work, like the bachelor's thesis. Therefore, they recommend the following **condition**:

The study programme includes a unit about Writing and Research for Legal Dissertation in the course Legal Writing and Research.

In the statement on the report, the BBL-AP states that the Faculty of Law provides a course named Legal Research and Writing Skills for students of the BBL-AP (specifically those in cohorts 2020, 2021, 2022). In this course, the lecturers instruct students in scientific research methods through lessons, lecture slides, and on the LMS (lecture slides, lessons, forums, assignments). Through these activities, the teaching content of this course shall meet the learning outcomes of students regarding their scientific research skills such as how to write a graduate internship report, how to write a scientific research article, how to check plagiarism, how to use citations, how to present a scientific research project, and how to locate primary and secondary documents.

The study programmes use formative and summative forms of assessment. Lecturers choose the exams that are appropriate to content to ascertain the intended learning outcomes. The requirements are in accordance with the desired qualification level. The exams are characterised by a wide variety of test formats.

The SAS has a special process to evaluate the final theses which it communicates to the students. According to the rules of the SAS, all students must conduct research or participate in a research project. The students prove, especially in their thesis, their ability to do scientific work and the achievement of the study programme's qualification objectives.

The panel appreciates that the SAS want its students to demonstrate their ability to do scientific work by writing a bachelor thesis. However, they think in internationally oriented study programmes like the BBA-AP and the BFB-AP, students should prove their scientific ability to compete internationally. The alternative elective courses are not equivalent to doing scientific work that can be relevant in their future working place and that cannot be replaced by an internship report or by alternative electives. A bachelor thesis should not be optional. Hence, for **Bachelor of Business Administration – Advanced Programme and the Bachelor of Finance and Banking - Advanced Programme**, the panel recommends the following **condition**:

The study programme introduces a mandatory final thesis for every student.

In the statement, the BBA-AP clarifies that the Internship 2 is compulsory for all students in the tenth semester. The Internship 2 requires internship reports. These reports adhere to scientific standards and are assessed using the rubric. The rubric for assessing the internship reports is similar to the one used for the final thesis in the HCMCOU Faculty of Business Administration. This similarity ensures consistency and structure in the assessment of both internship reports and final theses as scientific works. The course Research Methodology is included in the Bachelor of Business Administration - Advanced Programme to help students conduct research, which is compulsory.

Furthermore, the advanced programmes were designed and developed based on Circular 23/2014/TT-BGDĐT dated July 18, 2014, issued by MOET. Circular 23 mandates that all students must conduct scientific research projects supervised by institutional lecturers who meet the required standards. Thus, students in the Bachelor of Business Administration - Advanced Programme gain additional scientific competencies. For these reasons, the Bachelor of Business Administration - Advanced Programme allows students who wish to graduate the option to choose either a final thesis or an alternative of two courses in the eleventh semester.

The Bachelor of Finance and Banking – Advanced Programme reacts to the condition pointing out that according to Circular No. 08/2021/TT-BGDĐT and the Regulations by MOET, the programme is based on the credit-based system that must include mandatory modules. Students are recognized for graduation and awarded bachelor degrees once they accumulate enough courses, credits and complete other mandatory subjects according to the requirements of the programme. Therefore, final thesis is not a mandatory unit in credit-based programme.

On the other hand, according to Circular No. 23/2014/TT-BGDĐT on regulations for advanced programme, student must participate in scientific research. Therefore, research component is a mandatory unit for students of advanced programmes.

Students of the Bachelor of Finance and Banking – Advanced Programme must attend two compulsory courses, namely Research Methods in Semester 3 and Internship report in Semester 10. Students are eligible to register for a final thesis if they meet the requirements of a cumulative GPA of 2.8/4 and an internship report score of 3.5/4 (or 8/10).

In addition, students must complete scientific research reports before graduation. The outcome of each course as following:

The final exam of the course Research Methods requires to submit a research proposal with 3 chapters (1. Introduction 2. Literature review 3. Model and research methodology. The scientific report includes five chapters, namely 1. Introduction 2. Theoretical framework and literature review 3. Model and research methodology 4. Result 5. Conclusions. Students can publish the journal article with their supervisors.

The internship report requires at least four chapters: 1. Introduction to report, 2. Introduction to internship workplace, 3. Analysis, 4. Conclusion. Some students can have 5 chapters if they would like to register the final thesis. The final thesis requires five chapters: 1. Introduction to report, 2. Introduction to internship workplace, 3. Theoretical framework and literature review, 4. Analysis, 5. Conclusion.

Moreover, there is a consistency of the rubric for assessing the internship and final thesis. The rubric for assessing the structure of report for the internship reports is similar to the final thesis, except the evaluation of processing of internship for internship report and presentation for bachelor thesis. For the graduation thesis, the assessment adds the requirement of presentation skills in which students can present what they have done in theses, be able to understand and answer the questions, whereas the assessment of internship report adds requirements of work attitude and the skills during internship process between students and supervisors as well as students and employers.

The School of Advanced Studies publicly discloses the conditions under which students can register and undertake the final theses before the internship period. Supervisors support students during the process of revising and they guide the writing of the internship report. The supervisors also encourage students to register for the final thesis during the guidance of the internship report by providing topic orientation and suggestions, which follow the structure of final thesis.

The panel appreciates that the SAS clarifies the options that students have to graduate. However, they consider an internship report not an adequate substitute for a scientific final thesis because a report misses the scientific framework although it might have a similar structure. Students shall prove their ability to do scientific work especially in a final academic thesis. Therefore, they maintain the condition.

Besides that, academic writing skills are essential in a working environment as well. In deepening these skills, the students will be enabled to master complex task in their future workplace. The Bachelor of Business Administration, the Bachelor of Business Law and the Bachelor of Finance and Banking offer courses that have a focus on writing skills. The panel did not find an equivalent course for the Bachelor of Accounting. Hence, for the **Bachelor of Accounting - Advanced Programme**, they additionally **recommend** that the study programme bundles the teaching of methods and scientific practice into one course.

Further, the panel **recommends** the **Bachelor of Business Administration – Advanced Programme** to introduce a course focusing on academic writing or basic academic research skills, including literature research, literature review, and citation.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.1	Contents				
3.1.1*	Logic and conceptual coherence (Asterisk Criterion)		X		
3.1.2*	Rationale for degree and programme name (Asterisk Criterion)		X		
3.1.3*	Integration of theory and practice (Asterisk Criterion)		BAC BBL BBA BFB		
3.1.4	Interdisciplinary thinking		X		
3.1.5	Ethical aspects		X		
3.1.6*	Methods and scientific practice (Asterisk Criterion)		BAC/ BFB	BBA/BLL: <b>condition</b>	
3.1.7*	Examination and final thesis (Asterisk Criterion)		BAC/ BBL	BBA/BFB: <b>condition</b>	

## 3.2 Structure

### For all four study programmes regarding their modular structure

At the SAS, the study programmes are all full time whose courses are taught face-to-face. As mentioned in chapter 1, all study programmes include three categories of knowledge into their curriculum, namely theoretical or foundational knowledge, professional knowledge, and practical skills.

**Table 12 Structure of the Bachelor of Accounting - Advanced Programme**

Projected study time	4-8 years
Number of Credit Points (CP)	136 credit units (CUs) (Or 272 ECTS)
Workload per CP	A theory CU (at the undergraduate level) requires 15 in-class HCMCOU hours and 35 HCMCOU hours of self-study while a practical CU requires 30 in-class HCMCOU hours and 20 HCMCOU hours of self-study. The HCMCOU hour is 50 minutes. When converting to ECTS, a theory CU requires 25 in-class general hours and 50 general hours of self-study while a practical CU requires 50 in-class general hours and 25 general hours of self-study. A general hour is 60 minutes.
Number of modules	46 (Including Internship and Final Thesis)
Time required for processing the final thesis and awarded CP	3 months, 6 CUs/12 ECTS for Final Thesis or 2 alternative courses.
Number of contact hours	4,388 general hrs
Number of self-study hours	5,813 general hrs

Note:

Total	136 CUs/272 ECTS	Contact general hours	Self-Study general hours
Lectures	96.5 CUs/193 ECTS	2,413	4,825
Practice	39.5 CUs/79 ECTS	1,975	987
Internship	4	200	100
Final thesis	6	150	300

**Table 13 Structure of the Bachelor of Business Administration - Advanced Programme**

Projected study time	4-8 years
Number of Credit Points (CP)	137 credit units (CUs)/274 ECTS
Workload per CP	A Vietnamese CU (at the undergraduate level) requires 15 hours of theoretical lectures and 35 hours of self-study, or 30 hours of practical lectures and 20 hours of self-study. The teaching hour is 50 minutes each face-to-face in class.
Number of modules/courses	3 knowledge modules: Foundation knowledge (19 courses, excluding Physical and Military education), Knowledge of profession (28 courses) + 2 internship reports + 1 thesis (or 02 courses)
Time required for processing the final thesis and awarded CP	3 months, 6 CUs/12 ECTS for thesis or two courses (optional)
Number of contact hours	1,981
Number of self-study hours	3,169

**Table 14 Structure of the Bachelor of Business Law - Advanced Programme**

Projekte study time	4 – 8 years
Number of credits (national credits and ECTS credits)	142 credit units / 284 ECTS credits
Workload per credit	For a "theory credit" unit, students are expected to spend approximately 30 hours of self-study, while for a “practice credit” unit, students spend 15 hours of self-study.
Number of modules/courses	3 knowledge modules: Foundation knowledge, Knowledge of profession + internship report + one thesis (or three courses)
Time required for processing the final thesis/project and awarded credits	3 months, 6 CUs for thesis or 3 equivalent courses
Number of contact hours	4,637.5 hours
Number of self-study hours	6,012.5 hours

**Table 15 Structure of the Bachelor of Finance and Banking - Advanced Programme**

Projected study time	4-8 years
Number of Credit Points (CP)	134 credit units (CUs)
Workload per CP	A Vietnamese CU (at the undergraduate level) requires 15 hours of theoretical lectures and 35 hours of self-study, or 30 hours of practical lectures and 20 hours of self-study. The teaching hour is 50 minutes each face to face in class.
Number of modules/courses	
Time required for processing the final thesis and awarded CP	3 months, 6 CUs for thesis or 2 courses
Number of contact hours	3,775 hrs (in ECTS)
Number of self-study hours	6,350 hrs (in ECTS)

**For all study programmes regarding study and exam regulations**

The study and exam regulations are defined in HCMCOU rules and regulations for Advanced Programmes. Aligned with the University, the SAS provides regulations on examination, a Student Handbook, and Guidelines on Thesis Writing.

The examination schedules are published on the HCMCOU website. Students are informed about their programmes and timetable at the beginning of the programme during the orientation time. To graduate at the SAS with a bachelor's degree (advanced programme), students must:

- Complete all the courses required with a cumulative grade point average (GPA) of 2.0/4.0 or more (1.0-4.0 scale).
- Complete a thesis (or replaced by 3 additional courses) which meets the requirements of the Examination Committee and obtain a minimum score of 4.0/10.0 (1.0-10.0 scale).
- Complete student scientific research outputs.

- Achieve English language proficiency at CEFR level B2 for all majors except English language major at CEFR level C1.

Examinations and grades are organised online via HCMCOU EDUSOFT, from which students can see their scores in their account. HCMCOU applies the Ten-scale grading (see table 16) which can be converted into two ways mandated by the MOET: (1) the letter scale (A, B, C...) with the corresponding descriptor (excellent, good, average) for the courses on their transcripts, and (2) the 0-4 scale as a final cumulative grade of the degree programme in line with the letter scale, in case students request to have their transcript that way.

**Table 16 Grading system at HCMCOU**

Official conversion of 0-10 and 0-4 scale			
HCMCOU 10-scale grading for courses and GPA	Letter scale for courses	Descriptors	Numeric scale for GPA of the terms or school year
8.5-10.0	A	Excellent	4.0
7.0-8.4	B	Good	3.0
5.5-6.9	C	Average	2.0
4.0-5.4	D	Below average	1.0
0.0-4.0	F	Weak/Fail	0.0

**Table 17 Timetable for one semester**

Activities	Schedule	Person in charge
Classroom meeting of the course length	10 -15 weeks	Conducted by the lecturer of the respective course
Midterm assessments	5 <sup>th</sup> - 8 <sup>th</sup> week	Conducted by the lecturer of the respective course
Final assessment: - Examinations <a href="https://ou.edu.vn/lich-thi">https://ou.edu.vn/lich-thi</a>	15 <sup>th</sup> - 17 <sup>th</sup> week	The Office of Testing oversees the exams. The lecturer of the respective course will mark and send the results of both midterm and final assessments to the Testing Office.
- (or) Paper submission	3 - 4 weeks after the last section	The Office of Testing collects students' papers and sends them to the teachers or students can send their paper by mail to their lecturer.

### **Feasibility of study workload**

Upon admission to the advanced programmes, students receive an orientation, in which they are informed about the programmes and the curriculum requirements as prescribed in the student handbook. Based on credit points, the study programmes ensure that the programmes are feasible for students. Students take classes for a period of eleven terms, in which the last term is for the thesis. During the online conference, students of all four study programmes confirmed that they could handle the workload.

At HCMCOU, 1 Vietnamese credit point equals 2 ECTS credits. For a "theory credit" unit, students are expected to spend approximately 30 hours of self-study, while for a "practice credit" unit, students spend 15 hours of self-study.

### **For the Bachelor of Accounting – Advanced Programme**

The BAC-AP has a total workload of 43 courses (excluding Physical and Military Education), one internship report, and a thesis or two alternative courses.

### **For the Bachelor of Business Administration - Advanced Programme**

The total workload of the BBA-AP comprises of 47 courses (excluding Physical and Military education), two internship reports, and a thesis or two alternative courses. Students can take five or six classes per term with a workload of around 15-18 credit points. Students can take three to six courses per term with a maximum workload of around 18 credit points.

### **For the Bachelor of Business Law – Advanced Programme**

The BBL-AP's workload accounts for 50 courses including the graduation internship and graduation thesis or alternative courses in the amount six credits points. During each semester, students take three to six courses, with a maximum workload per semester being approximately 18 credit points.

### **For the Bachelor of Finance and Banking - Advanced Programme**

The BFB-AP's workload is calculated with 48 courses (or 42 courses excluding Physical and Military Education), one internship report, and one thesis or two courses. Averagely, students can take from three to six courses per term with the workload from 12-15.5 credit points. The second term is an exception because students must attend courses for nine credit point among which there are five credit points for courses of Physical and Military Education.

### **For all study programmes regarding equality of opportunity**

Advocating the principles of life-long learning in education since its establishment, HCMCOU adheres itself to non-discrimination in admission against ethnicity, religion, gender, economic social background, marital status, people in extremely difficult conditions, or age. As for disabled students, there are special considerations in the financial support, admission, and the support in their study and assessment waive. In general, HCMCOU seeks potential students who are committed to successfully pursuing the programme through a rigorous entrance examination with a clearly stated and transparent procedure from application, entrance examination, selection, and admission. Students in special circumstances (single parent, family grievance, illness, or academic difficulty) can lodge their request for financial assistance from HCMCOU for particular assistance such as extension of submission, further tutorials, consultation with the academic faculty.

## Appraisal:

The advanced programmes assign Credit-Units (CU) per course based on the calculated student workload per term. The course descriptions provide detailed descriptions of intended learning outcomes.

The panel thinks that the structure of the advanced programme is up to standards supporting students to reach the defined learning outcomes. The Bachelor of Business Law – Advanced Programme meets their expectations because it focuses on the characteristics of Vietnamese business law. But they see room for improvement, especially for **the Bachelor of Accounting – Advanced Programme, the Bachelor of Business Administration – Advanced Programme, and the Bachelor of Finance and Banking - Advanced Programme**. The panel recommends considering to re-design the structure allowing students to make choices regarding electives and bundling different courses to modules (bigger entities).

Moreover, there are legally binding study and exam regulations which contain all necessary rules and procedures and consider national requirements. The SAS informs students about the regulations, the timetable, and all important information at the beginning of each course. The study programmes are designed so that students can do an internship without any extension of their overall study time.

The SAS takes care of a plausible calculation of workload, an adequate number and frequency of examinations to ensure that the advanced programmes are feasible.

The panel formed the view that the HCMCOU ensures gender equality and non-discrimination. The HCMCOU confirmed that students with disabilities are provided with affirmative actions, e.g. concerning time and formal standards/requirements throughout the programme and examinations.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.2 Structure					
3.2.1* Modular structure of the study programme (Asterisk Criterion)			X		
3.2.2* Study and exam regulations (Asterisk Criterion)			X		
3.2.3* Feasibility of study workload (Asterisk Criterion)			X		
3.2.4 Equality of opportunity			X		



### 3.3 Didactical concept

#### **For all four study programmes regarding logic and plausibility of the didactical concept**

HCMCOU mission is dedicated to contributing and promoting knowledge to society by offering the upmost flexible and accessible methods of delivery. The didactical focus of the study programmes is therefore on learner-centered and interactive teaching methods. The teaching and learning methods are described in the course outline which is distributed to the students during the first lecture. Interactive teaching methods such as lectures, presentations, practical training, data presentations, project work, and group discussions are applied.

Lecture is still the main method for all courses, with increasing questioning and discussion in professional knowledge courses. The lecturers present the concepts, theoretical frameworks, analytical frameworks, and research. On the basis of the acquired knowledge and based on the students' understanding of the basic issues, the lecturer guides the students to self-study and research on the theoretical content in class as well as makes students prepare the assignment at home. In class presentations or discussions, under the guidance and assessment of lecturers, students will apply their acquired knowledge to state, defend, criticize their views, and ask questions. Lecturers only participate when it is necessary to lead the discussion, then summarize and conclude the content of the presentation and discussion so that students can understand the problem at the end of the session. Though most of the learning activities are in face-to-face classes, there is more use of the online learning support system LMS to perform additional individual and group assignments, or forum discussion.

The lecturers are encouraged to use a variety of assessment forms to assess the students' ability as follows: quiz, random multiple-choice test, case study analysis, Q&A, individual essay, and group essay. The course outlines and teaching methods are periodically reviewed and improved through department meetings. In addition, the teaching activities of the lecturers are also evaluated by students through surveying students' opinions about teaching activities by the end of the course.

#### **For all study programmes regarding course materials**

Lecturers are responsible for preparing their course materials for the course they teach. The course outline file is distributed to students during Week 1 of the term at LMS.

The learning materials are compiled by the full-time lecturers of the respective faculties and part-time lecturers from other universities offering corresponding study programmes. Prior to each school year or upon receiving proposals from the faculty, the library updates the list of study materials to ensure that lecturers and students have access to new and appropriate learning resources.

More than 50 % of the used textbooks are English books to enable them to work gradually with English books and extensive course materials. Students are provided with specific learning materials in both English and Vietnamese, including lecture slides, legal documents, and English articles.

### **Guest lecturers**

All four study programmes invite international and local guest speakers from different universities, institutes, and enterprises from various public and private sectors to deliver seminars, workshops or to join the classes to share their work experience with the students throughout the year.

### **For the Bachelor of Accounting – Advanced Programme**

Between 2019 and 2023, they welcomed guest speakers from different position as illustrated in the list below:

**Table 18 List of guest lecturers' position and workplace for the Bachelor of Accounting - Advanced Programme**

<b>Position</b>	<b>Place</b>
Lecturer	PhD
Head Department	Tax Department
general manager	RSM VN
Chef Accounting	THACO
Vice of General manager	SaoViet Audit
Chef Accounting	Ho Chi Minh City Securities Company
Representative	ACCA VN
general manager	KTC SCS Audit
Chef Accounting	THACO
Chef Accounting	CPA VN
Manager	Hoa Xa corporation
Manager	ABC corporation

Chef Accounting	Corporation of Maintenaning and Repairing Oil and Gas
Accountant	
Chef Accounting	NC9 Việt Nam
Chef Accounting	Hoa Xa corporation
CEO	Cong ty V-Click ERP.
general manager	RSM VN
Vice President	VACPA
Risk manager	Baemin
CFO	Zerust VN
Internal Control	Mantu VN

### For the Bachelor of Business Administration - Advanced Programme

The BBA - AP's invites diverse guest lecturers benefitting from the Faculty of Business Administration's network. They come from various Vietnamese institutions and universities, such as the National University HCMC and the University of Economics. In addition, many visiting lecturers received their master's degree or PhD from international joint programmes.

**Table 19 Guest lecturers from academic partners for the Bachelor of Business Administration - Advanced Programme**

Title	Level	Major	Graduated from	
			University	Country
	PhD	Management	Asian Institute of Technology	Thailand
	PhD	Management science & Engineering	Uni of Electronic science & Technology	China
	PhD	Business administration	Southern Cross	Australia
	PhD	Business administration	Asian Institute of Technology	Thailand
Assoc Prof	PhD	Economics & Management	Ha Noi Uni of Polytechnology	Vietnam
	PhD	Management	East Anglia	UK
	PhD	Economics	Aix-Marseille II	France
	PhD	Business administration	Griffith	Australia
	PhD	Business administration	HCMC Open Uni	Vietnam
Assoc Prof	PhD	Economics (Finance-banking)	HCMC Uni of Economics	Vietnam
	PhD	Economics	New York	US
	PhD	Development administration	National Institute of Development administration	Thailand
Assoc Prof	PhD	(1) Economics, (2) International Business	(1) HCMC Uni of Economics (2) AIT	Vietnam Thailand
	PhD	International business	Victoria Uni of Wellington	NZ
	PhD	Business administration	Asian Institute of Technology	Thailand

### For the Bachelor of Business Law – Advanced Programme

The Faculty of Law that is responsible for the contents of the BBL-AP organises seminars with national and international speakers from universities, academia, businesses, and professional units to share their work experiences with students. These guest speakers are experts in their respective fields. They come from the University of Law HCMC, the municipal government, the Academy of Public Administration in HCMC, and banking institutions.

## **For the Bachelor of Finance and Banking – Advanced Programme**

The guest lecturers for the BFB-AP come from a variety of corporations, institutions, and universities. They were invited to teach courses, such as Corporate Finance 1.

### **For all study programmes regarding lecturing tutors**

Recently, the SAS has launched a lecturing tutor programme recruiting the institution's senior students. Candidates for tutoring positions in the courses are carefully chosen from eligible applicants, including trainee lecturers, graduate students, doctorate students, and undergraduate students of advanced programmes. They must be professionally competent and approved by the School's senior management board.

If undergraduate students want to work as tutors, they must fulfil the following criteria:

- They must be at least in their second year, maintain a minimum GPA of 2.5 on a 4-point scale, achieve a minimum grade of 3 in the course they wish to tutor.
- They must receive a student merit rating of satisfied or higher.
- Before assuming their roles as official tutors, all selected individuals participate in a training course.

The tutors are responsible for guiding students in completing their homework assignments and essays and providing support for the tasks designated by the lecturers.

## **Appraisal:**

For all four study programmes, the didactical concept is plausible, and oriented towards the programme objectives. Lecturers are free to choose adequate teaching methods aiming at enabling students to engage in further studies. Students are encouraged to take an active role in creating the learning process.

The lecturers choose and update the relevant course materials. They consider the intended learning outcomes and the required qualification level. The materials are digitally accessible for the students on the LMS system. This makes it user-friendly and encourages students to engage in further independent studies.

For the **Bachelor of Laws – Advanced Programme**, the panel realised that the course description in the Student Handbook do not provide all necessary information. Therefore, they **recommend** the Bachelor of Laws- Advanced Programme to make the course descriptions more elaborate in the Student Handbook.

All for study programmes invite guest lecturers from different university or institutions or companies. They foster the students' qualification process with their special experience.

The panel appreciates that the University has introduced lecturing tutors. They are a good support for students in the learning process and help them develop competences and skills.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.3	Didactical concept				
3.3.1*	Logic and plausibility of the didactical concept (Asterisk Criterion)		X		
3.3.2*	Course materials (Asterisk Criterion)		X		
3.3.3	Guest lecturers		X		
3.3.4	Lecturing tutors		X		

### 3.4 International outlook

#### **For all four study programmes regarding international contents and intercultural aspects**

All four study programmes offer courses that are entirely or partly instructed in English. For courses taught in English as medium of instruction, students must use English materials, write reports, and make presentations in English as well. The aim is to have students improve their English skills and learn professional English for their future career.

#### **For the Bachelor of Accounting – Advanced Programmes**

The BAC-AP reflects upon international and intercultural aspects in courses such as Principles of Accounting, Accountant in Business; Audit and Assurance 1; Fundamentals of Management Accounting 1, 2; International Accounting 1, 2; International Financial Accounting 1, 2; and International Payment.

#### **For the Bachelor of Business Administration – Advanced Programme**

At the BBA-AP, courses like International Business, International Marketing, and Cross-Cultural Communication deal with international and intercultural topics.

#### **For the Bachelor of Business Law – Advanced Programme**

The BBL-AP integrates international and international issues in courses such as Private International Law, Public International Law, ASEAN Law, Import And Export Law, Investment Law, and Law on E-commerce. In addition, in courses like Commercial Law 1, Commercial Law 2, Commercial Law 3, Principles of Accounting, Public International Law, International Commercial Law, Financial Management, Investment Law, Principles of Management, lecturers use materials in English language.

### **For the Bachelor of Finance and Banking – Advanced Programme**

The BFB-AP makes references to international examples for instance in courses like Financial Markets, Corporate Finance, Derivatives Markets, Portfolio Management, Financial Investment and Analysis, International Finance, Money and Banking, Foreign Exchange Trading, and International Payment.

### **For all four study programmes regarding internationality of the student body**

All four programmes have no international students enrolled at the programme itself. However, the responsible Faculties at HCMOU and the SAS offer activities on culture, academic and integration to the international learning environment with international students and lecturers, who come from universities around the world, such as Taiwan, Thailand, Japan, China, Indonesia, Laos, Bangladesh, Mexico, Sweden, Canada, Germany, Australia.<sup>15</sup>

### **Internationality of faculty**

#### **For the Bachelor of Accounting – Advanced Programme**

The lecturers teaching in the BAC-AP have university degrees from international universities, such as Australia, the USA and the United Kingdom. They receive support from foreign guest lecturers coming from universities like Southern Cross, Australia, Victoria University of Wellington, New Zealand, and Aix-Marseille II University, France.

#### **For the Bachelor of Business Administration - Advanced Programme**

The teaching staff at the BBA-AP brings international experience by earning their master's and doctoral degrees from foreign universities, for instance from England, France, the US, Thailand, Australia, and New Zealand. Moreover, working experience gained in major corporations and teaching experience at universities around the world is another characteristic of the BBA-AP's lecturers.

#### **For the Bachelor of Business Law - Advanced Programme**

The BBL-AP benefits from the Faculty of Laws network in international universities. They invited guest lecturers from foreign universities, for example Université de Rouen Normandie (France), University of New South Wales (Australia), Flinders University (Australia), and Suranaree University of Technology (Thailand), to support the faculty in teaching and research.

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<sup>15</sup> See self-evaluation report of the BAC-AP p. 30, of the BBA-AP p. 37, of the BBL-AP p. 34, and of the BFB-AP p. 30-31.

About 50 percent of the faculty have international university degrees from Australia, the United States and the United Kingdom.

### **For Bachelor of Finance and Banking – Advanced Programme**

About 30 percent of the faculty at the BFB-AP graduated from foreign universities from France, Czech Republic, Germany, Australia, USA and Italy. In addition, the BFB also invites lecturers from or graduated from recognized universities in the world to teach courses or to give seminars.

### **Foreign language contents**

According to the regulation of the MOET, the advanced programmes must teach at least 20 percent of their courses in English. At HCMCOU, students can study 30 credit units of basic and academic English to improve their English communication competencies.

### **For the Bachelor of Accounting – Advanced Programme**

The BAC-AP teaches partly in Vietnamese and English. The following courses are taught fully in English: Principles of Accounting, Accountant in Business; Audit and Assurance 1; Fundamentals of Management Accounting 1, 2; International Financial Accounting 1, 2; Audit and Assurance 1, 2; and International Payment.

### **For the Bachelor of Business Administration - Advanced Programme**

The students at the BBA-AP must achieve an English proficiency level of B1 CEFR to graduate. For that matter, the study programme offers students the opportunity to take ten credit units of English language to improve their English communication competencies. Moreover, all courses at least partly use English in teaching and learning, reading references, journal articles, cases, reports, statistics and news throughout the programme.

The following courses are entirely taught in English:

**Table 20 Courses at the BBA-AP entirely taught in English**

Advertising	Marketing Management
Brand Management	Marketing Research
Consumer Behaviour	Principles of Accounting
Corporate Social Responsibility	Principles of Management
Financial Management	Principles of Marketing
Human Resource Management	Project Management
Import-Export Management	Public Relations
Integrated Marketing Communications	Quantitative Analysis in Management
International Business	Sales Management
International Business Management	Strategic Management
International HR Management	Supply Chain Management
International Marketing	E-Commerce

## **For the Bachelor of Business Law - Advanced Programme**

Within the curriculum of the BBL-AP, there are specific courses that offer bilingual teaching in Vietnamese and English, including Principles of Accounting, Financial Management, Law on Merchants, Law on Business Organizations, Law on Business Activities, Law on Bankruptcy and Dispute Settlement. Moreover, certain courses in the curriculum, such as Public International Law, International Commercial Law, and Investment Law, are scheduled in the 3rd year and are taught entirely in English.

## **For Bachelor of Finance and Banking – Advanced Programme**

The BFB-AP offers more than 50 percent of its professional courses in English, and it also has other programme with 100 percent courses in English; students are supported to improve their English skills before enrolling to the professional courses in English, for the 100% English programme, students are chosen based on their English level. Together with English contents, Vietnamese language references are also provided to ensure that students have a comprehensive understanding of the course matters.

## **Appraisal:**

International contents are an integral part of the curricula. Students are thus prepared for the challenges in an international working environment. Through practical examples, students are enabled to act in an intercultural environment.

The panel acknowledges that the four study programmes at the SAS target Vietnamese students in the first place. However, they think that the concept of the programmes, which demands teachers to use English as a medium of instruction, is a benefit that could also be attractive for international students.

The teaching staff brings international experience through foreign university degrees or through participation in international conferences to the SAS. The School promotes the acquisition of international competences and skills. The measures taken are goal oriented.

In the view of the panel, the four study programmes found a convincing way of offering foreign language courses in which they also use foreign language materials. Classes taught in English are a key element of all four programmes. This corresponds with the qualification objectives of the study programme and the regulations of the MOET.



		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.4	Internationality					
3.4.1*	International contents and intercultural aspects (Asterisk Criterion)			X		
3.4.2	Internationality of the student body				X	
3.4.3	Internationality of faculty			X		
3.4.4	Foreign language contents			X		

### 3.5 Multidisciplinary competences and skills (Asterisk Criterion)

#### **For the Bachelor of Accounting – Advanced Programmes**

In its nature, accounting relies on many other disciplines. Hence, the BAC-AP incorporates economics, laws, finance, management, financial accounting, management accounting, corporate governance and internal control, informatics technology, foreign language and audit and assurance.

#### **For the Bachelor of Business Administration – Advanced Programme**

The BBA-AP refers to other disciplines like economics, (basically, these are not “other disciplines”, management is no discipline, management science instead is more or less business administration) law, sociology, psychology, IT, statistics, or application of mathematics. These competencies are trained by analysing business cases.

#### **For the Bachelor of Business Law – Advanced Programme**

The BBL-AP also crosses other disciplines in its curriculum, such as philosophy, political economics, economics, accounting, sociology, psychology, probability and statistics, informatics technology, and foreign languages. Through analysing legal cases in teams, students shall develop skills like critical thinking, problem solving, creative thinking, self-management, communication skill, team working, and leadership.

#### **For the Bachelor of Finance and Banking – Advanced Programme**

The BFB-AP also diversifies the knowledge courses by including contents from the fields of economics, business administration, law, accounting and social science. Students shall learn how to estimate the impacts of the macro policies on the financial operations through analysing data to make the business decisions. This should be achieved via discussions, case studies and critical reviews of the studies on the finance and financial management reports.

## Appraisal:

The SAS study programme include in their courses aspects to teach students communication and public-speaking skills as well as cooperation and conflict handling skills. By using case studies and discussion, students are actively integrated and apply the skills. The acquisition of further multidisciplinary competences, such as leadership skills and broad contextual knowledge, is ensured.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.5* Multidisciplinary competences and skills (Asterisk Criterion)			X		

### 3.6 Skills for employment / Employability (Asterisk Criterion)

#### **For the Bachelor of Accounting – Advanced Programmes**

The BAC-AP integrates the teaching of cognitive skills, professional practice skills and necessary communication skills in accounting to carry out professional tasks in work. Moreover, other skills taught in the programme include critical thinking, problem solving, creative thinking, self-management, team working, and leadership.

#### **For the Bachelor of Business Administration – Advanced Programme**

Skills such as critical thinking, problem-solving, creative thinking, self-management, and others such as communication skills, team working, leadership are also important for students at the BBA-AP. They are relevant for enabling students to cope with the more demanding and fast-changing business environment.

#### **For the Bachelor of Business Law – Advanced Programme**

In special courses, students are trained for special professional fields related to business law. For instance, the course Traders and Bankruptcy Law provides legal knowledge of Enterprise Law and Bankruptcy Law. It intends to prepare students to perform tasks such as: (i) have the ability to carry out the bankruptcy procedure to protect the legitimate rights and interests of related parties; (ii) have the ability to establish, manage, reorganise and dissolve an enterprise; (iii) have skills to work independently and in a team in resolving bankruptcy legal issues; (iv) have responsibility at work. In short, this course not only helps students be able to work in the Court (the public sector) but also in businesses (the private sector) or participate in teaching Business Law (other positions related to Business Law).

## For the Bachelor of Finance and Banking – Advanced Programme

The BFB-AP wants to ensure its students' skills for employability by combining theory and practice to foster critical thinking, analysis and synthesis, problem-solving skills, and offering opportunities for students to practise real-life issues in finance and banking. Additionally, the study programme wants to promote interdisciplinary thinking for students by offering a variety of courses such as Administration, Economics or Accounting.

### Appraisal:

Employability of students is important at HCMCOU. Thus, the programmes enable their students to actively apply the acquired skills in new areas of work and to develop them further. The programmes are systematically oriented towards meeting the anticipated requirements of the dynamic job market and makes use of the results of graduate evaluations.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.6* Skills for employment / Employability (Asterisk Criterion)		X			

## 4. Academic environment and framework conditions

### 4.1 Faculty

#### For the Bachelor of Accounting – Advanced Programmes

The Faculty of Accounting has 34 lecturers among who are 22 full-time, 8 part-time, and 4 visiting lecturers. They are also involved in teaching at the BAC-AP.

**Table 21 Profile of the BAC-AP's faculty**

Total 34			Graduated abroad 13 of 34		
ACADEMIC QUALIFICATION			EMPLOYMENT TYPE		
Master	PhD	Assoc. Prof.	Full time	Part-time	Visiting
17	16	1	7	4	1
50%	47.1%	2.9%	20.6%	11.8%	2.9%

#### For the Bachelor of Business Administration – Advanced Programme

The BBA-AP has 82 lecturers among who are 57 full-time and 25 part-time. Moreover, there are 28 lecturers who are invited from other universities as visiting lecturers.

**Table 22 Profile of the BBA-AP's faculty**

Title	Number		Percentage
	Full time/Part-time	Visiting	
Professor	1	0	0.90%
Associate Professor	7	2	8.1%
Lecturer (Doctor degree holders)	37	19	51%
Lecturer (Master's degree holders)	37	7	40%
<b>Total</b>	<b>82</b>	<b>28</b>	<b>100%</b>

#### For the Bachelor of Business Law – Advanced Programme

To teach for the BBL-AP, lecturers must have a minimum of three years of teaching experience and a foreign master's degree in law that was taught in English. Many lecturers were in the legal profession, holding esteemed positions. As of 2023, lecturers were teaching at the BBL-AP which accounts for a lecturer – student ratio of 0,41.

**Table 23 Profile of the BBL-AP's faculty**

		School year				
		2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
Lecturers with	Professor PhD	2	1	3	2	1
		8.7%	3.5%	8.3%	5.4%	2.6%
	Associate Professor PhD	1	1	2	3	3
		4.3%	3.5%	5.6%	8.1%	7.7%
	PhD degree	10	17	22	21	27
		43.5%	58.6%	61.1%	56.8%	69.2%
	Master's degree	10	10	9	11	8
		43.5%	24.4%	25%	29.7%	20.5%
<b>Total</b>		<b>23</b>	<b>29</b>	<b>36</b>	<b>37</b>	<b>39</b>
		100.00%	100.00%	100.00%	100.00%	100.00%

**For the Bachelor of Finance and Banking – Advanced Programme**

As of 2023, the BFB-AP has 68 lecturers including 32 full-time, 15 part-time, and 21 visiting lecturers. The faculty's profile at the BFB-AP is as follows:

**Table 24 Profile of the BFB-AP's faculty**

Total 68				Graduated abroad 44 of 68		
ACADEMIC QUALIFICATION				EMPLOYMENT TYPE		
Master	PhD	As. Prof.	Professor	Full time	Part-time	Visiting
38	27	1	2	32	15	21
55.88%	39.70%	1.47%	2.95%	47.06%	22.05%	30.89%

**For all study programmes regarding the academic qualification of faculty**

At advanced programmes, lecturers who teach courses in the disciplinary knowledge modules and specialised knowledge modules are required to hold PhD degrees or Professor / Associate Professor titles or master's degrees. Lecturers are from prestigious international universities (i.e. Vietnamese lecturers with foreign nationality) or graduated from international universities with PhD degrees. They are also required to graduate from universities in developed countries with proper majors or similar majors to join the corresponding advanced programmes. Lecturers are required to have professional competence and conduct research projects, which meets the requirements of the programme. They also have participated in teaching courses related to the advanced programme for more than three years, have effective teaching methods, and apply ICT well in teaching. Lecturers who teach courses in English (for the disciplinary knowledge modules and specialised knowledge modules), in addition to the above requirements, they must have an English proficiency at level 5/6 (according to CEFR-V), or C1 (according to CEFR), or be trained full-time abroad in English language from undergraduate level or above.

The faculty members are evaluated based on four main criteria on a yearly basis: teaching, researching, reviewing, and updating teaching materials and other tasks as needed. These tasks will be delegated to each of the faculty members at the beginning of the school year.

All lecturers are provided with opportunities for professional development by HCMCOU, such as financial support for their PhD studying, training courses inside and outside the University, and allowance for attending seminars, etc. Their research projects are also funded.

#### **For the Bachelor of Accounting – Advanced Programme**

Besides the academic requirements, lecturers also have professional qualifications. Seven lecturers at the BAC-AP have a Certified Public Accountant License, along with seven of lecturers who obtained a Chief Accountant Certificate (issued by Ministry of Finance Vietnam), and one lecturer obtained a Fraud Examiner Certificate.

#### **For the Bachelor of Business Administration – Advanced Programme**

As of 2023, 38.96 percent faculty members have a major in business administration and 61.04 percent in business-related areas, like marketing, international business, tourism, commerce, communication, logistics, management, economics. 32 out of 57 full-time lecturers (56,14 percent) have studied abroad.

#### **For the Bachelor of Business Law – Advanced Programme**

As of 2023, among the full-time and part-time lecturers, eight lecturers hold PhD degrees or higher, which accounts for 17.3 percent of the academic staff. Additionally, there are 35 lecturers with Master's degrees, making up 78.2 percent of the academic staff, and seven of whom are currently pursuing doctoral degrees.

#### **For the Bachelor of Finance and Banking – Advanced Programme**

Currently, at the Faculty of Finance and Banking including the BFB-AP, nine out of the 38 master's degree holders are pursuing their PhD.

#### **For all study programmes regarding pedagogical and didactical qualification of faculty**

All lecturers at HCMCOU must attend compulsory seminars dealing with teaching methodology on various delivery modes, assessment methods, and IT skills. Moreover, they must attend training in the design of course learning outcomes and curriculum development. Teaching demonstrations such as online teaching methods or how to use LMS in teaching are organised to boost effective teaching practice as well.

The University supports their research projects through workshops and seminars. Senior lecturers also share their experience and advice with younger staff doing research. Lecturers can also send requests to participate in international conferences or language tests. Moreover, HCMCOU encourages the lecturers with a masters' degree to pursue a doctoral degree.

## **Practical business experience of faculty**

### **For the Bachelor of Accounting – Advanced Programmes**

At the BAC-AP, all full-time lecturers have practical working experiences in finance, accounting, and auditing prior to their tenures at HCMCOU.

### **For the Bachelor of Business Administration – Advanced Programme**

Through their previous jobs such as economists, consultants, managers, lecturers at the BBA-AP have working experience which they can integrate into their teachings.

### **For the Bachelor of Business Law – Advanced Programme**

Lecturers at the BBL-AP possess practical experience and hold legal positions in various areas such as business, banking, law offices or firms, notaries, and judiciary. Therefore, the lecturers have first-hand knowledge and experience in the specific field of Business Law, enabling them to effectively impart their professional expertise and practical insights to the students.

### **For the Bachelor of Finance and Banking – Advanced Programme**

Faculty members at the BFB-AP all have practical working experiences in finance-banking or management prior to their tenures at the Faculty of Finance and Banking. Their background is either in a diversification sector in Vietnam or overseas.

## **For all study programmes regarding internal cooperation**

At the SAS and the respective Faculties, the teaching staff is involved in the review of the curriculum. This takes place every two years. For this process, they also invite external experts, for instance from the industries or alumni working in the field of the discipline to share their feedback about new trends. Within the two years of curriculum implementation, lecturers are allowed to make minor changes to the contents. Lecturers who teach the same subject coordinate the course contents and the examination. Moreover, they can cooperate in terms of research and community service as well.

At HCMCOU, courses related to general education and basic knowledge of the profession, the programmes from the business related faculties share a large number of courses. Hence, teachers of the Faculty of Economics and Public Management will cover all the economic courses of their Faculty, and those from the other programmes of the Faculty of Business Administration or Accounting and Auditing. Similarly, lecturers of the Faculty of Business Administration will cover the business and management courses not only of their Faculty but also similar courses of the other faculties. For that matter, HCMCOU hosts inter-faculties meetings on the first Monday of every month. At this opportunities, the members summarise the previous month's work and announce upcoming events, discuss training, teaching, and other work matters.

In addition, the faculty members also collaborate with each other in the SAS for organising conferences, seminars and teaching courses in the programmes. For instance, the BBA-AP hosts the International Conference on Business Administration at HCMCOU at which lecturers can present their research. For organising that conference, the faculty actively cooperates internally and also with students.

### **For all study programmes regarding student support by faculty**

The SAS offers student support in form of academic advisory from teachers who are in charge of a class in the advanced programmes. The academic advisors support students in their learning process. In addition to face-to-face meetings, students can discuss their study challenges with the academic advisors via email and LMS messages. The academic advisors schedule regular class appointments in each semester. Lecturers of courses also provide academic support related to their expertise. Students can share their problems in class or afterwards. The common practice is that students exchange emails/posts with their lecturers.

During the online conference, students of all four study programmes reported that they felt well supported having an academic advisor. Since they have student tutors, they can ask for more support when they need it.

### **Appraisal:**

Since the four study programmes belong to the SAS and to their respective Faculty, the number of sufficient lecturers is ensured. They all hire full-time and part-time lecturers as well as visiting lecturers.

As they teach at advanced programmes, the lecturers must meet certain requirements regarding their academic qualifications, for instance having a master's degree from a foreign university. HCMCOU monitors the qualifications of the faculty members by means of an established procedure and also offers opportunities for further qualification of the faculty members.

HCMCOU determines the requirements for pedagogical and didactical qualification of the faculty and verifies the qualifications of the faculty members by means of an established procedure. Through seminars and trainings, HCMCOU familiarises assessors with existing testing and examination methods. All lecturers receive support in developing their own skills in this field. Specific measures for the further qualification of the faculty members are implemented.

The practical business experience of the faculty is an outstanding characteristic of the SAS. The panel applauds the study programmes for recruiting well experienced lecturers. The faculty members have above-average business experience and use them in their teaching activities.

The panel appreciates how faculty members cooperate. They cooperate with each other for the purpose of curriculum development in regular meetings. Besides that, cross-faculty cooperation is also frequent for organising conferences and seminars.



Student support is an integral part of the services provided by the faculty. It is offered on a regular basis and serves to help students study successfully.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.1	Faculty					
4.1.1*	Structure and quantity of faculty in relation to curricular requirements (Asterisk Criterion)			X		
4.1.2*	Academic qualification of faculty (Asterisk Criterion)			X		
4.1.3*	Pedagogical / didactical qualification of faculty (Asterisk Criterion)			X		
4.1.4	Practical business experience of faculty		X			
4.1.5*	Internal cooperation (Asterisk Criterion)			X		
4.1.6*	Student support by the faculty (Asterisk Criterion)			X		
4.1.7(*)	Student support in distance learning (only relevant and an Asterisk Criterion for blended-learning/distance learning programmes)					X

## 4.2 Programme management

### For all four study programmes

The School of Advanced Studies is led by a Dean who is appointed by HCMCOU President. The Dean receives assistance from Vice Dean, the individual Heads of the advanced programmes and seven administrative staff. The Dean is responsible for the general school management, administration, operation, student and staff research and support.

Each of the advanced programmes has a Head or the Programme Director who is assigned by the Dean of the Faculty of the related majors. The Programme Director has the support from the lecturers and the administrative unit. He/she coordinates the activities of staff in the faculty as well those of the University offices to ensure the programmes run smoothly. The main duty relates to assigning the lecturers with courses to teach; organising student services as seminars, internship, or field trips; providing research support for undergraduate students; requiring lecturers to write or compile study materials; providing staff professional development; assuring test bank compiling for course final examinations and collaborating with industry.

The administrative support offered to students and faculty members is located on three levels. At the University level, the administrative offices, academic support offices and the faculty provide relevant support to both students and faculty members such as library, infrastructure maintenance, finance, employment. The SAS is the main administrative support provider to both advanced

programme students and SAS members and helps to proceed the support associated with the university level.

In addition to the academic and administrative services, students can obtain assistance from the following: Library, Online information system website for students, student email system, learning management system (LMS) for students and staff, career orientation, student services such as financial loan, career orientation, and health services.

At the faculty level, the Programme Director and the faculty members meet at least once a month to review the programme operation. The faculty members of the programme receive mainly administrative support from the faculty and academic support from the Programme Director and Academic Board. The faculty members are well informed of the purposes of the programme and any improvement strategies that the programme is pursuing so that, in turn, they could provide support to students if needed. In addition to that, they can discuss with the Programme Director and Head of the Academic board issues related to the learning and teaching activities or request for improvements or more support from the faculty and from the University offices. They also receive support from the admin staff, as they help with handout photos, introduce the faculty to classes, give faculty members the student list or other paperwork, contracts or exchange with the faculty members about issues arising from the classroom, or help solve the classroom facility issues.

At the class level, the class monitors and the form teacher in charge of each class/academic counsellor will help guarantee that students have the support needed. Each class has a chief class monitor and a vice monitor elected by the students every year. The monitors act as representatives of students, and they are the main contacts with the faculty and the teacher in charge. The teacher in charge is assigned to support students during their whole time of study both academically and administratively.

At the beginning of the study programme, students have an orientation section not only about the objectives of the programme but also about the HCMCOU regulations and all the support students can have and how they obtain the service from the University offices and from the faculty. Information is very handy in the student handbook, and on the website of the respective faculty or from the faculty members.

During the Covid-19 closure, as all courses have been provided online. Technical support is available for students in case they have difficulties with their online classes. All administrative services are provided online, and students can submit all documents or requirements electronically for students' convenience.

Furthermore, lecturers and students take part in the decision-making process which affects their areas of activity. School members can freely discuss with the Programme Director issues related to their courses and their teaching and learning concerns. Students are involved in the decision-making process by participating in student liaison committees and attending joint meetings with the Deans. At least twice a year, there is a dialog section between students and the President, together with the Dean of the faculty, and the directors of University offices so that students can show their feedback on the service they obtain from the University and from the faculty and take part in the decision-making process that could affect positively their study activities and their

interest. In addition, HCMCOU also conducts surveys of the graduates regarding their satisfaction with the service from the HCMCOU and from the faculty.

## Appraisal:

As confirmed during the interviews with the programme management as well as with the teachers and administration staff, the Programme Directors and the Heads of the Academic Board coordinate the processes of all participants in the study programmes and ensure that the study programmes run smoothly.

The SAS and its administrative staff support all faculty members and students in the organisation of the study programme. The SAS ensures that sufficient administrative staff is available. Decision-making processes, authority, and responsibilities are clearly defined. Teachers and students are included in the decision-making processes where their areas of work are involved.

The opportunities of electronic service-support are used and supplement personal one-to-one counselling. The HEI offers the administrative staff opportunities for continuous professional development.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.2	Programme management					
4.2.1*	Programme Director (Asterisk Criterion)			X		
4.2.2	Process organisation and administrative support for students and faculty			X		

## 4.3 Cooperation and partnerships

### For all study programmes

HCMCOU has already participated in two Erasmus+ projects, namely firstly, KNOTS (Fostering multi-lateral knowledge networks of trans-disciplinary studies to tackle global challenges) hosted by Vienna University and secondly, higher education student and staff mobility with Vincent Pol University, Poland. Currently, HCMCOU is working on four new Erasmus+ projects. Among them are RECOASIA (Regional Cooperation in the field of recognition among ASIAN countries). These programmes are dual / joint programmes and programmes with a compulsory stay abroad at an HEI which is hosted by University of L'Aquila; Other projects are the so-called International Credit Mobility project hosted by University of International Studies of Rome – UNINT or the Trust (Financial technology and digital innovation to modernise and develop curricula of Vietnamese and Philippines Universities) hosted by University of Studies Guglielmo Marconi, Italy. Students and staff joining the Erasmus projects so far mainly relate to the business areas. The fourth project INCREASE (Innovative Capacity building by participative and Reflective teacher training for Academia, Society and Enterprises) hosted by University of Klagenfurt, Austria.

### For the Bachelor of Accounting – Advanced Programmes

The Faculty of Accounting and Auditing has academic cooperation agreements with Oxford Brookes University, the Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA). These cooperations aim at providing students of the BAC-AP the opportunity to follow their study options at Oxford Brookes University, ACCA and CIMA. The Faculty of Accounting and Auditing hosted joint event with the ACCA Vietnam, such as a Finhack in 2021, and ACCA Futurist in 2020 and 2021.

In the business sector, the Faculty of Accounting and Auditing has entered cooperation with local businesses like Vclick, Misa, HD expertise, A&C, AFC. These companies provide internship opportunities to the students from the BAC-AP.

### For the Bachelor of Business Administration – Advanced Programme

The Faculty of Business Administration has started six joint programmes with international partner universities.

**Table 25 Joint programmes at the Faculty of Business Administration**

No	Names of the programmes	Year starting	Partner universities	Notes
Bachelor programmes				
1	Bachelor of Business (International business, Innovation and Enterprise)	2018	Flinders University, Australia	2/3+2/1
2	Bachelor of Commerce (Finance, Accounting)	2018	Flinders University, Australia	2/3+2/1
3	Professional Bachelor of International trade	2018	Rouen University, France	Double degree
4	Bachelor of science in Applied accounting	2018	Oxford Brookes University, UK	
5	Bachelor of Business administration, Tourism management, Big data	2020	Bond University, Australia	2/3+2/1
6	Bachelor of Business (Business & Accounting, Business & Finance, Business & Human Resources Management, Business & Management, Business & Marketing, Business & Supply Chain Management, Business Studies, International Business, Finance and Investment)	2015	University of South Wales, UK	3+1

The SAS has signed many cooperation agreements with business enterprises and other organisations operating in Ho Chi Minh City and surrounding areas to generate internship places for its students. Business leaders are also regularly invited as speakers at seminars or at teaching sessions during the course. They have managing positions at consultancies, municipal agencies or companies.

### For the Bachelor of Business Law – Advanced Programme

The Faculty of Law organises seminars, workshops, and conferences with foreign experts in the field of law. During the seminars, foreign guest speakers share their expertise on foreign law. FL

has invited renowned foreign experts such as a Senior Legal Expert from Sony and an Australian legal scholar.

The Faculty of Law collaborates with business organisations to develop educational programmes, especially the BBL-AP with both domestic and foreign enterprises and organisations. They have MOUs with diverse local businesses, law firms, notary offices, legal consulting centres, courts, judgement enforcement departments, Departments of Labour, War Invalids and Social Affairs, and Department of Procuracy.

### **For the Bachelor of Finance and Banking – Advanced Programme**

The Faculty of Finance and Banking has an MOU with the Institute of Chartered Accountants in England and Wales (ICAEW) to support the professional courses and the teaching/learning materials for both lecturers and students, and the Vietnam Finance Association (VFA) to organise international conferences and other academic activities.

Academic cooperation agreements exist with domestic universities such as the College of Economics - Hue University and the University of Economics and Business - Hanoi National University under the TRUST project umbrella, and other foreign universities such Klagenfurt University (Austria). These programmes are dual / joint programmes and programmes with a compulsory stay abroad at an HEI. Moreover, collaboration is instituted with Westminster University (the United Kingdom), National and World Economy University (Bulgaria) and Srinakharinwirot University (Thailand).

The Faculty of Finance and Banking has partnerships with banks, securities corporations or firms in Vietnam such Asia Commercial Bank (ACB), Phu Hung Securities Corporation (PHS), FPT Securities Corporation, Bao Minh Insurance Co., and is going to explore the partnership programme to worldwide companies, like Open Source Investor Service B.V in Netherland, or SAS, an international analytics and Artificial Intelligent Company based in the United State. It aims at exploring other activities for both lecturers and students such as technical support for research, short courses on data analytics.

### **Appraisal:**

The scope and nature of cooperation with other universities or other academic institutions and networks relevant for the programmes are in place and monitored by the SAS and HCMCOU. The agreements forming the basis of the cooperation are documented. All Faculties actively pursue partnerships that shall develop the conception and implementation of the study programme. All such activities contribute to the development of the students' qualification and skills.

The panel appreciates the activities the SAS and the relevant Faculties are committed to. They want to encourage them to further commitment with the **recommendation** to intensify internal (job market) and external (external knowledge/scientific cooperation/conferences/mobility and exchange) cooperation with more academic partners in Europe and USA.

Regarding business partnership, the panel considers the scope and nature of cooperation plausible and sufficient. The agreements forming the basis of the cooperation are documented. Again, the Faculties actively pursue cooperation to develop the conception and implementation of the study programme. All such activities contribute to the development of the students' qualification and skills. In case that other organisations conduct parts of the study programme, the HEI ensures that the quality standards are met.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.3 Cooperation and partnerships					
4.3.1(*) Cooperation with HEIs and other academic institutions or networks (Asterisk Criterion for cooperation programmes)			X		
4.3.2(*) Cooperation with business enterprises and other organisations (Asterisk Criterion for educational and vocational programmes, franchise programmes)			X		

## 4.4 Facilities and equipment

### For all four study programmes

The visitation took place online via the video conferencing tool *ZOOM* so that the panel members were not able to visit the facilities in person. The University provided photographs and videos introducing the campus surroundings and facilities.

For advanced programmes, HCMCOU has centralised the teaching and learning on Vo Van Tan campus that offers an auditorium, modern conference room, foreign language lab room, library, medical clinic, or bookshop. Hence, the SAS offers its classes at the Vo Van Tan campus which is close to the HCMCOU headquarters and the business district of the city. The Vo Van Tam campus has 43 classrooms in different sizes and three computer laboratories. All classrooms are equipped with projectors, whiteboards, speakers, microphones, and air conditioning. Disabled students have a barrier-free access to classrooms.

The classrooms are built on a small scale, equipped with movable tables and chairs, which can assist flexible physical set-ups for different study groups, enhancing the interaction between learners and lecturers.

### Appraisal:

Albeit the panel members were not present at UMP in person, they were provided with photographs and videos showing the campus, the library, the faculty, and the equipment. The panel members had the opportunity to talk to representatives from the library and the quality assurance department during the online conference.

HCMCOU's media and IT facilities of the teaching rooms meet the standards required for the programme, even considering that the SAS combines students from different Faculties under its roof. The panel thinks that the rooms are properly equipped providing access to the internet free of charge. A sufficient number of group rooms is available. Barrier-free access is given for students with physical impairments.

The library offers an online access so that students' needs can be met without being dependent on time and space. Access to the literature and journals as well as to digital media (e.g. electronic media, databases) is ensured. The literature expressly required for the study programme is available in the library and also kept up to date.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.4 Facilities and equipment					
4.4.1* Quantity, quality, media and IT equipment of teaching and group rooms (Asterisk Criterion)			X		
4.4.2* Access to literature (Asterisk Criterion)			X		

## 4.4 Additional services

### For all four study programmes

HCMCOU Office of Student Affairs (OSA)<sup>16</sup> has a section (Job Placement Center, JPC) in charge of career counselling and placement service for students at the whole University with various activities such as organising job fairs, acting as a head-hunter agency for industry, or job orientation. The SAS cooperates with the OSA and the JPC regarding issues related to career counselling, start-up activities and the orientation session for the new students of the advanced programmes.

The career counselling has been the focus of the JPC, which is to introduce career-oriented works, internships, career counselling, job placement for alumni and potential undergraduates via monthly emails, the University's website, and social media.

The Office has organised many events, workshops, seminars, Part-time Job Fairs and Job Fairs for students and alumni such as coordinating the organisation of extracurricular activities, interacting with industrial organizations, supporting start-up business for students, promoting student employability. The Center also coordinates with professional experts, scholars, lecturers to provide students training courses in terms of personality formation, professional ethics, and soft skills. Students are offered many guidance and advice in looking for a job, namely making a profile, writing a job application, handling situations in interviews, and communicating with employers. In addition, career counselling and placement services are offered to the students and graduates

<sup>16</sup> See: <http://en.ou.edu.vn/pages/view/162/Office%20of%20Student%20Affairs-Home> (last accessed April 18, 2024).

regularly and on a long-time basis thanks to the electronic job portals (CV online) on the University website connecting representatives from business enterprises and students.

HCMCOU Alumni Association<sup>17</sup> is the main communication channel with the graduates of HCMCOU. It comprises graduates of all levels of study from undergraduate to graduate levels. It has been established to facilitate connections between alumni and Universities. It also helps collect feedback from the graduates and provides a forum to form new friendships and business relationships among graduates. The Office of Student Affairs and SAS also provide pictures, materials, and information about the activities of alumni regularly on their websites.

The SAS founded its Alumni Club on November 9, 2020, intending to develop an alumni network and to share information between alumni and current students. Alumni can hold seminars or talks to share their working experience with the current students. As of 2023, there were 765 active alumni members in the SAS' Alumni Club.

## Appraisal:

Career counselling and placement services are offered to the students and graduates to promote their employability. The HEI provides sufficient resources. The panel appreciates the fact that HCMCOU has established a Career Center that serves as support for the students and alumni. It also highlighted positively the measures that are set up by the University and the SAS to connect alumni through their Alumni Network or SAS Alumni Club. The SAS actively integrates alumni in activities for students.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.5	Additional services					
4.5.1	Career counselling and placement service			X		
4.5.2	Alumni Activities			X		

## 4.5 Financing of the study programme (Asterisk Criterion)

### For all four study programmes

HCMCOU is a public, self-funded University. As of 2022, students of the advanced programmes at the SAS paid the tuition fees in the amount of about 1,500 USD for their study programme. The tuition is supposed to increase each year (less than 10 %) following the government guidance. HCMCOU Office of Finance and Accounting manages all the financial and accounting issues. They propose the tuition based on the actual expenses of the previous programmes together with the including inflation, the anticipated increases in student numbers for the following academic year mentioned in HCMCOU Enrolment and financial plan and other approved plans of expenditures on infrastructure.

<sup>17</sup> <http://alumni.ou.edu.vn/>, last access February 2, 2022.



The tuition fee contributes the largest share of the total amount of revenues according to HCMCOU financial plan and report. HCMCOU also receives government educational grants but mainly for research projects or infrastructure maintenance. Every year, before the next school year, HCMCOU allocates expenditures for staff salary, training and support aids, stationery, funds for the upgrade, expansion of the library and labs to purchase computers and equipment, software and equipment for classrooms, LMS system, distribute scholarships and reserve funds. The HCMCOU yearly fund distribution will be approved by the University Board and then presented for the approval of HCMCOU staff via the HCMCOU employee meeting by the end of each school year.

The expenditures of all activities in HCMCOU are regulated by the Internal Expenditure Regulations which are under the umbrella of the State financial regulations. That way of management and the sound financial conditions of HCMCOU assure that the study programmes are always stable, sustainable, and sufficiently funded.

Scholarships are available for advanced programmes' students. The amount is higher than that for students at regular programmes because the tuition fee of the advanced programmes is higher than that of regular programmes.

**Appraisal:**

The income related to the programmes ensures that each cohort of students starting within the accreditation period can complete the study programme.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.6*	Financing of the study programme (Asterisk Criterion)				X	

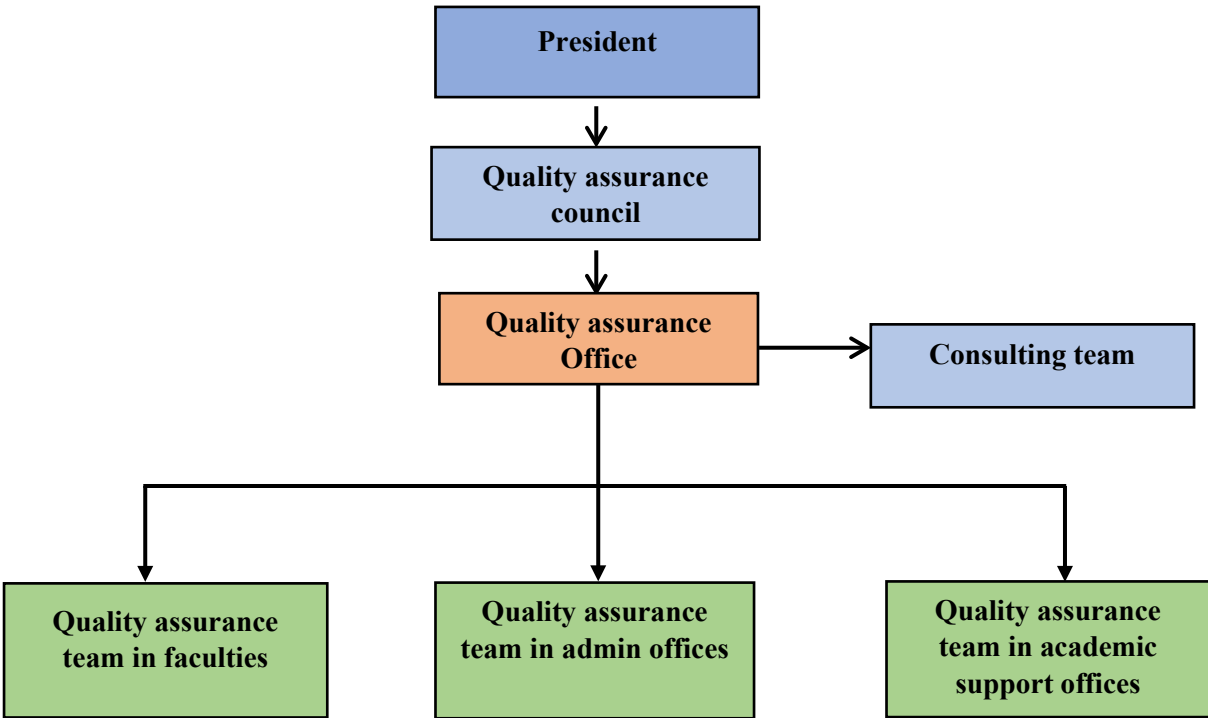
# 5. Quality assurance and documentation

For all four study programmes

HCMCOU has a framework for quality assurance that is applied for the institution and faculties at programme levels. HCMCOU has established the Quality Assurance Office. The Quality Assurance Office oversees working with leaders and people in charge of quality in faculties, offices and centers to improve the internal quality assurance system of HCMCOU. The primary functions of the Quality Assurance Office are to

1. develop and implement quality assurance systems and procedures for HCMCOU activities.
2. monitor the implementation of quality assurance procedures and processes institution-wide.
3. provide information and analysis necessary for decision making at the institution and division level.
4. advise the institution on quality proposals, policies, and strategic plans.

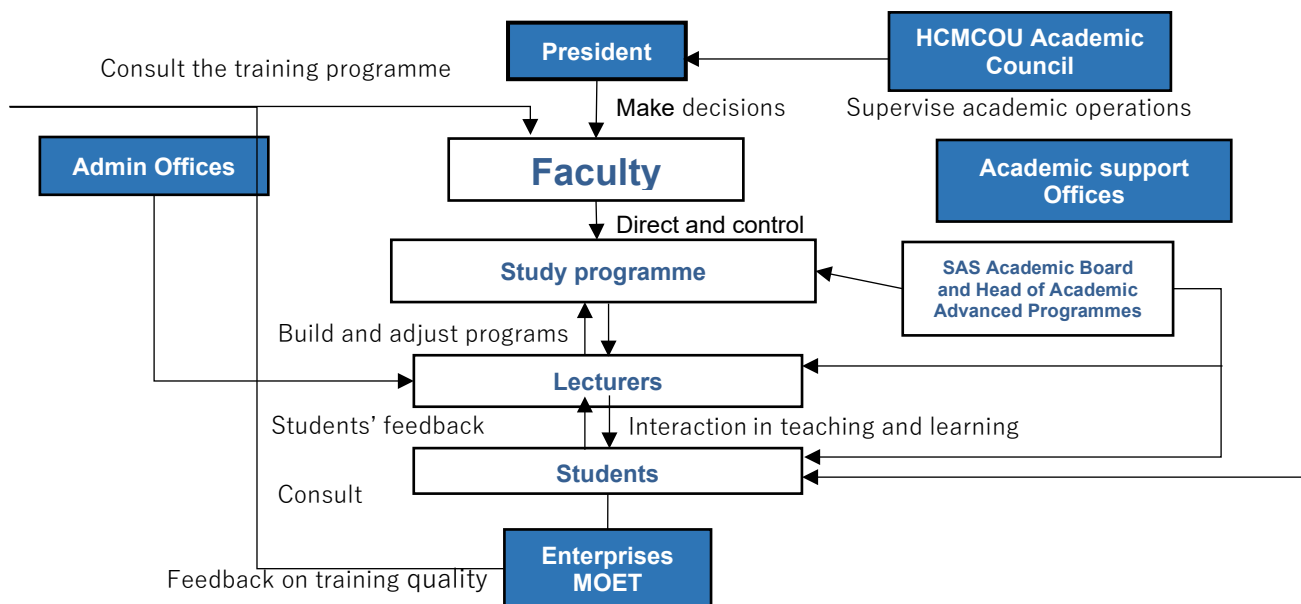
Table 26: HCMOU quality assurance system



The SAS monitors the academic activities of the advanced programmes. It is responsible for its own quality assurance procedures. It oversees all the academic activities generally to ensure that programmes meet their objectives. The main tasks include deciding which specific standards the educational programmes or service must meet by benchmarking with the MOET requirements, determining the extent of quality control actions, and conducting surveys collecting data from the stakeholders’ feedback to evaluate the outcomes against the objectives of the programme for improvement. These are usually internal processes that are conducted on a regular basis. By

facilitating a positive, self-critical organisational culture and a supportive environment, the faculties engage all lecturers and administrative staff to contribute to the continuing development and maintenance of standards.

**Table 27: Programme quality assurance system**



The procedures of academic quality assurance take place at course, programme and the faculty levels. This involves two overarching processes: the development of new curricula and the on-going management of the existing programmes. The SAS Academic Board maintains the academic integrity of the programmes and ensures that their quality enhances. The SAS Academic board plays a key part in the wide range of activities related to the courses and programme development: planning new curricula, modifying the course, and the existing programme every two years to ensure the curriculum of a programme or a course remains current. For all study programme development and review, besides MOET requirements, HCMCOU Academic affairs Office has the regulations/procedures/documents guiding how the programmes are designed and regularly reviewed.

**Instruments of quality assurance: Evaluation by students and lecturers**

To assure the smooth implementation of the programmes and to have data for the Advanced programmes' improvement, the SAS maintains a monitoring and feedback system both quantitatively and qualitatively regularly and on demands. There are three types of student survey by questionnaires: The Academic Office undertakes course survey at the end of the terms, programme survey when students are graduated and programme impact survey when students have graduated for one year.

For students, the questionnaire for the course survey consists of 21 questions, using the five-point Likert scale. There are three questions related to the course introduction, six relate to the teaching methods, three related to the teaching content, five related to the teacher's attitudes and four

related to the course assessments. Another question is concerned with the number of credits that students took during the semester and a second one asks for the actual workload regarding the hours students spent with self-study, preparation for assignments, mid-term exams and the final paper. For the SAS advanced programmes, the Student Union and the Youth Communist Party shall discuss the study workload with students in a meeting each term.

The results of the course evaluation are sent to lecturers and the Programme Directors, to supervise the teaching quality. In critical cases (the result is rated under average), the Programme Director will discuss with the lecturers and suggests for certain modification and improvements in teaching and learning with a view to better level of student satisfaction. Student feedback on the curriculum will be taken into consideration in the yearly meeting of the faculty and Academic Board.

In addition, the University encourages students to give feedback and comments during term-time, not just at the end of the module/course. The Legal affairs Office is available to receive students' feedback and comments. This Office is also in charge of inspecting, supervising the performing objectives, plans, programmes, educational methods, educational regulations, working regulations, and other conditions to assure the necessary conditions to maintain the quality teaching and learning.

There are two types of evaluation by the faculty. First, related to teaching facilities, at the beginning of the term, faculty members fill the questionnaire assessing whether the current teaching facilities could ensure teaching activities. In addition, the faculty also takes part into the evaluation of the programmes so that their feedback can help review and develop the new curriculum, the programme quality is enhanced and modified to the demand of the stakeholders. In detail, every four years, the faculty members give feedback on the programme they are teaching.

Moreover, there is a meeting per month, where the faculty members can discuss issues related to teaching and learning activities. Lecturers are invited to express their voice whether a section be retained or removed or the related academic issues at the meeting to review the curriculum, at meetings before the term or meetings for the development strategies. Upon the frank, open and collegial support, the courses have been adjusted/ innovated according to the changes and demand of graduate employability, and ultimately the curriculum is renewed. Such meetings ensure the transparency and collegiality for the betterment of quality in general, benefits of the students, teaching and learning within the faculties.

#### Instruments of quality assurance: Evaluation by alumni and third parties

Alumni's comments are collected via questionnaires right after their graduation and one year after graduation. First, the questionnaire for newly graduate students has 35 questions, using the five Likert scale, seeks their feedback on the whole programme, teaching methods, the extra activities and skill building, administration and the overall satisfaction towards the programme.

Second, another questionnaire for alumni graduated from the University one year ago investigates their employment situation, such as income, time for the first job, and the suitability between the training areas and their employment. Information from this survey gives an understanding of the employability and competitiveness of former students, which partly reflects the quality and

effectiveness of our programme in preparing students for their future career. The results will be documented and used as references to adjust educational activities and programmes for current students.

As for employers, on a periodical basis, meetings and requests for feedback are also sent to enterprises and organisations for comments on their employees (alumni) performance. This source of information is useful and critical to make necessary attempts in innovating the existing curriculum, structure, content, modes of teaching and learning, testing and assessment as well as other student learning support.

### Programme documentation

The programmes' content is documented both in print and in digital forms. Information about the objectives and the content of the programme, its structure and the admission requirements can be accessed on the website of the HCMCOU. These contents are frequently updated and amended, if needed, in accordance with the new regulations.

Every new student is given a student ID and an account of the student information system. This website provides students a variety of information such as study results and examination dates. It also allows students to online register courses, pay study fee and do other procedures such as: printing tuition receipts, accessing behaviour point systems, registering their residences.

When a new student enrolls, he or she is given an email address. Through this email account, curriculum, schedule, examination scheme, exam regulations, and other relevant notifications will be communicated during the academic year. In association with the email account, LMS account is the effective channel where outline courses and relevant learning materials in digital form are available for referencing and downloading.

The SAS' website<sup>18</sup> displays relevant information about the study programmes, their content and structure, and contact information. Student can access their individual information as their courses results (their progress, failed and passed, course and programme completion), their tuition records, the timetable of the courses and exams through their personal account at Eduweb, a portal that students have account given at the beginning of the programmes. For management information system of the programme, they will rely on Edusoft. They also can directly ask the faculty staff via phone or email or come to the faculty.

Information on the support available to students such as academic support, counselling, office hours of faculty members can also be found at the website of the faculty. Most of the faculty events such as opening the new programme or graduation or any memorandum signing ceremony, extra activities can be found on the HCMCOU website which is edited by the Communication Section and on press as well.

HCMCOU actively maintains press relations and network communication. Information related to the quality assurance for learning and teaching of the institution is open to public at HCMCOU website.

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<sup>18</sup> See: <http://en.ou.edu.vn/pages/view/185/School-of-Advanced-Study-Introduce> (last accessed April 18, 2024)

The University keeps students and staff well informed of the University strategic plans, yearly planning scheme, budget distribution and HCMCOU expenditures at HCMCOU employee annual meeting, where the annual report, a summary of the activities of the academic year, and the plan of the next year will be presented for consensus.

## Appraisal:

HCMCOU at university level and the SAS at the school and study programme level have set up a quality assurance and development procedure, which systematically and continuously monitors and develops the quality of the advanced programmes with respect to its contents, processes, and outcomes.

They analyse and interpret the evaluation results and the analysis on student workload, success rate, and graduate employment as well as the profile of the student population. The SAS, lecturers and students participate in the respective committees to plan and assess the quality assurance and development procedures. Responsibilities are clearly defined.

Evaluation by the students is carried out on a regular basis and in accordance with a prescribed procedure. The survey considers the students' workload and number of credits so that the study programmes can analyse how adequate their allocation of credit points is. The outcomes are communicated to the students and provide input for the quality development process.

Quality control by the faculty is carried out on a regular basis and in accordance with a prescribed procedure; the outcomes are communicated and provide input for the quality development process.

An external evaluation is carried out on a regular basis and in accordance with a prescribed procedure; the outcomes are communicated and provide input for the quality development process.

The SAS documents and published the advanced programmes' content and curriculum, such as a course plan and exam regulations, digitally and in print. The panel members appreciate the overview provided on the website.

However, regarding the **Bachelor of Business Administration – Advanced Programme**, they realised that there are different versions of the curriculum published. Therefore, they **recommend** the study programme to align the versions of the curriculum overview to ensure that there is one coherent and comprehensive version.

The general description of the study programmes is present on the SAS website and accessible for all interested stakeholders. HCMCOU regularly publishes current news and information about the study programmes and academic activities.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
5.1*	Quality assurance and quality development with respect to contents, processes and outcomes (Asterisk Criterion)			X		
5.2	Instruments of quality assurance					
5.2.1	Evaluation by students			X		
5.2.2	Evaluation by faculty			X		
5.2.3	External evaluation by alumni, employers and third parties			X		
5.3	Programme documentation					
5.3.1*	Programme description (Asterisk Criterion)			X		
5.3.2	Information on activities during the academic year			X		

# Quality profile

HEI: Ho Chi Minh City Open University, Vietnam

## Bachelor programmes:

Bachelor of Accounting – Advanced Programme (BAC)

Bachelor of Business Administration – Advanced Programme (BBA)

Bachelor of Business Law - Advanced Programme (BBL)

Bachelor of Finance and Banking – Advanced Programme (BFB)

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
<b>1</b>	<b>Objectives</b>					
1.1*	Objectives of the study programme (Asterisk Criterion)		BAC BBL BFB	BBA		
1.2*	International orientation of the study programme design (Asterisk Criterion)			X		
1.3	Positioning of the study programme					
1.3.1	Positioning of the study programme in the educational market		X			
1.3.2	Positioning of the study programme on the job market for graduates („Employability“)	BBL BFB	BAC BBA			
1.3.3	Positioning of the study programme within the HEI's overall strategic concept			X		
<b>2</b>	<b>Admission</b>					
2.1*	Admission requirements (Asterisk Criterion)			X		
2.2	Counselling for prospective students		X			
2.3*	Selection procedure (if relevant)			X		
2.4(*)	Professional experience (if relevant; Asterisk Criterion for master programmes that require professional experience)					X
2.5*	Ensuring foreign language proficiency (Asterisk Criterion)			X		
2.6*	Transparency and documentation of admission procedure and decision (Asterisk Criterion)			X		
<b>3</b>	<b>Contents, structure and didactical concept</b>					
3.1	Contents					
3.1.1*	Logic and conceptual coherence (Asterisk Criterion)			X		
3.1.2*	Rationale for degree and programme name (Asterisk Criterion)			X		
3.1.3*	Integration of theory and practice (Asterisk Criterion)		BBL	BAC BBA BFB		
3.1.4	Interdisciplinary thinking			X		
3.1.5	Ethical aspects			X		
3.1.6*	Methods and scientific practice (Asterisk Criterion)			BAC BFB	<b>Condition:</b>	



		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
					BBA BBL	
3.1.7*	Examination and final thesis (Asterisk Criterion)			BAC BBL	<b>condition</b> BBA BFB	
3.2	Structure					
3.2.1*	Modular structure of the study programme (Asterisk Criterion)			X		
3.2.2*	Study and exam regulations (Asterisk Criterion)			X		
3.2.3*	Feasibility of study workload (Asterisk Criterion)			X		
3.2.4	Equality of opportunity			X		
3.3	Didactical concept					
3.3.1*	Logic and plausibility of the didactical concept (Asterisk Criterion)			X		
3.3.2*	Course materials (Asterisk Criterion)			X		
3.3.3	Guest lecturers			X		
3.3.4	Lecturing tutors			X		
3.4	Internationality					
3.4.1*	International contents and intercultural aspects (Asterisk Criterion)			X		
3.4.2	Internationality of the student body				X	
3.4.3	Internationality of faculty			X		
3.4.4	Foreign language contents		X			
3.5*	Multidisciplinary competences and skills (Asterisk Criterion)			X		
3.6*	Skills for employment / Employability (Asterisk Criterion)		X			
4.	<b>Academic environment and framework conditions</b>					
4.1	Faculty					
4.1.1*	Structure and quantity of faculty in relation to curricular requirements (Asterisk Criterion)			X		
4.1.2*	Academic qualification of faculty (Asterisk Criterion)			X		
4.1.3*	Pedagogical / didactical qualification of faculty (Asterisk Criterion)			X		
4.1.4	Practical business experience of faculty		X			
4.1.5*	Internal cooperation (Asterisk Criterion)			X		
4.1.6*	Student support by the faculty (Asterisk Criterion)			X		
4.1.7(*)	Student support in distance learning (only relevant and an Asterisk Criterion for blended-learning/distance learning programmes)					X
4.2	Programme management					

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.2.1*	Programme Director (Asterisk Criterion)			X		
4.2.2	Process organisation and administrative support for students and faculty			X		
4.3	Cooperation and partnerships					
4.3.1(*)	Cooperation with HEIs and other academic institutions or networks (Asterisk Criterion for cooperation programmes)			X		
4.3.2(*)	Cooperation with business enterprises and other organisations (Asterisk Criterion for educational and vocational programmes, franchise programmes)			X		
4.4	Facilities and equipment					
4.4.1*	Quantity, quality, media and IT equipment of teaching and group rooms (Asterisk Criterion)			X		
4.4.2*	Access to literature (Asterisk Criterion)			X		
4.5	Additional services					
4.5.1	Career counselling and placement service			X		
4.5.2	Alumni Activities			X		
4.6*	Financing of the study programme (Asterisk Criterion)			X		
<b>5</b>	<b>Quality assurance and documentation</b>					
5.1*	Quality assurance and quality development with respect to contents, processes and outcomes (Asterisk Criterion)			X		
5.2	Instruments of quality assurance					
5.2.1	Evaluation by students			X		
5.2.2	Evaluation by faculty			X		
5.2.3	External evaluation by alumni, employers and third parties			X		
5.3	Programme documentation					
5.3.1*	Programme description (Asterisk Criterion)			X		
5.3.2	Information on activities during the academic year			X		