

Decision of the FIBAA Accreditation and Certification Committee



19th Meeting on September 5, 2025

PROGRAMME ACCREDITATION

Project Number:	24/029
Higher Education Institution:	Ho Chi Minh City Open University
Location:	Vietnam
Study programme:	1 Bachelor of International Business 2 Bachelor of Marketing 3 Bachelor of Human Resource Management
Type of accreditation:	initial accreditation

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

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 programmes are accredited.

Period of Accreditation: September 5, 2025 until September 4, 2030

The FIBAA Quality Seal is awarded.

Assessment Report

Higher Education Institution:

Ho Chi Minh City Open University

Bachelor programmes:

- 1 Bachelor of International Business
- 2 Bachelor of Marketing
- 3 Bachelor of Human Resource Management

Qualification awarded on completion:

- 1 Bachelor of International Business
- 2 Bachelor of Marketing
- 3 Bachelor of Human Resource Management

General information on the study programme

Brief description of the study programme:

Bachelor of International Business (BIB)

The Bachelor of International Business (BIB) programme is designed to cultivate professionals with a diverse skill set for the global business environment. Its curriculum is benchmarked against leading international universities and offers specialisations in international commerce, investment, and public sector business, with a clear emphasis on English proficiency and practical application. Graduates are equipped for diverse roles in logistics, sales, and strategic management, a fact underscored by the programme's consistently high employability rate and its standing in the regional educational market.

Bachelor of Marketing (BOM)

The Bachelor of Marketing (BOM) aims to produce skilled marketing professionals who can navigate the dynamic demands of the modern business world. Its internationally aligned curriculum offers two distinct specialisation tracks in either corporate or agency marketing, ensuring practical skills through projects and mandatory internships. As a highly competitive programme, it prepares graduates for careers in branding, digital marketing, and sales, and is positioned as a top-tier choice for marketing education in the region.

Bachelor of Human Resource Management (BHRM)

The Bachelor of Human Resource Management (BHRM) is structured to develop competent and ethically-minded HR professionals prepared for strategic roles in a variety of organisational settings. The programme provides a robust blend of theoretical knowledge and practical application, with an internationally benchmarked curriculum offering specialisations in either corporate or agency HR. Through strong industry links and mandatory internships, it successfully prepares students for careers in recruitment, training, and employee relations, as evidenced by its high graduate employment rate.

Type of study programme:

For all programmes: Bachelor programme

Projected study time and number of ECTS credits assigned to the study programme:

For all programmes: 4 years, 250 ECTS credits = 125 Vietnamese credit units

Mode of study:

For all programmes: full-time

Didactic approach:

For all programmes: study programme with obligatory class attendance

Double/Joint Degree programme:

For all programmes: no

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

Programme cycle starts in:

For all programmes: October

Initial start of the programme:

Bachelor of International Business: October 2016

Bachelor of Human Resource Management: October 2016

Bachelor of Marketing: September 2019

Type of accreditation:

For all programmes: initial accreditation

Procedure

A contract for the initial accreditation of the Bachelor of International Business, Bachelor of Marketing and Bachelor of Human Resource Management was made between FIBAA and Ho Chi Minh City Open University on April 15, 2024. On October 24, 2024 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 panel¹. The HEI has agreed with the chosen experts. The panel consisted of:

Prof. Dr. Reinhard Bachmann

University of London

Professor of International Management

Prof. Dr. Andreas Müller

Kempen University of Applied Sciences

Professor of Human Resources Management

Prof. Dr. Cuong Nguyen

Industrial University of Ho Chi Minh City

International Business, Business Administration, Entrepreneurship, Marketing, Tourism

Dr. Maria Eugenia Ruiz Molina

University of Valencia

Full Professor in Marketing

Amadeus Werner

Triagon Academy

Student: Doctor of Business Administration

Tanja Zurwehme

Formerly IBM Deutschland GmbH, currently Self-Employed

Former Head of HR University Programmes & Head of Training

FIBAA project manager:

Dr. Marco Haid

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 April 9 to April 11, 2025 via the video conferencing tool *MS TEAMS*. 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 September 17, 2025. The statement on the report was given up on August 21, 2025. It has been taken into account in the report at hand.

¹ The panel is presented in alphabetical order.

Summary

The Bachelor of International Business, Bachelor of Marketing and Bachelor of Human Resource Management offered by Ho Chi Minh City Open University fulfil 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 September 5, 2025 and finishing on September 4, 2030. The programmes are 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 several areas where the programmes could be further developed:

All programmes

- The panel members recommend that the HEI systematically strengthens the development of practical competences for working in an international and multicultural context (see chapter 1.2).
- The panel members recommend that the HEI implements a strategy to increase the internationality of its faculty (see chapter 3.4.3)
- The panel recommends increasing the number of PhDs to meet national standards (see chapter 4.1.2)

BIB

- The panel members recommend for BIB that the HEI systematically strengthens the international orientation of the Bachelor of International Business programme by stronger integrating the development of intercultural competences into the curriculum (see chapter 3.4.1).

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 is one criterion in which the programme exceeds the quality requirements:

- Student support by the faculty (see chapter 4.1.6)

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

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LIST OF ABBREVIATIONS

Abbr.		Abbr.		Abbr.	
AAOU	The Asian Association of Open University	FBA	Faculty of Business Administration	OILA	Office of Inspection and Legal Affairs
AUN	ASEAN University Network	FSIS	Faculty and Staff Information System	OQA	Office of Quality Assurance
AUN-QA	ASEAN University Network-Quality Assurance	GPA	Grade Point Average	OSAC	Office of Student Affairs and Communications
BA	Business Administration	GS	Graduate School	OT	Office of Testing
BAUD	Bachelor of Auditing	HCMC	Ho Chi Minh City	OU	Open University
BBA	Bachelor of Business Administration	HCMCOU	Ho Chi Minh City Open University	PhD	Doctor of Philosophy
BE	Bachelor of Economics	HEI	Higher Education Institution	PLO	Programme learning outcome
BHRM	Bachelor of Human Resource Management	HR	Human Resource	PO	Programme objective
BIB	Bachelor of International Business	HRM	Human Resource Management	QM	Quality Matters
BOM	Bachelor of Marketing	IB	International Business	RP s	Full-time Regular Programmes
CDE	Centre of Distance Education	ICB	International Conference on Business	SAS	School of Advanced Study
CEA	Center of Education Accreditation	ICDE	The International Council for Open and Distance Education	SAT	Scholastic Assessment Test
CEA.HCM	Center of Education Accreditation - Vietnam National University Ho Chi Minh City	ICT	Information and communication technology	SEAMEO-SEP	The Southeast Asian Ministers of Education Organisation - The Sufficiency Economy Philosophy
CEA.UDN	Centre for Education Accreditation -	IELTS	International English Language Testing System	UK	United Kingdom

	The University of Da Nang				
CEFR	Common European Framework of References for Languages	IT	Information Technology	US	United States of America
CESTI	The Center for Statistics and Science and Technology Information of Ho Chi Minh City	LAN	Local Area Network	USD	United States Dollar
CISM	Center for Information System Management	LMS	Learning Management System	VBER	Vietnam's Business, Economics and Resources Conference
CLOs	Course learning outcomes	MACC	Master of Accounting	VND	Vietnamese Dong
CPs	Credit Points	MOET	Viet Nam's Ministry of Education and Training	VNEUS	Vietnam National Economics University Shared Library
CU	Credit unit	MOU	Memorandums of Understanding	VNUHCM	Viet Nam National Universities Ho Chi Minh City
CV	Curriculum Vitae	NAFOSTED	National Foundation for Science and Technology Development	VNUHCM-CEA	Viet Nam National Universities Ho Chi Minh City - Centre for Education Accreditation
ECTS	European Credit Transfer and Accumulation System	NGO	Non-governmental organisation	VQF	Vietnamese Qualification Framework
EDUSOFT	HCMCOU Academic Management System	OAA	Office of Academic Affairs	OCRM	Office of Cooperation & Research Management
e-PR	Online Public Relations	OAM	Office of Administration and Maintenance	OHR	Office of Human Resources

Information

Information on the Institution

Ho Chi Minh City Open University (HCMCOU) is a public higher education institution offering a wide range of multidisciplinary programmes from undergraduate to doctoral levels. As one of the first two universities in Vietnam (alongside Hanoi Open University) to implement open enrollment and distance education, HCMCOU has played a pioneering role in expanding access to higher education nationwide.

The University operates seven campuses across southern and south-central Vietnam, with its main headquarters located in District three, Ho Chi Minh City. It comprises 13 faculties and schools, spanning fields such as economics and management, technology, and the social sciences and humanities. HCMCOU offers 29 Bachelor's, eleven Advanced Bachelor's, twelve Master's, and six PhD programmes, supported by flexible education delivery modes including on-campus, online, and off-site distance learning through provincial academic hubs. With more than 22,000 full-time students, over 15,000 part-time learners, and over 600 full-time staff members, the University is structured to meet diverse societal learning needs and contribute meaningfully to Vietnam's human resource development.

A clear mission, vision, and core educational philosophy guide the institution. HCMCOU adopts a learner-centred teaching approach, supported by available teaching facilities, libraries, and laboratories, as well as academically qualified teaching staff². Students receive career orientation and guidance throughout their studies to prepare for employment upon graduation.

In terms of quality assurance, HCMCOU has received institutional accreditation from VNUHCM-CEA in both 2017 and 2023³. Several recognised organisations accredit their programmes⁴. Continuous quality improvement is ensured through regular internal reviews and external assessments. HCMCOU maintains strong local partnerships with government departments and provinces such as Dong Thap, Binh Thuan, Long An, and Tien Giang, contributing through policy seminars and regional development research, including projects funded by NAFOSTED.

The University also collaborates with Vietnamese institutions such as the College of Medicine in HCMC, the Vietnam Academy of Social Sciences, and several universities nationwide on joint conferences, curriculum development, and academic exchanges. On the international stage, HCMCOU is an active member of several educational and quality assurance networks, including AAOU, ICDE, AUN-QA, SEAMEO-SEP, and Quality Matters (QM). It participates in Erasmus+ and NGO-led projects that promote knowledge exchange, social work, and awareness of social issues.

The University has also established joint academic programmes with institutions such as Université Libre de Bruxelles (Belgium), Hochschule Fresenius (Germany), University of

² see self-evaluation report, p. 2

³ see self-evaluation report, p. 2

⁴ 8 by "FIBAA", 4 by AUN-QA, 9 by CEA.UDN, and five by CEA.HCM.

Rouen Normandy (France), and several universities in Australia, including the University of Southern Queensland, Edith Cowan University, Flinders University, and Bond University.

In all its endeavours, HCMCOU remains committed to providing accessible, high-quality education that meets the evolving needs of both learners and society.

Statistical data

Bachelor of International Business programme (BIB):

The Bachelor of International Business programme was first launched in 2016 and has undergone steady development over the past seven years. The programme has recently undergone several reviews, primarily to comply with the requirements of the Ministry of Education and Training (MOET) and to align with the University's international focus (2017, 2021 programmes). Since 2016, the programme has been reviewed every two years to update its content, making it more practice-oriented as required by students, and to remain competitive and attractive.

Especially, the **BIB** programme 2021 has more specialised and skill development courses. The Head of the IB Department academically manages the programme, while the Dean of the Faculty is responsible for administration and programme operations. The success rate, average final grade, duration of study time, and further information can be found in the following table. Of the Cohorts 2017-2023, **BIB** programme students have an average GPA of 3.11/4, an 81.39% success rate, and they take, on average, 4.09 years (out of eight years) to complete their studies.

The 2023 alumni survey shows that BIB programme alumni have a very high employment rate (95.45%).

Table 1: Statistical data – Bachelor of International Business programme

		Academic year 2015-2016	Academic year 2016-2017	Academic year 2017-2018	Academic year 2018-2019	Academic year 2019-2020	Academic year 2020-2021	Academic year 2021-2022	Academic year 2022-2023
1.Study Places offered by HEI			*	80	100	110	120	130	130
2.Applicants	Σ	<i>Before 2017, enrollment has not started yet</i>	93	99	142	283	462	652	141
	f		74	81	23	34	61	90	36
	m		19	18	119	249	401	562	105
*Application rate			Not available	123.75%	142.00%	257.27%	385.00%	501.54%	108.46%
3.First-Year Students (accepted applicants)	Σ		89	90	129	121	145	183	134
	f		70	74	110	105	115	155	100
	m		19	16	19	16	30	28	34

*Rate of female students			78.65%	82.22%	85.27%	86.78%	79.31%	84.70%	74.63%
4.Foreign Students	Σ		0	0	0	0	0	0	0
	f		0	0	0	0	0	0	0
	m		0	0	0	0	0	0	0
*Rate of foreign students			0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
*Percentage of occupied study places			Not available	112.50%	129.00%	110.00%	120.83%	140.77%	103.08%
					Financial year 2019	Financial year 2020	Financial year 2021	Financial year 2022	Financial year 2023
5.Total number of students					409	472	590	610	522
					Cohort 2015-2019	Cohort 2016-2020	Cohort 2017-2021	Cohort 2018-2022	Cohort 2019-2023
6.1.Graduates 1	Σ	Before 2017, enrollment has not started yet				72	69	108	102
	f					11	8	14	12
	m					61	61	94	90
6.2.Graduates 2	Σ					8	8	9	0
	f					5	2	7	0
	m					3	6	2	0
*Success rate 1 (students who finished their studies within 4 years)						80.90%	76.67%	83.72%	84.30%
*Success rate 2 (students who finished their studies within 8 years)						8.99%	8.89%	6.98%	0.00%
*Dropout rate (students who dropped their studies)						3.37%	13.33%	4.65%	7.44%
*Other rate (students who extended their studies, or switched programs, or transferred to other HEIs, or for other reasons)						6.74%	1.11%	4.65%	8.26%
*Average duration of study (year)						4.20	4.13	4.04	4.00

Average grade of final degree (scale of 4)			2.97	3.10	3.16	3.21
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Bachelor of Marketing programme (BOM):

The Bachelor of Marketing (**BOM**) programme was first launched in 2019. The programme has recently undergone a review, primarily to comply with the requirements of the Ministry of Education and Training (MOET) and to address the international focus of the University (as outlined in the 2021 programme). Similarly, since 2016, all programmes have been reviewed every two years to update the content, making it more practice-oriented as required by students, and to remain competitive and attractive.

Especially, the BOM 2021 programme has more specialised and skill development courses. The success rate, average final grade, duration of study time, and further information can be found in the following table. For the 2019-2023 cohorts, **BOM** students have an average GPA of 3.11/4, a success rate of 91.89%, and typically complete their studies in approximately 4 years (out of an expected 8 years). The first cohort of the **BOM** program, which began in 2019, graduated in 2023. Therefore, a recent survey conducted in 2023 to assess the employment rate of bachelor's programmes 12 months post-graduation revealed no available data.

Table 2: Statistical data – Bachelor of Marketing Programme

		Academic year 2015-2016	Academic year 2016-2017	Academic year 2017-2018	Academic year 2018-2019	Academic year 2019-2020	Academic year 2020-2021	Academic year 2021-2022	Academic year 2022-2023
1.Study Places offered by HEI		<i>Before 2020, enrollment has not started yet</i>				100	100	110	130
2.Applicants	Σ					204	350	560	136
	f					34	57	88	41
	m					170	293	472	95
*Application rate						204.00%	350.00%	509.09%	104.62%
3.First-Year Students (accepted applicants)	Σ					111	111	178	130
	f					83	87	145	90
	m					28	24	33	40
*Rate of female students						74.77%	78.38%	81.46%	69.23%
4.Foreign Students	Σ					0	0	0	0
	f					0	0	0	0
	m					0	0	0	0
*Rate of foreign students						0.00%	0.00%	0.00%	0.00%

*Percentage of occupied study places				111.00%	111.00%	161.82%	100.00%
		<div></div>	Financial year 2019	Financial year 2020	Financial year 2021	Financial year 2022	Financial year 2023
5.Total number of students			111	221	412	540	484
			Cohort 2015-2019	Cohort 2020-2020	Cohort 2021-2021	Cohort 2022-2022	Cohort 2023-2023
6.1.Graduates 1	Σ	<div>Before 2020, enrolment has not started yet</div>					102
	f						22
	m						80
6.2.Graduates 2	Σ						0
	f						0
	m						0
*Success rate 1 (students who finished their studies within 4 years)							91.89%
*Success rate 2 (students who finished their studies within 8 years)							0.00%
*Dropout rate (students who dropped their studies)							0.00%
*Other rate (students who extended their studies, or switched programs, or transferred to other HEIs, or for other reasons)							13.51%
*Average duration of study (year)							4.00
Average grade of final degree (scale of 4)							3.11

Bachelor of Human Resource Management (BHRM):

The Bachelor of Human Resource Management (**BHRM**) programme was first launched in 2016 and has steadily developed over the past seven years. Similarly, the programme has

recently undergone several reviews, primarily to comply with the requirements of the Ministry of Education and Training (MOET) and to address the international focus of the University (2017, 2021 programs). Since 2016, the programme has been reviewed every two years to update its content, making it more practice-oriented as required by students, and to remain competitive and attractive.

Especially, the **BHRM** 2021 programme has more specialised and skill development courses. The success rate, average final grade, duration of study time, and further information can be found in the following table. For the 2017-2023 cohorts, **BHRM** students have an average GPA of 3.02/4, a success rate of 75.24 %, and typically complete their studies in approximately 4.1 years, within the allowed eight-year timeframe. An alumni survey in 2023 shows that **BHRM** programme alumni have a very high employment rate (90.91 %).

Table 3: Statistical data – Bachelor of Human Resource Management programme

		Academic year 2015- 2016	Academic year 2016- 2017	Academic year 2017- 2018	Academic year 2018- 2019	Academic year 2019- 2020	Academic year 2020- 2021	Academic year 2021- 2022	Academic year 2022- 2023
1.Study Places offered by HEI		<i>Before 2017, enrol- ment has not started yet</i>	*	80	60	60	65	70	80
2.Applicants	Σ		51	77	74	113	222	352	101
	f		33	65	8	16	40	38	21
	m		18	12	66	97	182	314	80
*Application rate			Not available	96.25%	123.33%	188.33%	341.54%	502.86%	126.25%
3.First-Year Students (accepted applicants)	Σ		49	66	58	68	76	146	91
	f		32	55	53	58	61	126	73
	m		17	11	5	10	15	20	18
*Rate of female students			65.31%	83.33%	91.38%	85.29%	80.26%	86.30%	80.22%
4.Foreign Students	Σ		0	0	0	0	0	0	0
	f		0	0	0	0	0	0	0
	m		0	0	0	0	0	0	0
*Rate of foreign students			0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
*Percentage of occupied study places			Not available	82.50%	96.67%	113.33%	116.92%	208.57%	113.75%
					Financial year 2019	Financial year 2020	Financial year 2021	Financial year 2022	Financial year 2023

5.Total number of students			237	264	376	408	390
			Cohort 2015-2019	Cohort 2016-2020	Cohort 2017-2021	Cohort 2018-2022	Cohort 2019-2023
6.1.Graduates 1	Σ	Before 2017, enrolment has not started yet		34	45	47	56
	f			8	4	3	7
	m			26	41	44	49
6.2.Graduates 2	Σ			4	11	2	0
	f			1	7	2	0
	m			3	4	0	0
*Success rate 1 (students who finished their studies within 4 years)				69.39%	68.18%	81.03%	82.35%
*Success rate 2 (students who finished their studies within 8 years)				8.16%	16.67%	3.45%	0.00%
*Dropout rate (students who dropped their studies)				8.16%	3.03%	1.73%	7.36%
*Other rate (students who extended their studies, or switched programs, or transferred to other HEIs, or for other reasons)				14.29%	12.12%	13.79%	10.29%
*Average duration of study (year)				4.13	4.21	4.04	4.00
Average grade of final degree (scale of 4)				2.94	2.95	3.12	3.07

Appraisal

The panel members are satisfied with the statistical data provided and the development of the Bachelor's programmes in International Business (BIB), Marketing (BOM) and Human Resource Management (BHRM). Overall, the data suggest an apparent and increasing demand for all three programmes, as evidenced by high application rates and broadly consistent enrolment figures. Furthermore, effective student support is indicated by key performance indicators, such as the average duration of study, solid success rates, and low

dropout rates. The exceptionally high employment rates of BIB and BHRM graduates confirm the relevance of these qualifications in the labour market.

Programme Description and Appraisal in Detail

1. Objectives

1.1 Objectives of the study programme (Asterisk Criterion)

BIB

The Bachelor of International Business (**BIB**) programme at Ho Chi Minh City Open University (HCMCOU) is designed to develop students with strong political integrity, a sense of responsibility, good health, and professional competencies in international business, aligning with the country's ongoing integration and development. The programme equips students with foundational knowledge in both natural and social sciences, supporting both personal and professional growth.

Alongside this, students gain theoretical and practical expertise in key areas of business management, including strategic management, quality management, sales management, human resources management, financial management, and marketing management. Leadership and soft skills are also emphasised to enable graduates to address real-world challenges in business, marketing, sales, communication, and product development. Graduates of the programme are expected to be adaptable to dynamic business environments, responsive to societal needs, and capable of planning, executing, and managing business operations, including founding and running new enterprises.

The **BIB** curriculum, revised in 2021, focuses on building three core competencies: knowledge, skills, and self-reflection/accountability. Its five programme objectives (POs) are clearly mapped to programme learning outcomes (PLOs), ensuring a coherent and outcomes-driven educational experience. To ensure continuous improvement, HCMCOU systematically evaluates the programme's effectiveness every two years by collecting feedback from new graduates and alumni one-year post-graduation.

POs	Description
Knowledge	
PO1	Equip learners with foundational knowledge of natural, social and humanity sciences for their development of career and self-improvement.
PLO1	Demonstrate an understanding of basic knowledge of mathematics, informatics and natural science.
PLO2	Demonstrate an understanding of basic knowledge of politics, laws, economics and social sciences and humanity.
PO2	Provide learners with theoretical and practical knowledge in the area of economics - management and international business to effectively solve professional problems.
PLO3	Demonstrate an understanding of knowledge in the area of economics - management to solve the major's foundational issues.
PLO4	Demonstrate an understanding of knowledge in the area of business administration to solve professional issues.
PLO5	Demonstrate an understanding of knowledge in the major of International Business to solve professional issues.
PO3	Provide learners with supplementary knowledge in economics - management to solve professional problems.

POs	Description
PLO6	Demonstrate an understanding of supplementary knowledge in the field of International Business at the workplace.
Skills	
PO4	Help learners to develop transferable skills: problem-solving skills, professional practices and information management, communication and interpersonal skills to perform professional tasks.
PLO7	Solve complex professional problems in the field of International Business.
PLO8	Develop professional skills in the field of International Business.
PLO9	Organise and manage information within the organisation.
PLO10	Communicate in both Vietnamese and English and develop interpersonal skills, presentation and negotiation skills, and time management in the integration environment.
Self-reflection/Accountability and Responsibility	
PO5	Train learners to develop competencies to work independently and within a team in an increasingly changing environment, be responsible with themselves and as team members in guiding, communicating marketing knowledge and supervising others to perform their tasks.
PLO11	Be able to work independently and in a team.
PLO12	Be able to organise and implement tasks, learn and develop personally.
PO6	Help learners to develop a sense of responsibility with the community, and a sense of serving the country and professional ethics.
PLO13	Have a sense of responsibility and professional ethics.

Table 4 - POs and PLOs BIB

Over the past five years, the programme has achieved a strong employment rate, averaging 96.49 %, with graduates consistently rating the programme positively.

BOM

The Bachelor of Marketing (**BOM**) programme at Ho Chi Minh City Open University (HCMCOU) is designed to develop students into competent marketing professionals with strong professional integrity, a sense of responsibility, and the necessary knowledge and skills to thrive in Vietnam's evolving landscape of integration and development. The programme combines foundational knowledge in natural and social sciences with specialised training in marketing, laying a solid base for both personal growth and career development.

Students are equipped with both theoretical and practical insights into various aspects of marketing management, including strategic marketing, quality assurance, sales techniques, human resource practices specific to marketing, and financial management within marketing contexts. Leadership development is also a key focus, with students trained to handle real-world marketing challenges, lead teams, conduct market research, and design innovative campaigns.

The 2021 **BOM** curriculum emphasises three key areas of student development: knowledge, skills, and self-reflection and responsibility. These are translated into six programme objectives (POs), which are aligned with clearly defined programme learning outcomes (PLOs). The programme was designed following the guidelines of Vietnam's Ministry of Education and Training (MOET), university policies, and stakeholder input. It also incorporates the standards

of the Vietnam Qualification Framework and the European Qualification Framework, ensuring global relevance and quality.

POs	Description
Knowledge	
PO1	Equip learners with foundational knowledge of natural, social and humanity sciences for their development of career and self-improvement.
PLO1	Demonstrate an understanding of basic knowledge of mathematics, informatics and natural science.
PLO2	Demonstrate an understanding of basic knowledge of politics, laws, economics and social sciences and humanity.
PO2	Provide learners with theoretical and practical knowledge in the area of economics - management and marketing to effectively solve professional problems.
PLO3	Demonstrate an understanding of knowledge in the area of economics - management to solve the major's foundational issues.
PLO4	Demonstrate an understanding of knowledge in the area of business administration to solve professional issues.
PLO5	Demonstrate an understanding of knowledge in the major of Marketing to solve professional issues.
PO3	Provide learners with supplementary knowledge in economics - management to solve professional problems.
PLO6	Demonstrate an understanding of supplementary knowledge in the field of Marketing at the workplace.
Skills	
PO4	Help learners to develop transferable skills: problem-solving skills, professional practices and information management, communication and interpersonal skills to perform professional tasks.
PLO7	Solve complex professional problems in the field of Marketing.
PLO8	Develop professional skills in the field of Marketing.
PLO9	Organise and manage information within the organisation.
PLO10	Communicate in both Vietnamese and English and develop interpersonal skills, presentation and negotiation skills, and time management in the integration environment.
Self-reflection/Accountability and Responsibility	
PO5	Train learners to develop competencies to work independently and within a team in an increasingly changing environment, be responsible with themselves and as team members in guiding, communicating marketing knowledge and supervising others to perform their tasks.
PLO11	Be able to work independently and in a team.
PLO12	Be able to organise and implement tasks, learn and develop personally.
PO6	Help learners to develop a sense of responsibility with the community, and a sense of serving the country and professional ethics.
PLO13	Have a sense of responsibility and professional ethics.

Table 5 - POs and PLOs BOM

Curriculum details⁵ are publicly available on the University's website. As part of its commitment to continuous improvement, HCMCOU evaluates the programme every two years through feedback from graduates and alumni. However, since the first cohort of **BOM** students graduated in 2023, employment outcome data will become available in the next assessment cycle.

⁵ including PLOs issued under Decision No. 2232/QĐ-DHM

BHRM

The Bachelor of Human Resource Management (**BHRM**) programme at Ho Chi Minh City Open University (HCMCOU) is designed to cultivate students' political integrity, responsibility, well-being, and professional competence, preparing them for career advancement and personal growth. The curriculum begins with foundational knowledge in natural and social sciences to support self-development and professional learning, then builds toward specialised expertise in human resource management.

Students gain both theoretical and practical knowledge in key areas of management, including strategic, financial, marketing, and human resource management, as well as contemporary organisational practices. They also develop the core competencies required of HR professionals, including skills in recruitment, planning, training and development, contract management, internal communication, and HR research and development.

Graduates of the **BHRM** programme are equipped to respond to shifts in the business environment, address societal development needs, and effectively plan, implement, and manage human resource functions within organisations. The 2021 curriculum is structured around three core areas: knowledge, skills, and self-reflection and responsibility, which are aligned with five programme objectives (POs) and detailed programme learning outcomes (PLOs).

POs	Description
Knowledge	
PO1	Equip learners with foundational knowledge of natural, social and humanity sciences for their professional and personal development.
PLO1	Demonstrate an understanding of basic knowledge of mathematics, informatics, and natural science.
PLO2	Demonstrate an understanding of basic knowledge of politics, laws, economics, and social sciences and humanity.
PO2	Provide learners with theoretical and practical knowledge in the area of economics - management and human resource management to effectively solve professional problems.
PLO3	Demonstrate an understanding of the economics - management knowledge to solve the major's foundational issues.
PLO4	Demonstrate an understanding of the business administration knowledge to solve professional issues.
PLO5	Demonstrate an understanding of knowledge in the major of Human Resource Management to solve professional issues.
PO3	Provide learners with supplementary knowledge in economics - management to solve professional problems.
PLO6	Demonstrate an understanding of supplementary knowledge in the field of Human Resource Management at the workplace.
Skills	
PO4	Help learners to develop cognitive skills including problem-solving skills, professional practice skills, and communication skills which are necessary for human resource management to perform professional tasks commensurate with professional positions.
PLO7	Solve complex professional problems in the field of Human Resource Management.
PLO8	Develop professional practical skills in the field of Human Resource Management.

POs	Description
PLO9	Organise and manage information within the organisation.
PLO10	Communicate in both Vietnamese and English and develop interpersonal skills, presentation and negotiation skills, and time management in the integration environment.
Self-reflection/Accountability and Responsibility	
PO5	Train the learners to develop competencies to work independently and within a team in an increasingly changing environment, be responsible with themselves and as team members in guiding, communicating human resource management knowledge, and supervising others to perform their tasks.
PLO11	Be able to work independently and in a team.
PLO12	Be able to organise and implement tasks, learn and develop personally.
PO6	Help the learners to develop a sense of responsibility with the community and a sense of serving the country and professional ethics.
PLO13	Have a sense of responsibility and professional ethics.

Table 6 - POs and PLOs BHRM

HCMCOU conducts a systematic review of the programme's effectiveness every two years, evaluating its impact on graduates both immediately after graduation and one year later. Over the past five years, the programme has maintained a strong average employment rate of 94.83 %, with graduates rating the programme highly - 4.10 out of 5 in 2020 and 4.13 in 2021 - demonstrating its relevance and quality.

Appraisal:

The qualification objectives of the programmes are clearly explained and convincingly presented, particularly concerning the target group, the targeted professional field, and the societal context of the discipline. They embrace academic proficiency, comprehensive employability, and the development of the individual student's personality. Furthermore, the subject-specific and extra-curricular qualification objectives and skills to be acquired correspond with the aspired level at graduation. They take into account the requirements of the national qualification framework.

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

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

BIB

The Bachelor of International Business (**BIB**) curriculum is benchmarked against top international programmes from the National University of Singapore, the University of Queensland, and the University of Southampton. This alignment with global standards ensures that the programme's objectives, learning outcomes, and course content remain competitive and internationally relevant. The curriculum is further strengthened by a diverse and highly qualified faculty, with 55% of lecturers holding degrees from prestigious institutions in countries such as England, France, the U.S., Australia, and New Zealand.

This diversity supports a bilingual education environment, with many courses taught in both Vietnamese and English. To enhance real-world and global perspectives, the programme regularly hosts guest speakers from international companies and collaborates with international lecturers on research projects. It also promotes student and staff exchanges with institutions like the University of Rouen Normandy, providing valuable multicultural experiences.

A notable feature is the joint initiative with the University of Rouen Normandy, where students study English-taught courses delivered by faculty from both universities. This 3+1 programme structure allows students to transfer credits and complete their BA degree abroad. Moreover, the **BIB** programme emphasises English proficiency, with 42% of courses using English-language textbooks and materials. Students are required to complete five English courses, totalling 15 credit units, and must achieve a minimum B1 level on the CEFR scale before graduation, ensuring they are well-prepared for the demands of an international business environment.

BOM

The Bachelor of Marketing (**BOM**) curriculum is designed to align with leading international standards, drawing benchmarks from renowned programmes at institutions such as Normandy Rouen University, the National University of Singapore, the University of Queensland, and the University of Southampton. This ensures that graduates are equipped with globally relevant skills and enhances opportunities on the job market. The programme is supported by a highly qualified faculty, with 55% of lecturers holding international degrees from countries such as England, France, the U.S., Australia, and New Zealand, enriching the learning environment with diverse global insights.

To deepen students' exposure to international practices, the **BOM** programme frequently invites seasoned executives from global companies to deliver seminars, and partners with international institutions for collaborative teaching and research. A key feature is the joint programme with the University of Rouen Normandy, which enables students to pursue part of their studies in an international setting, promoting both academic progression and cross-cultural adaptability.

English proficiency is a central focus of the **BOM** programme. English-language textbooks and materials are used in 42% of courses, and students are required to complete five English courses, totalling 15 credit units. To graduate, students must also attain a minimum level of proficiency of at least B1 on the CEFR scale, ensuring they are well-prepared for effective communication and professional engagement in the global marketing arena.

BHRM

The Bachelor of Human Resource Management (**BHRM**) programme at HCMCOU is internationally benchmarked against leading HRM programmes from the National University of Singapore, the University of Queensland, and the University of Southampton. This ensures the curriculum remains aligned with current global practices in human resource management. The faculty has an international profile, with 55% of lecturers holding degrees from universities in countries such as the United Kingdom, France, the United States, Australia, and New Zealand. This academic background supports the integration of international perspectives into the teaching process.

Students benefit from regular engagement with international guest speakers and senior lecturers who bring real-world insights through seminars and collaborative research. Exchanges with institutions such as the University of Rouen Normandy enrich the learning environment with multicultural experiences and broaden students' global outlook. The joint programme with Rouen also enables **BHRM** students to study in an international setting, learning from both local and foreign educators and developing the cross-cultural competencies essential for today's HR professionals.

English proficiency is a core component of the program, with 42 % of courses incorporating English-language materials. Students are required to complete five English courses, totalling 15 credit units, and must achieve a B1 CEFR level of proficiency by graduation.

Appraisal:

The programmes' design appropriately takes into account the required international aspects, with respect, too, to its graduates' employability. However, the panel members see potential for further development in preparing students for the practical challenges of a globalised work environment. While international aspects are addressed, student feedback from surveys indicates a desire for more formalised training to overcome language barriers and to develop practical skills for working in multicultural teams and international organisations.

Hence, the panel members **recommend** that the HEI systematically strengthens the development of practical competences for working in an international and multicultural context by formally anchoring measures in the curriculum, such as establishing dedicated modules or implementing a structured guest lecturer programme with international experts from diverse professional backgrounds.

	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

Positioning of the study programme in the educational market

For all programmes

The programmes are distinguished by three core strengths that contribute to their strong competitive edge.

A primary focus is placed on effective student support, which prioritises comprehensive assistance for students both in and out of the classroom. Secondly, the curriculum is regularly updated to integrate transferable and professional skills. These include IT applications, English language proficiency (B1 level of the CEFR), and the ability to conduct independent or group research. Thirdly, the HEI fosters connections with industry to secure valuable internship opportunities for the students.

These strengths contribute to the programmes' competitiveness, consistently positioning them in the upper-middle tier and among the top-ranking programmes at state universities in HCMC. Their effectiveness is further evidenced by consistently high entrance scores.

Positioning of the study programme on the job market for graduates ("Employability")

BIB

Graduates of the **BIB** programme have several career paths they can pursue. Key employment areas include labour-intensive industries, white-collar roles, business and administration, sales, and marketing. Additionally, logistics, operations, and supply chain management are growing fields due to Vietnam's expanding manufacturing sector.

The **BIB** programme prepares students for roles such as international business or sales staff, quality assurance staff, coordinators, strategic managers in international industries, and advisers in related fields. Graduates can advance to middle management positions within three to five years or start their businesses. The FBA has analysed stakeholder feedback and job market trends to ensure the programme aligns with industry needs. Surveys from 2022 to 2023 indicate a high percentage of employability among **BIB** graduates.

Additionally, there is a decreasing trend among graduates starting their own businesses, declining from 8.47% in 2022 to 6.06% in 2023.

BOM

The **BOM** programme equips students with the skills needed for a variety of marketing roles, addressing the high demand in labour-intensive and white-collar industries. Marketing graduates can pursue careers in sales, branding, digital marketing, event coordination, advertising, and public relations. Strong industry connections and partnerships offer students hands-on learning opportunities through internships and projects, preparing them for the

competitive job market. Comprehensive career services support graduates in achieving high employment rates and competitive salaries.

Graduates can advance in their careers or pursue further education, such as an MBA. The programme's adaptability prepares graduates for dynamic roles in marketing. Survey feedback indicates that a significant percentage of graduates find employment in the private sector, with some starting their businesses (6.65%). The training programme is compatible with employment needs because 58.3 % of students report a relatively high to high level of compatibility.

Since the **BOM** programme began admitting students in 2019, no statistical data are currently available on the employment status of graduates one year after graduation.

BHRM

The **BHRM** programme prepares students for various roles in human resource management, a field with consistent demand across labour-intensive and white-collar industries. Key employment areas include law and administration, recruitment and training, employee branding, and change management. **BHRM** graduates can pursue careers as HR officers, recruitment specialists, training and development executives, payroll officers, and employee relations officers.

Career progression can lead to middle and senior management roles within 10 to 15 years. The FBA has incorporated comprehensive feedback from stakeholders and job market analysis into the program. Surveys indicate a high level of employability for BHRM graduates, with a growing number of students securing positions in various companies and a high degree of compatibility between training and employment.

Positioning of the study programme within the HEI's overall strategic concept

For all programmes

The programmes are designed in close alignment with the University's overarching strategic objectives and values. They employ flexible and diverse teaching methodologies to foster a deep understanding of core principles and promote the practical application of knowledge, supporting lifelong learning. This practice-oriented approach underpins the University's vision of producing competent, industry-ready professionals with strong ethical values. The curriculum is tailored to equip graduates with a comprehensive and specialised skillset relevant to their chosen field, be it international business, marketing, or human resource management. To ensure a well-rounded educational experience, students actively participate in a diverse range of extracurricular activities - from academic contests and club participation to community service - which enrich their learning journey and develop key skills such as leadership and social responsibility.

Appraisal:

The reasons given for positioning this study programme in the educational market are plausible.

The arguments in support of graduate employability, based on the stated qualification objectives, are convincingly presented. The future fields of employment for graduates are plausibly set forth.

The study programme is convincingly integrated into the HEI's overall strategic concept. The study programme's qualification goals align with the HEI'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

Admission requirements (Asterisk Criterion)

For all programmes

Each academic year, Vietnam's Ministry of Education and Training (MOET) issues regulations guiding university admissions, outlining two main pathways: selection based on national high school exam scores and institutional examinations or selection methods. While MOET sets the general framework, each university, including Ho Chi Minh City Open University (HCMCOU), determines its own specific admission procedures. At HCMCOU, the President serves as the head of the Admission Council, working with all faculties to develop an annual admission project.

This project, built in compliance with MOET regulations—such as Circular 08/2022/TT-BGDĐT—is publicly announced and detailed on the University's website. The project outlines key elements, including total intake per bachelor programme, infrastructure and faculty readiness, applicant eligibility, selection procedures, tuition fees, and scholarship opportunities. The Admission Council is responsible for establishing admissions regulations, setting quotas and test score thresholds, and delegating responsibilities to supporting committees.

Admission eligibility is divided into three main groups: graduates from Vietnamese high schools or vocational schools, vocational graduates who later complete the required high school subjects, and graduates from foreign high schools with equivalent credentials. HCMCOU employs five main selection methods, each with a defined quota:

- Priority for national award winners (top 3).
- High school students with consistently “Very Good” performance and subject GPAs of at least 7.0.
- National high school exam scores (the most common method).
- GPA of selected subjects over five semesters (minimum total of 20 points).
- International qualifications include the IB (minimum 26), A-Levels (all grades C), or SAT (minimum 1100/1600).

Minimum admission scores are set annually based on national test score ranges, ensuring academic quality. Additionally, HCMCOU grants direct admission to gifted students, students with disabilities, and those with recognised national contributions, along with other merit-based and priority admissions aligned with MOET's policies. Full admission details are available on the university's official website.

Counselling for prospective students

For all programmes:

Ho Chi Minh City Open University (HCMCOU) provides comprehensive, year-round counselling services for prospective students across Vietnam through a wide range of practical

and accessible activities. The counselling focuses on three key areas: career guidance tailored to students' interests and strengths; procedural guidance on applications, changes of majors or institutions; and promotion of HCMCOU's academic programmes, highlighting their unique features.

Led by the Office of Academic Affairs (OAA), with support from faculty and academic staff, these services are delivered through in-person consultations, phone hotlines, email, live streams, and social media. Information is also made available via brochures and a user-friendly website, offering detailed insights into programs, tuition, scholarships, previous years' admission scores, and graduate employment rates. HCMCOU runs a robust annual admissions campaign.

It begins by publishing its official admission project on both the MOET and HCMCOU websites, detailing intake numbers, selection methods, and programme-related infrastructure. A dedicated Consulting and Marketing Board—comprising staff from OAA, faculties, and current students and alumni - then executes the campaign. Their efforts include school visits, online livestreams, participation in public events and conferences, as well as collaboration with national newspapers and education departments in various provinces and regions.

These initiatives aim to reach thousands of high school students, parents, and educators nationwide, with alumni and students actively sharing testimonials and supporting promotional efforts. In addition to external counselling, HCMCOU offers continued support after students are admitted. Transition counselling encompasses orientation to university life, including housing, study skills, regulations, and student activities. These services are delivered through individual sessions, group orientations, and printed materials, such as the Student Handbook.

The effectiveness of these counselling and recruitment efforts is reviewed annually by the OAA and reported to the university leadership. Overall, HCMCOU's admissions counselling is proactive, diverse, and professionally managed, ensuring that students receive comprehensive support from pre-application to post-enrolment.

Selection procedure (if relevant)

For all programmes:

The Ho Chi Minh City Open University (HCMCOU) clearly defines its student selection criteria and methods in its annual Admission Project and Admission Regulations, aligning with the guidelines of the Ministry of Education and Training (MOET). These criteria are regularly reviewed to ensure fairness, transparency, and alignment with national standards. Each academic programme sets specific selection criteria tailored to its requirements, and scholarships are offered to high-achieving students to encourage enrollment.

Over time, HCMCOU has diversified its admission methods. Initially, from 2015 to 2017, the University selected students based on top national or international awards and their scores on the National High School Exam. In 2018, direct admission was introduced for students from gifted or specialised high schools with consistently high GPAs. In 2019, a fourth method was introduced, utilising the GPA results of three key high school subjects that total at least 20 points. By 2020, a fifth method was introduced, targeting students with IB, A-Levels, or SAT

results, with preference given to those holding international English certificates, such as an IELTS score of 5.5 or higher.

The selection process varies slightly depending on the method. For those applying based on the National High School Exam, the process includes application registration, document submission, initial selection, notification of results, and enrollment. If quotas are not filled in the first round, a second round may be conducted with similar procedures. For students applying via awards, GPA, or specialised high school performance, the process also begins with registration and application submission, followed by evaluation and notification of successful candidates.

Those applying based on international qualifications (IB, A-Levels, or SAT) follow a similar route, with selection based on their test scores. Overall, HCMCOU's admissions process is structured, transparent, and inclusive, offering multiple pathways to attract a diverse and capable student body.

Ensuring foreign language proficiency (Asterisk Criterion)

For all programmes:

At Ho Chi Minh City Open University (HCMCOU), Bachelor programmes are designed to ensure that students attain a minimum of B1 level foreign language proficiency upon graduation, equipping them with the skills needed to study and work effectively in international contexts. Graduates are expected to understand specialised reports and presentations, handle common professional interactions in English, write basic reports, and discuss job-related topics.

To support this goal, students are required to complete five compulsory English courses during their studies. Additionally, English proficiency is integrated into the admissions process. Applicants can be selected based on combinations of high school exam subjects that include English, or they can submit international English test scores, such as IELTS or TOEFL, in place of their national English exam results. These scores are converted into admission points based on a standardised conversion table.

Once admitted, all students are required to take a placement test to determine their English proficiency level. Depending on their results, they will be placed into appropriate English courses, with supplementary classes available for those who do not yet meet the starting level required for English 1. This structured approach ensures that all students, regardless of their starting point, have the opportunity and support to reach B1 proficiency by the time they graduate

Transparency and documentation of admission procedure and decision (Asterisk Criterion)

For all programmes:

HCMCOU places strong emphasis on transparency and proper documentation throughout its annual admission process. Each year, an Admission Council, chaired by the university

president, is established to oversee the entire process. This council is responsible for developing the annual admission project, determining the minimum accepted scores, and assigning subordinate committees to handle candidate selection and student enrollment.

The Office of Academic Affairs (OAA) ensures the integrity of the process by issuing clear procedures, such as the Recruitment Process (2019), and various audit processes (2021), including the post-audit of successful candidates and verification of priority student profiles and enrolment documents. These efforts uphold transparency and fairness. HCMCOU's annual Admission Project, officially submitted to the Ministry of Education and Training (MOET) and published publicly, is grounded in MOET's regulations and guidance documents.

This project is made widely accessible via the MOET HEI admission portal and HCMCOU's website. It provides comprehensive information on enrolment quotas by major, admission scores from previous years, selection criteria, quality assurance conditions, tuition, and scholarships. To further publicise the admission information and attract candidates in a competitive landscape, HCMCOU actively disseminates its Admission Project through brochures, livestreams, school visits, and joint counselling programmes with major newspapers.

Once the Admission Council finalises the minimum scores, OAA announces the results on various platforms, including the university's website and national newspapers. Candidates can check their results through HCMCOU's online system. Following the selection, OAA and the Centre for Information and Student Management (CISM) manage enrolment logistics, such as issuing admission notices, generating student ID numbers and emails, inputting data into EDUSOFT, and activating LMS accounts.

Finalised lists of enrolled students are compiled and submitted to MOET, which may later conduct inspections to verify that all procedures align with the published and approved Admission Project.

Appraisal:

The admission requirements are defined and comprehensible. The national requirements are presented and taken into account.

Applicants can directly turn to a student counselling service at the university for clarification of specific questions, personal aptitude, career perspectives, and related issues through in-person consultations, phone hotlines, email, live streams, and social media. Personal dialogue between applicants and the HEI is facilitated through defined office hours, by telephone, and via email.

The selection procedure is transparent and ensures that qualified students are admitted.

The admission requirements ensure that students can complete the study programme (courses, additional literature, utilisation of counselling services and extracurricular activities).

The admission procedure is described, documented, and accessible for interested parties. The admission decision is based on transparent criteria and is communicated in writing.

	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

Logic and conceptual coherence (Asterisk Criterion)

For all programmes:

The FBA bachelor's programmes at HCMCOU - including Business International Business (BIB), Business Operations Management (BOM), and Business Human Resource Management (BHRM) - are designed to provide students with a well-rounded education aligned with international standards and focused on developing professional competencies. These programmes share a consistent and coherent structure that combines foundational knowledge, professional specialisation, and practical experience through internships and thesis projects.

Each programme is structured around three key components: a shared foundational knowledge base (38 credit units or 30.4 %) covering Political Theology, Law, Social Sciences, Natural Sciences, IT, English, Physical Education, and Military Education; specialised professional knowledge (74 credit units or 59.2 %) tailored to each field; and practical training (13 credit units or 10.4 %) including internships and a thesis or equivalent coursework. This structured progression from general to specialised content ensures a comprehensive academic journey.

Flexibility is a defining feature of the curriculum, with about 40% of each programme comprising elective courses. This allows students to personalise their learning paths based on individual interests and career goals and supports diverse aspirations and learning styles. The programmes are internationally oriented, with a credit system aligned to the European Credit Transfer and Accumulation System (ECTS), enabling smoother academic mobility and global recognition of qualifications.

Each course is designed with specific Course Learning Outcomes (CLOs) that align with overarching Programme Learning Outcomes (PLOs). This ensures that the curriculum remains relevant to the global business landscape. To enhance career readiness, the programmes integrate practical experiences that help students apply their knowledge in real-world settings. Additionally, the option to substitute a thesis with extra coursework provides further flexibility for students seeking a more practice-oriented path.

Course learning outcomes for „International Marketing“ (BIB)	
CLO1	Demonstrate key concepts in international marketing
CLO2.1	Interpret the influences of environmental factors, research activities and marketing-mix strategies on international marketing activities
CLO2.2	Apply the marketing theories to the actual context of international marketing activities of companies
CLO3.1	Capacity in planning, organizing, and controlling international marketing activities
CLO3.2	Apply hard skills in making decisions, collecting and analyzing the information Apply soft skills, including: communication, analysis, teamwork, planning and time management
CLO4.1	Dynamic, creative, and responsibility in international marketing activities.

	Present effectively and self-study effectively
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Table 7 - Examples CLOs BIB

Course learning outcomes for „Brand management“ (BOM)	
CLO1	Understand key concepts in brand management
CLO2	Evaluate and apply theory to building, developing, managing elements and field-related brands in company
CLO3.1	Evaluate strategies in controlling brand management activities
CLO3.2	Performing in planning, organizing, controlling brand management activities
CLO3.3	Apply hard skills in making decisions, collecting and analyzing information Apply soft skills, including communication, English skill, analysis, teamwork, planning, and time management
CLO4	Apply information provided during the course to solve the problems

Table 8 - Examples CLOs BOM

Course learning outcomes for „Organizational Behavior“ (BHRM)	
CLO1.1	Explain how factors of individual, group, and organizational influence organizational behaviors.
CLO1.2	Interpret the OB model in Human Resource Management (HRM).
CLO1.3	Explain individual, group, and organizational behaviors in HRM.
CLO2.1	Analyze theories of OB in the practice of HRM.
CLO2.2	Apply practical management skills, including the skills to work with people, solve staff issues, communicate effectively, and the skills to learn and develop themselves.
CLO3.1	Develop their competence and behavior, contributing to fulfilling the responsibilities towards themselves, the organization, and society.
CLO3.2	Be aware of the behavior of others, thereby expressing ethical behaviors, communicating and behaving in effective manners.

Table 9 - Examples CLOs BHRM

BIB

The **BIB** programme aims to cultivate students' political integrity, social responsibility, and professional competence in international business and to prepare them for career development in a globalised context.

The **BIB** curriculum consists of 125 credit units (CUs) over four academic years, including 11 terms (two for internships). The programme is divided into foundation knowledge (38 CUs), professional knowledge (74 CUs), and internships and thesis (13 CUs). The foundation and professional knowledge components comprise both compulsory and elective courses, offering students flexibility to tailor their education to their interests and career goals.

Flexibility and Specialisation: The programme offers three directions, namely International Commerce (D1), International Investment (D2), and International Business in the Public Sector (D3). Elective courses comprise 40% of the curriculum, enabling students to select courses closely related to their chosen field of study. Students may also opt to take additional professional and specialisation courses instead of writing a thesis.

The curriculum overview can be found in Appendix 1.

BOM

The Business Operation Management (**BOM**) programme is designed to foster political integrity, social responsibility, and professional competence in marketing, preparing students to thrive in a dynamic business environment. Structured over four academic years and 11 terms—including two dedicated to internships—the programme comprises 125 credit units, divided into foundational knowledge (38 CUs), professional knowledge (74 CUs), and internships and thesis work (13 CUs).

The curriculum offers flexibility and specialisation through two main tracks: Corporate/In-house Marketing and Agency Marketing. With 40% of the programme consisting of elective courses, students can tailor their studies to focus on specific areas, such as business and sales, brand management, or marketing consultancy. In addition, students have the option to take extra courses in place of a thesis, allowing them to personalise their academic journey in line with their career goals.

The curriculum overview can be found in Appendix 2.

BHRM

The Bachelor in Human Resource Management (**BHRM**) programme is designed to cultivate students' political integrity, social responsibility, and professional competence in HRM and business administration, equipping them for career advancement across diverse organisational settings in the context of national integration and development. The programme spans four academic years over 11 terms, including two reserved for internships, and comprises 125 credit units divided into foundational knowledge (38 CUs), professional knowledge (74 CUs), and internships and thesis (13 CUs).

Offering both structure and flexibility, the **BHRM** programme allows students to specialise in either Corporate HR, serving private firms, state-owned enterprises, or foreign-invested companies, or Agency HR, focusing on consultancy roles. With 40% of the curriculum comprising elective courses, students have the freedom to shape their academic path according to their interests and career objectives. Those preferring practical exposure over academic research may opt to replace the thesis with additional professional or specialised courses.

The curriculum overview can be found in Appendix 3.

Rationale for degree and programme name (Asterisk Criterion)

BIB

The Bachelor of International Business (**BIB**) programme at HCMCOU is a level six qualification aligned with the Vietnamese Qualifications Framework (VQF) for bachelor's degrees. To graduate, students must complete 125 credit units, exceeding the VQF's minimum requirement of 120 CUs. The title awarded to students is Bachelor of International Business (English title) or Cử nhân Kinh doanh quốc tế (Vietnamese title).

BOM

The Bachelor of Marketing (**BOM**) programme at HCMCOU is recognised as a level six qualification under the Vietnamese Qualifications Framework (VQF). To meet graduation requirements, students must complete 125 credit units (excluding physical, military, and defence education), aligning with the VQF's minimum standards. The programme is designed to equip students with essential knowledge, practical skills, and a strong sense of self-reflection, accountability, and professional responsibility. The title awarded to students is Bachelor of Marketing (English title) or Cử nhân Marketing (Vietnamese title).

BHRM

The Bachelor of Human Resource Management (**BHRM**) programme at HCMCOU is classified as a level six qualification under the Vietnamese Qualifications Framework (VQF). To graduate, students must complete 125 credit units, meeting the VQF's requirements for a bachelor's degree. The programme is designed to develop students' knowledge, skills, and sense of accountability and responsibility in alignment with VQF standards. The title awarded to students is Bachelor of Human Resource Management (English title) or Cử nhân Quản trị nhân lực (Vietnamese title).

Integration of theory and practice (Asterisk Criterion)

BIB

The Bachelor of International Business (**BIB**) programme offers a blend of theory and practice, with 37.2 % of its total workload dedicated to practical activities. Students gain a strong theoretical foundation through 78.5 credit units (CUs) of academic coursework, complemented

by 46.5 CUs of hands-on learning. At the programme level, students are encouraged to bridge classroom knowledge with real-world application through activities such as thematic seminars led by senior managers, field trips to businesses, and active participation in business management clubs.

Key to this integration are two compulsory internships—Internship 1 and Internship 2—spread across two of the programme’s 11 terms, which provide immersive, reflective experiences in professional settings. At the course level, **BIB** subjects maintain a balance between theoretical instruction and practical application. Through diverse teaching methods—such as presentations, group work, project assignments, and case studies—students are guided to apply theoretical frameworks to solve real business challenges.

The curriculum is structured around three main components: foundation knowledge (30.4 %), professional knowledge (59.2 %), and a graduation practice/project (10.4 %). Foundational courses include subjects like Principles of Management, Business Statistics, and General Economics. Professional knowledge areas emphasise disciplines such as Human Resource Management and Marketing Management, with a 70:30 theory-to-practice ratio and specialised focus on International Business and Marketing.

Additionally, the programme features English for International Business to support students’ global competency. For graduation, students undertake practical experience through internships at domestic or international enterprises. Those with a GPA of 2.8/4 or 7.0/10 or higher may opt to write a thesis. In contrast, others fulfil graduation requirements by completing two additional courses after completing the “Internship 2 – IBUS” course and submitting a report. This structure ensures that students not only master core concepts but also graduate with meaningful, applied experience in international business.

BOM

The Bachelor of Marketing (**BOM**) programme at HCMCOU is designed to effectively combine theoretical learning with practical experience, with 37.2 % of the total workload devoted to hands-on activities. Students complete 78.5 credit units (CUs) of theoretical coursework alongside 46.5 CUs of practical training. At the programme level, a strong academic foundation is reinforced through real-world exposure, including thematic sessions led by business leaders, field trips to companies, and participation in business management clubs.

Two mandatory internships — Internship 1 and Internship 2 — are integrated into the programme’s 11-term structure, providing students with valuable opportunities to apply and reflect on their learning in professional settings. At the course level, the **BOM** curriculum emphasises both theoretical understanding and its practical application. Students engage in presentations, group projects, and case studies that enable them to apply marketing concepts to real business scenarios.

The curriculum is structured around three main components: foundation knowledge (30.4%), professional knowledge (59.2%), and a graduation practice/project (10.4%). Foundation courses cover fundamental areas, including Principles of Management, Business Statistics, and General Economics. The professional knowledge component includes core and specialised marketing subjects, delivered with a balance of 62.8% theory and 37.2% practice.

For graduation, students participate in internships within marketing-related enterprises—either in-house or at agencies—applying their academic learning in real business contexts.

Those with a GPA of 2.8/4 or 7.0/10 or higher have the option to write a thesis. In contrast, others fulfil the requirement by completing two alternative courses after successfully finishing the “Internship 2 – MARK” course and submitting an internship report. This structure ensures that graduates are well-prepared for the dynamic demands of the marketing profession.

BHRM

The Bachelor of Human Resource Management (**BHRM**) programme is designed to blend theoretical learning with practical experience, dedicating 37.2 % of its total workload to hands-on activities. With 78.5 credit units (CUs) of theoretical coursework and 46.5 CUs of practical training, the programme ensures students gain a strong academic foundation while actively applying their knowledge. At the programme level, practical exposure is fostered through thematic reports by industry leaders, field trips, and engagement in business management clubs.

Two compulsory internships, scheduled across two of the programme’s 11 terms, provide students with the opportunity to gain real-world experience and reflect on their learning. At the course level, **BHRM** subjects emphasise the integration of theory and practice. Teaching methods such as presentations, group work, project assignments, and case studies enable students to apply their knowledge to address real-world business challenges. The curriculum consists of three key components: foundation knowledge (30.4 %), professional knowledge (59.2 %), and a Graduation Practice/Project (10.4 %).

Foundational courses cover core subjects like Principles of Management, Business Statistics, and General Economics. Professional knowledge centres on human resource management topics, delivered with a 70:30 balance between theory and practice. The graduation practice/project includes internships at in-house HR departments or agencies, allowing students to apply what they’ve learned in professional environments. Students with a GPA of 2.8/4 or 7.0/10 or higher may opt to write a thesis. In contrast, others complete two additional courses after successfully finishing the “Internship 2 – HRMA” course and submitting a report.

Through this structure, the **BHRM** programme equips students with both academic knowledge and practical skills, preparing them for effective careers in human resource management.

Interdisciplinary thinking

BIB

Interdisciplinary thinking is a core feature of the Bachelor of International Business (**BIB**) programme at HCMCOU, integrated throughout the curriculum to ensure a well-rounded and versatile education. At the programme level, students are exposed to a broad range of disciplines, including business, management, finance, economics, and law. The foundation knowledge component spans natural and social sciences, political ideology, research methodology, mathematics, IT, physical education, and military training.

Proficiency in English is also emphasised, particularly for achieving Programme Learning Outcome 10 (Communicate in both Vietnamese and English and develop interpersonal skills, presentation and negotiation skills, and time management in the integration environment). Interdisciplinary insights are further deepened through course clusters that blend related subject areas. For example, students preparing for careers in international commerce benefit from courses such as Import-Export Management, Shipping and Insurance, International Payment, and International Commercial Law. Those pursuing international investment roles typically take courses such as Global Investment, International Finance, Cross-Cultural Communication, and Global Business Strategy.

Similarly, a combination of courses across commerce and finance prepares students for public-sector international business roles. The course content reinforces this interdisciplinary approach through real-world projects, problem-based learning, and hands-on experiences. Courses such as International Commercial Law, Cross-Cultural Communication, and Change Management integrate knowledge from commerce, culture, psychology, and management, while also developing essential soft skills, including communication, negotiation, presentation, and adaptability.

Additionally, subjects such as Information Technology Basics, Digital Marketing, and E-Commerce link technology with business knowledge, and personal development is supported through courses like Self-Awareness, Critical and Creative Thinking, and Goal Setting. This comprehensive integration of disciplines equips students with the diverse skill set required for the global business environment.

BOM

The Bachelor of Marketing (**BOM**) programme emphasises interdisciplinary thinking through a range of academic fields to support comprehensive learning and skill development. At the programme level, disciplines such as business, management, finance, economics, and law are woven into the curriculum to fulfil key learning outcomes, while English proficiency is essential for achieving PLO10 (Communicate in both Vietnamese and English and develop interpersonal skills, presentation and negotiation skills, and time management in the integration environment). The foundation knowledge component also includes subjects from the natural and social sciences, political ideology, research methodology, mathematics, information technology, physical education, and military education.

Interdisciplinary learning continues within course clusters that bridge related marketing areas, particularly between corporate and in-house marketing and agency marketing. For instance, courses like Sales Management, Distribution Channel Management, Pricing Strategy and Policy, and E-Commerce are tailored to those aiming for corporate marketing roles. Meanwhile, Events and Sponsorship, Advertising, Public Relations, and Digital Marketing prepare students for dynamic careers in agency marketing.

Across these clusters, the programme fosters interdisciplinary thinking through real-world projects, problem-based learning, and interactive activities. Courses such as Integrated Marketing Communications, Corporate Social Responsibility, and Consumer Behaviour blend knowledge from commerce, culture, psychology, and management, while also developing essential soft skills like communication, negotiation, and adaptability. Additionally, subjects like

Information Technology Basics, Digital Marketing, and E-Commerce connect information systems with professional marketing practices.

The **BOM** programme also prioritises personal development through courses on Critical and Creative Thinking, Living Value, Emotional Intelligence, Self-Awareness, and Goal Setting, equipping students with both professional expertise and self-management skills for the evolving marketing landscape.

BHRM

The Bachelor of Human Resource Management (**BHRM**) programme applies interdisciplinary thinking throughout its structure, equipping students with a comprehensive and versatile skill set. At the programme level, it integrates knowledge from management, finance, business, economics, and law, supporting the achievement of core learning outcomes. English proficiency is emphasised as a key component for fulfilling PLO10 (Communicate in both Vietnamese and English and develop interpersonal skills, presentation and negotiation skills, and time management in the integration environment). The foundation knowledge segment includes a broad spectrum of subjects, ranging from natural and social sciences to political ideology, research methods, mathematics, IT, physical education, and military training.

Within course clusters, interdisciplinary learning is fostered through a blend of topics relevant to both corporate and in-house HR roles, as well as agency HR roles. Courses such as Entrepreneurship, Working Environment and Safety, Labour Relations Management, and Social Insurance cater to those pursuing careers in corporate HR. Conversely, Business Planning, HR Training and Development, Payment Management, and Performance Management prepare students for the dynamic demands of HR roles within agencies.

This interdisciplinary approach is further reinforced through hands-on learning, real-world projects, and problem-based activities. Courses such as Corporate Culture, The Psychology of Management, and Business Communication integrate aspects of business, culture, psychology, and management, while emphasising soft skill development, particularly in communication, negotiation, presentation, and adaptability. In addition, subjects like Information Technology Basics, Enterprise Systems for Management, and E-Commerce connect technological proficiency with professional HR practices.

The programme also supports personal growth through courses like Self-Awareness, Critical and Creative Thinking, and Goal Setting. Altogether, the **BHRM** programme ensures that students gain a holistic, interdisciplinary perspective, preparing them for effective and adaptable careers in human resource management.

Ethical aspects

BIB

Ethical considerations are considered throughout the Bachelor of International Business (**BIB**) programme to ensure that students develop a strong sense of academic integrity and professional responsibility. In terms of academic ethics, students are expected to uphold proper conduct during examinations and strictly avoid plagiarism. To support this, the

University uses Turnitin software to screen most essays and theses before evaluation, promoting academic honesty and enhancing the quality of research.

Additionally, ethical standards must be followed in studies involving human subjects, as outlined in the University's research ethics regulations. Professional ethics are also a key component of the programme. Courses such as Principles of Management, Introduction to Law, Corporate Social Responsibility, International Commercial Law, and the Thesis module directly or indirectly address ethical issues, fostering a sense of accountability to both the community and the professional world.

Workshops on research methodology further reinforce these principles. The programme highlights that international business is not solely about maximising profit - it also involves generating social value and embracing sustainable, responsible practices. Ethical behaviour is emphasised across all stakeholder interactions, including those with managers, employees, partners, and customers, preparing students to navigate the global business landscape with integrity.

BOM

Ethical aspects are addressed in the Bachelor of Marketing (**BOM**) programme, ensuring students develop both academic integrity and professional responsibility. In terms of academic ethics, students are expected to conduct themselves properly during examinations and respect intellectual property by avoiding plagiarism. To uphold these standards, HCMCOU utilises Turnitin software to check most essays and theses before evaluation, thereby promoting academic honesty and improving research quality.

The University also enforces clear regulations on exam conduct, with disciplinary measures in place for violations. On the professional side, the programme incorporates ethical considerations through various courses and activities. Subjects such as Principles of Management, Introduction to Law, Corporate Social Responsibility, Marketing Research, and the Thesis module, as well as workshops on research methodology, explore ethical issues either directly or indirectly.

The programme emphasises that marketing is not just about achieving profit but also about creating social value and upholding sustainable, responsible practices. Ethical conduct is framed within the broader context of interactions with managers, employees, partners, and customers, preparing students to navigate their future careers with integrity and accountability.

BHRM

Ethical aspects are comprehensively integrated into the Bachelor of Human Resource Management (**BHRM**) programme to equip students with a strong foundation in both academic integrity and professional ethics. Academically, students are required to maintain proper conduct during examinations and uphold intellectual honesty by avoiding plagiarism. To support this, HCMCOU utilises Turnitin software to review most essays and theses prior to evaluation, thereby enhancing research quality and promoting transparency.

Additionally, the University enforces strict ethical guidelines for studies involving human subjects, ensuring adherence to research ethics standards. Professionally, the programme

embeds ethical considerations through a range of courses that cultivate a sense of community responsibility and ethical practice. Courses such as Principles of Management, Introduction to Law, Corporate Social Responsibility, Labour Law, Social Insurance, and the Thesis module—along with research methodology workshops—address ethical issues both directly and indirectly.

The programme highlights that human resource management encompasses not only profit-making but also the creation of social value and a commitment to sustainable, responsible practices. It emphasises ethical behaviour in interactions with managers, employees, partners, and customers. Altogether, the **BHRM** programme prepares students to navigate both academic and professional settings with integrity, responsibility, and a deep understanding of ethical principles.

Methods and scientific practice (Asterisk Criterion)

For all programmes:

The Bachelor programmes at HCMCOU are designed to equip students with essential research skills and scientific methodologies to address real-world challenges effectively. Courses such as Philosophy, Mathematics and Logic, Critical Thinking, Business Statistics, Quantitative Analysis in Management, and Business/Marketing Research provide a solid foundation in scientific thinking and research practices. To foster a research-oriented environment, HCMCOU supports student-led research projects. Approximately 20 projects are conducted annually under the guidance of FBA lecturers.

Before embarking on their research, students also attend seminars focused on research methodology. A key component of the programmes is the completion of two internship reports—Internship 1 and Internship 2—where students identify a research topic, collect relevant data, and develop a structured research framework, followed by thorough analysis. These reports are assessed using detailed rubrics and put emphasis on the application of research methods. To ensure the reliability and validity of students' work, newly revised course outlines and evaluation rubrics for Internship 2 were implemented in Term 10 of the 2022–2023 academic year.

These outlines require students to present the rationale, research methodology, data sources, and analysis techniques in their reports. Following each internship term, the FBA submits a course report to the Office of Academic Affairs (OAA) for review and makes any necessary adjustments. This comprehensive approach ensures that graduates from the BIB, BOM, and BHRM programmes are not only knowledgeable in theory but also capable of applying rigorous research skills to solve complex, real-world business problems.

BIB

The programme is structured to guide students from foundational professional knowledge to advanced specialised expertise. It begins with core courses such as International Business, International Business Management, International Marketing, International Human Resource Management, and English for International Business, establishing a solid foundation. Building

on this foundation, students delve into specialised knowledge across three focused areas, including courses like Import-Export Management and Shipping and Insurance.

International Payment, International Commercial Law, Global Investment, International Finance, Cross-Cultural Communication, and Global Business Strategy. The programme also emphasises practical research skills through internships and thesis work, supported by workshops on research methodology and close supervision during the preparation of internship reports and theses, ensuring students develop strong research capabilities alongside their academic knowledge.

BOM

The Bachelor of Marketing programme is designed to build students' expertise progressively, starting with foundational professional and core knowledge, followed by specialised study, and culminating in internships and a thesis. Core courses cover essential topics, including Marketing Management, Consumer Behaviour, Marketing Research, Integrated Marketing Communications, and New Product Development. Students then advance to specialised subjects including Sales Management, Distribution Channel Management, Pricing Strategy and Policy, E-Commerce, Events and Sponsorship, Advertising, Public Relations, and Digital Marketing. To strengthen research skills, the programme offers workshops on research methodology and provides close supervision during the preparation of internship reports and theses, ensuring students are well-supported in applying their knowledge practically and academically.

BHRM

The programme is structured to guide students from foundational core knowledge to specialised expertise, followed by practical internships and a thesis. Core courses include Human Resource Management, Organisational Behaviour, Labour Relations Management, Corporate Social Responsibility, and the Psychology of Management. Students then choose between two specialised paths, covering subjects such as Entrepreneurship, Working Environment and Safety, Social Insurance, Business Planning, HR Training and Development, Payment Management, and Performance Management. To enhance research skills, the programme provides workshops on research methodology and offers close supervision during the preparation of internship reports and theses. Together, these bachelor's programmes equip students with strong methodological competencies and research skills, preparing them to meet professional challenges in their fields confidently.

Examination and final thesis (Asterisk Criterion)

For all programmes:

Assessment methods are outlined in all course syllabi to help students achieve the intended learning outcomes and progressively accumulate the competencies required by the bachelor programs. Each course specifies Course Learning Outcomes (CLOs) aligned with Programme Learning Outcomes (PLOs), and the types and levels of examinations are designed accordingly. This information is provided to students during the first week of each term. Course

assessments (excluding internships and theses) are divided into formative and summative parts.

Formative assessment, accounting for up to 50 % of the grade, provides ongoing feedback to both students and instructors through various activities such as multiple-choice quizzes on the LMS, discussions, role-plays, case studies, projects, and presentations. Summative assessment, comprising at least 50 % of the final grade, includes exams and projects with formats like multiple-choice, true-false, short-answer questions, essays, and projects. These are developed based on CLOs grounded in Bloom's Taxonomy and evaluated using rubric criteria, with questions approved by the FBA Academic Council.

Additionally, student feedback on courses is collected to ensure learning processes effectively meet CLOs, supporting continuous course improvement through constructive alignment. For graduation requirements, students complete an internship report after Internship 2, choosing from professional internship reports, business plans, research projects, or case studies. This experience helps students connect academic learning to real-world practice and career planning, with reports assessed using a detailed rubric.

Students with a GPA of 2.8/4 (7.0/10) or higher may develop a graduate thesis based on their internship report. Those who do not meet this threshold must complete two additional courses to qualify for the bachelor's degree.

Appraisal:

The curricula adequately reflect the qualification objectives of the study programmes. The contents of the modules are well-balanced, logically connected and oriented towards the intended learning outcomes. The areas of specialisation enable students to acquire additional competences and skills.

The degrees and programme names correspond to the respective curriculum's contents and programme objectives. Theoretical questions are, where possible, explained by means of practical examples.

There is evidence that the programmes qualify for interdisciplinary thinking. The panel members positively highlight the variety of options and courses to promote interdisciplinary thinking. Ethical implications (for example those of economical or juridical ways of thinking and acting) are appropriately communicated.

Students acquire methodological competencies and are enabled to do scientific work on the required level.

All exams, as defined for the modules, are suitably formatted and content to assess the intended learning outcomes. The requirements align with the desired qualification level. A wide variety of test formats characterises the exams.

The final theses are evaluated based on previously published and coherently applied criteria, rules, and procedures.

The students demonstrate, especially in their thesis and their graduation project, their ability to conduct scientific work and achieve the study programme's qualification objectives. The panel members note that including methodological content is important to prove ability. Hence, they suggest that the HEI should include methodological contents in theses as well as in internship reports.

	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)			X		
3.1.4 Interdisciplinary thinking			X		
3.1.5 Ethical aspects			X		
3.1.6* Methods and scientific practice (Asterisk Criterion)			X		
3.1.7* Examination and final thesis (Asterisk Criterion)			X		

3.2 Structure

Projected study time	4-8 years
Number of Credit Points (CP)	125 credit units / 250 ECTS credits
Workload per CP	A Vietnamese CU (at the undergraduate level) requires 15 theoretical teaching hours, or 30 practice teaching hours, or 45 hours of self-study work for practicum or for a project, thesis, and 30 hours maximum of self-study/guided study workload.
Number of modules/courses	3 knowledge blocks: 42 courses (excluding Physical and Military education) + 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 2 courses (optional)
Number of contact hours (For MBA programmes: Please describe in which way the substantial proportion of structured contact according to the EQUAL MBA Guidelines is ensured.)	2,372.5

Modular structure of the study programme (Asterisk Criterion)

For all programmes:

The **BIB**, **BOM**, and **BHRM** programmes at HCMCOU are designed to provide students with a comprehensive and structured education. The structure progresses from foundational knowledge to professional expertise, and culminating in internships and thesis projects. Delivered as a full-time, face-to-face programmes, each curriculum spans four years (11 terms) and totals 125 credit units (CUs), with up to eight years allowed for completion. The credit structure includes 75 compulsory CUs, 50 elective CUs, with a balance of 78.5 theoretical and 46.5 practical CUs.

The programmes are organised into three main modules: Foundation; Knowledge of the Profession - which is further divided into basic, professional, specialised, and supplementary knowledge - and Internships and Thesis. This modular approach provides a well-rounded foundation in key areas of business management, including human resources, operations, finance, marketing, economics, law, science, and information technology. Students also benefit from specialised and elective courses that enable deeper exploration in specific fields of interest.

Overall, the programmes structure supports students in developing the academic and practical skills necessary for professional success and lifelong learning in their chosen disciplines.

Study and exam regulations (Asterisk Criterion)

For all programmes:

The study and examination regulations for the FBA bachelor programmes at HCMCOU are clearly defined through a comprehensive set of university decisions and guidelines. These cover all aspects of academic governance, including programme structure, admissions, course planning, attendance, assessment, thesis writing, and graduation requirements. The regulations are publicly accessible on the university and faculty websites, and students are introduced to them during orientation.

To earn a bachelor's degree, students must meet specific criteria: complete all required courses with a minimum GPA of 2.0/4 (5.5/10), complete a thesis (or two substitute courses following Internship 2), and demonstrate English proficiency at CEFR level B1. Grading follows a 10-point scale, which is convertible to letter grades or a 0–4 scale, as per Ministry of Education and Training (MOET) standards.

Course assessments are aligned with the course learning outcomes (CLOs), and students receive detailed course outlines at the beginning of each term, including study schedules, assessment details, and learning objectives. Each course includes both midterm and final evaluations, with final exams contributing at least 50% of the total course grade. The Testing Office coordinates final exams, and results are published via the university's Edusoft Student Information System.

Students can review their grades online, file appeals for mid-term marks with lecturers, and escalate final score disputes to the Legal Affairs Office. The academic calendar and exam

schedules are also shared early each term, ensuring students have timely access to all relevant academic information.

Feasibility of study workload (Asterisk Criterion)

For all programmes:

The FBA Bachelor programme at HCMCOU ensures a balanced and manageable student workload through a credit unit (CU) system, with each CU requiring at least 30 hours of self-study. Every programme undergoes biennial reviews to adjust course loads and content in response to labour market demands and student feedback. Comprising 125 credit units across 11 terms (including internships), the curriculum averages five to six courses per term, each typically worth three CUs. Weekly class hours range from 22.5 to 27, comparable to other international full-time business programs.

As mentioned above, students are assessed through a combination of formative and summative evaluations to ensure continuous engagement and achievement of learning outcomes. Faculty monitor performance through tests, assignments, and student feedback surveys, allowing early identification of academic challenges and providing support through advisors and lecturers. The programme structure aligns with MOET regulations and benchmarks against top domestic and international business programmes, including at least 42 courses, two internship reports, and a thesis (or substitute courses).

Upon entry, students attend an induction and receive detailed information on the curriculum, assessments, and study expectations via a student handbook. High satisfaction and academic performance reflect the programme's quality: over 80% of students from the 2021–2023 cohorts graduated with a GPA above 7/10 in approximately 50 months. Satisfaction surveys consistently report high scores, with the most recent (2023) results showing ratings of 4.07/5 for **BIB**, 4.00/5 for **BOM**, and 4.13/5 for **BHRM**.

Students also confirm that the workload is appropriate, as shown in course evaluation surveys. This integrated system of credit-based workload management, regular assessment, and student support ensures that the FBA bachelor programmes maintain academic rigour while supporting student success.

Equality of opportunity

For all programmes:

HCMCOU upholds the principle of lifelong learning and is committed to gender equity and non-discrimination in education. Its admissions policies ensure equal opportunity for all, regardless of ethnicity, religion, gender, socioeconomic status, marital status, disability, or age. The University follows MOET regulations by applying priority schemes in admissions, which include bonus marks for applicants from disadvantaged backgrounds. These include individuals who have worked in remote areas (Region 1), war invalids or their beneficiaries, children of martyrs or resistance fighters affected by toxic chemicals, ethnic minorities, and national heroes.

Special considerations are also provided for students with disabilities, including financial support, adjusted admission criteria, and academic accommodations such as modified assessments. HCMCOU maintains a transparent and rigorous admission process that ensures all applicants are fairly evaluated. Additionally, students facing personal hardships—such as illness, family difficulties, or financial challenges—may request support in the form of financial aid, deadline extensions, or extra academic assistance.

Through these inclusive policies, HCMCOU ensures access to education for a diverse student body while supporting their academic success.

Appraisal:

The programme structure supports the smooth implementation of the curriculum, helping students to achieve the defined learning outcomes. The programme consists of courses, and each module is assigned a certain number of Credit Points (CP) based on the necessary student workload. Practical components, if existent, are designed and integrated in such a way that CP can be acquired. The module descriptions provide detailed descriptions of intended learning outcomes and the information defined in the ECTS Users' Guide.

There are legally binding study and examination regulations that contain all necessary rules and procedures, taking into account, where applicable, national requirements. The study programmes are designed to allow students to spend a certain amount of time at other HEIs or undertake internships without extending their overall study time. The final grade is supplied with either a relative grade or an ECTS grading table.

The feasibility of the study programmes' workload is ensured by a suitable curriculum design, by a plausible calculation of workload, by an adequate number and frequency of examinations, by appropriate support services, as well as academic and general student counselling. When reviewing the workload, the HEI also takes into account evaluation findings, including student feedback and the programme's success rate.

The HEI ensures gender equality and non-discrimination. Students with disabilities are provided with affirmative actions concerning time and formal requirements throughout the programme and examinations. Students in special circumstances, such as single parents, international students, students with a migration background or from so-called non-academic backgrounds, are particularly assisted.

	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		

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.2.4 Equality of opportunity			X		

3.3 Didactical concept

Logic and plausibility of the didactical concept (Asterisk Criterion)

For all programmes:

HCMCOU's mission emphasises contributing to society through flexible and accessible education, which is reflected in the learner-centred and interactive teaching approach of its FBA bachelor programmes. The didactical focus prioritises active student engagement, as learning is most effective when students participate actively in the process. A variety of delivery methods, including lectures, case studies, project work, group discussions, and presentations, are used across courses, each tailored to the subject's specific needs.

These methods are clearly outlined at the beginning of each course and specified in the syllabi. Students are encouraged to work both independently and collaboratively, fostering critical, contextual, and analytical thinking. Group projects and teamwork not only broaden their knowledge but also enhance collaboration and idea-sharing. Throughout the programmes, each student is also required to complete at least one research paper to build foundational research skills.

Assignments such as reflection papers, case studies, and internships—whether at domestic or international enterprises—further reinforce theoretical understanding by applying concepts in real-world contexts. Meanwhile, project work, internship reports, and supervised theses develop research competencies and decision-making abilities. These experiences expose students to diverse environments, enhancing their communication, interpersonal, and practical performance skills, and preparing them to respond effectively to business challenges.

Course materials (Asterisk Criterion)

For all programmes:

At HCMCOU, students have comprehensive access to course materials before the start of each course. These materials typically include required textbooks and reference books in both Vietnamese and English, published by reputable local and international publishers such as HCMC Economics, National University HCMC, McGraw Hill, Pearson, and Routledge. All resources are current, with publications dating back to 2015, and are available in hard copy at the University's library, as well as in print-on-demand or e-book formats.

In addition to textbooks, lecturers supplement their teaching with online resources, including journal articles and case studies, to deepen students' understanding of course content. Students also benefit from access to a broader range of academic materials through the University's online library, operated in collaboration with CESTI, where they can retrieve

journal articles, research reports, and other resources from national and international databases, including ProQuest and Springer.

Moreover, HCMCOU's library is actively involved in a collaborative electronic library initiative with other universities specialising in economics, business administration, finance, and banking (VNEUs). This partnership ensures students have efficient and up-to-date access to relevant academic resources, supporting their studies, assignments, and thesis work.

Guest lecturers

For all programmes:

In addition to its full-time faculty, HCMCOU enhances the quality and relevance of its undergraduate programmes by regularly inviting guest lecturers who bring diverse academic insights and practical expertise. To ensure instructional quality, only individuals holding a master's degree from a foreign institution or a doctoral degree are eligible to serve as guest lecturers. These professionals come from a wide range of institutions, including the National University HCMC, the University of Economics, and international joint programmes, offering students exposure to both local and global academic standards.

HCMCOU also maintains strong ties with internationally recognised universities and institutions such as the University of Bonn (Germany), the University of Rouen Normandy (France), the University of New South Wales and Flinders University (Australia), and Suranaree University of Technology (Thailand). Guest lecturers are selected for their ability to bridge theory and practice, helping students understand how academic concepts apply in real-world business settings.

Throughout the year, students benefit from a rich schedule of seminars and workshops led by guest speakers from academia and industry, covering current theories, research trends, and practical case studies. These sessions not only expand students' knowledge but also sharpen their employability skills. To optimise academic resources, HCMCOU treats its related business faculties as an integrated group. This approach enables the sharing of seminars, guest lectures, conferences, and reading materials across both undergraduate and postgraduate levels, thereby fostering a more holistic and enriched learning environment.

Lecturing tutors

For all programmes:

Although the Faculty of Business Administration (FBA) does not currently employ lecturing tutors, the bachelor programmes offer comparable student support through form teachers and academic counsellors assigned to each class across all three programmes. These counsellors assist students in managing their studies and are available for both face-to-face and online consultations via email and the University's Learning Management System (LMS). In addition, course lecturers provide academic support within their subject areas, responding to students' questions during and outside of class, commonly through email or online posts.

To further strengthen academic support, HCMCOU is preparing to implement a new job position scheme aligned with Circular No. 04/TT-BGDĐT (March 29, 2024) from the Ministry of Education and Training. Starting from the 2024–2025 academic year, this initiative will introduce the role of tutors who will assist in teaching, research, and student support. These tutors will guide students in activities such as analysing case studies, solving exercises, and enhancing their overall learning process.

Appraisal:

The didactical concept of the study programmes is described as plausible and oriented towards the programme objectives. It allows for the application of different teaching and learning methods, such as case studies or practical projects. Students are encouraged to take an active role in creating the learning process.

The accompanying course materials are designed to align with the intended learning outcomes and meet the required qualification level. They are up to date and digitally accessible for the students. The panel members acknowledge the positive feedback from students, that lecturers effectively integrate current news and developments into their teaching, thereby ensuring the up-to-date nature of the course content. However, to further strengthen its international profile, the panel members suggest that BIB implement the English language more robustly by providing more material in English. The course materials are user-friendly and encourage students to engage in further independent studies.

Guest lecturers are invited to contribute to the students' qualification process with their specialised experience, whether from professional practice, scientific work, or other fields, such as culture and politics. The panel acknowledges that guest lecturers are already strongly intertwined in the programme and provide valuable contributions to the students' learning experience. However, this involvement currently lacks a formal structure, which could compromise its long-term sustainability and transparency. Hence, the panel members suggest that the HEI should formalise the integration of guest lecturers by establishing a structured and documented concept.

Lecturing tutors support the students in the learning process and help them develop competences and skills. The panel members positively highlight the motivation and integration of the tutoring lecturers in the modules. However, the panel members suggest a more systematic approach by formalising the integration of lecturing tutors.

	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 Internationality

International contents and intercultural aspects (Asterisk Criterion)

For all programmes:

All three bachelor programmes at HCMCOU emphasise international content and intercultural awareness as a core part of the curriculum. The programmes are designed with a global perspective, reflecting Vietnam's integration into international trade and the global labour market. Drawing inspiration from prestigious universities such as the National University of Singapore, the University of Queensland, and the University of Southampton, the curriculum integrates diverse global viewpoints.

A strong emphasis is placed on English-language proficiency, with over 40% of courses using English materials. Students regularly engage with English-language reports, articles, case studies, and participate in international seminars conducted in English. Courses like Business/Marketing Research require students to review international academic publications, supported by the library's regularly updated collection of textbooks from leading global publishers such as Pearson, Cengage, and McGraw Hill.

The FBA also runs a joint BA programme with the University of Rouen Normandy in France, offering exchange opportunities for students and lecturers. These programmes promote intercultural engagement through shared classes and extracurricular activities with international students. To further enhance global exposure, students are encouraged to attend international conferences and participate in English-language research projects. Guest speakers from multinational companies, such as Unilever, Coca-Cola, and Nielsen, frequently share real-world insights within a global business context.

Courses such as International Marketing and International Human Resource Management are core components of the curriculum. The BIB programme also offers additional specialised courses, including International Business, International Investment, and International Commercial Law. Together, these initiatives equip students with the knowledge, skills, and perspectives necessary to succeed in today's interconnected global environment.

Internationality of the student body

For all programmes:

Since the primary language of instruction in the programmes is Vietnamese, participation by potential foreign students is very limited. However, in 2023, FBA recruited and offered scholarships to 15 foreign students, mainly from Southeast Asian countries. In addition, FBA hosts foreign students enrolled in the joint programme with the University of Rouen Normandy, which is conducted in English. There were 9, 16, and 15 foreign students enrolled in this joint programme in 2021, 2022, and 2023, respectively.

Internationality of faculty

For all programmes:

The programme's faculty members' international diversity is achieved by bringing in lecturers from renowned universities around the world to teach its courses or to give seminars, and workshops, such as University of Rouen Normandy (France), University of New South Wales (Australia), Flinders University (Australia), Suranaree University of Technology (Thailand). Additionally, most Vietnamese lecturers in the FBA bachelor programmes have master's and doctoral degrees from foreign universities, including those in England, France, the US, Thailand, Australia, and New Zealand.

They have worked for major corporations and taught at universities worldwide. They also keep pace with their foreign colleagues through activities such as attending international conferences, including the International Conference on Business (ICB) and Vietnam's Business, Economics, and Resources Conference (VBER), as well as publishing their work in international conference proceedings and journals. Three staff members joined the Erasmus project staff exchange, and one conducted a course at Vincent Pol University in Poland in 2018.

Foreign language contents

For all programmes:

English is selected as the official foreign language of all three bachelor programmes. Students are supported to achieve a minimum of B1 CEFR on the required exit level. A systematic approach is employed to ensure the quality of foreign language content and English competencies. Students take 15 out of 125 credit units of English language to improve their English communication competencies. The extensive use of foreign languages in studying is evident, as 42 per cent of courses use English books as references.

Although the FBA bachelor's programme primarily uses Vietnamese in teaching and learning, English is also an important medium for students to read references, journal articles, cases, reports, statistics, and news throughout the program. Students also have to attend seminars and international conferences. To enhance research competency, the Business/Marketing Research course requires students to review numerous international journal articles, with the school library regularly updating its collection with the latest global publications.

Textbooks from leading publishers, such as Pearson, Cengage, and McGraw Hill, are utilised, ensuring content in English that reflects a foreign language perspective.

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. However, for **BIB**, the panel members observe a significant gap concerning its international orientation. This is evident in two key areas: firstly,

a limited use of English-language course materials, which does not adequately reflect the lingua franca of global business. Secondly, and relatedly, there is a lack of systematic development of intercultural competences, which are essential for navigating a globalised work environment. Hence, the panel members **recommend** for **BIB** that the HEI should systematically strengthen the international orientation of the Bachelor of International Business programme by stronger integrating the development of intercultural competences into the curriculum.

The international composition of the student body corresponds to the programmes' concept. However, the panel members observe that the measures to actively promote tangible international experiences could be further developed. Hence, the panel members suggest that the HEI should develop and formalise its strategy to increase student mobility by actively promoting opportunities such as exchange semesters, potentially supported by scholarships, and by implementing flexible alternatives like virtual exchange programmes in cooperation with international partner universities. Furthermore, fostering on-campus intercultural exchange through initiatives like international student clubs should be considered to enhance the international experience for all students.

The international composition of the faculty (teachers from different countries, teachers with international academic and professional experience) promotes the acquisition of international competences and skills. The measures taken are goal-oriented. However, the panel members find that the current composition of the faculty does not sufficiently meet the requirements for programmes with an international orientation. There is a lack of a critical mass of teaching staff with extensive international academic or professional backgrounds. Hence, the panel members **recommend** that the HEI implements a strategy to increase the internationality of its faculty by prioritising candidates with significant global professional experience and excellent English language skills.

The proportion of foreign language courses and required foreign language materials corresponds with the qualification objectives of the study programme.

	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 all programmes:

To prepare students for the multifaceted nature of real-world business, the FBA bachelor programmes at HCMCOU integrate a wide range of disciplines into the curriculum, including economics, finance, accounting, management, law, social sciences, political theology, information technology, statistics, and applied mathematics. This multidisciplinary foundation is reinforced through the analysis of business cases and project-based learning. Internship programmes further strengthen students' capabilities by allowing them to apply theoretical knowledge to practical challenges faced by organisations and firms.

In addition to academic knowledge, the programmes place a strong emphasis on essential soft skills, including critical and creative thinking, problem-solving, self-management, communication, teamwork, and leadership. Students are required to complete five elective courses focused on these areas, including Self-Management, Emotional Intelligence, Goal Setting, and Living Value modules. These skills are developed and assessed through class debates, presentations, and group projects, where students practice public speaking, collaboration, and conflict resolution.

High-performing students are encouraged to present their work at academic seminars and conferences, which are often held in English. The curriculum is structured to progressively build students' general, professional, and specialised knowledge. Foundational courses such as management principles, marketing, finance, human resources, and strategic management support students in developing autonomy, responsibility, and the ability to work independently—qualities essential for both personal growth and professional success.

Appraisal:

The students acquire communication, public-speaking, cooperation, and conflict resolution skills. Suitable didactic and methodological measures support this.

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 all programmes:

The **BIB**, **BOM**, and **BHRM** bachelor programmes at HCMCOU are designed to equip students with the knowledge and practical skills needed to succeed in today's competitive job market. Driven by continuous stakeholder feedback, these programmes are regularly updated to reflect changes in the business environment and enhance the employability of graduates. Alumni

surveys indicate strong outcomes, with over 85% of graduates securing employment within three months of graduation.

The programmes focus on cultivating key employability skills such as problem-solving, communication, and teamwork through group assignments, individual projects, and two mandatory internships. Students also benefit from skill-building seminars, guest lectures, and leadership training sessions each semester, all designed to bridge academic learning with real-world business practice. Each programme integrates theory and practice in a manner tailored to its specific discipline.

The **BOM** programme prepares students for diverse marketing roles through courses like Sales Management, Digital Marketing, and PR, emphasising strategic thinking and cross-functional collaboration. The **BIB** programme provides practical training in international business, commerce, and investment through courses in areas such as Import-Export Management and Global Strategy, equipping students to work in both the private and public sectors. The **BHRM** programme readies students for roles across the HR spectrum—recruitment, performance appraisal, training, and compensation—ensuring they are responsive to contemporary HR demands.

Internships, company visits, field trips, and active participation in student clubs and competitions further support hands-on learning. These include the Future Entrepreneur Club (**BIB**), Young HR Club (**BHRM**), and Open Marketing Group (**BOM**), which foster practical experience, peer learning, and industry engagement. Through the integration of academic knowledge, professional skill-building, and strong industry collaboration, the **BIB**, **BOM**, and **BHRM** programmes at HCMCOU prepare students to meet the evolving demands of both local and global labour markets, ensuring they graduate ready to thrive in dynamic professional environments.

Appraisal:

The promotion of employability – for instance, through the integration of theory and practice and the development of multidisciplinary competences and skills – runs as a common thread throughout the study programme, encompassing all its modules.

		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

Structure and quantity of faculty in relation to curricular requirements (Asterisk Criterion)

The Faculty of Business Administration (FBA) currently employs 82 full-time and part-time lecturers. To enhance the quality and diversity of its curriculum, FBA also collaborates with 28 visiting lecturers from various Vietnamese universities, who assist in teaching and supervising student internships and theses. While all full-time lecturers are Vietnamese, the part-time and visiting staff may include both Vietnamese and foreign professionals.

In compliance with the Ministry of Education and Training (MOET) standards, all participating lecturers hold at least a master's degree, along with certifications in higher education teaching, foreign languages, and computer skills. Faculty members are organised into departments overseen by department heads, who report to the faculty dean. Their responsibilities encompass teaching a minimum of 270 hours per year, grading, supervising theses, providing academic advising, developing curricula, conducting research, and producing educational materials.

Additionally, they are expected to contribute to scholarly activities such as organising conferences, reviewing papers, and supporting the HCMCOU Journal.

Academic qualification of faculty (Asterisk Criterion)

Business and management, being inherently interdisciplinary fields, are reflected in the diverse specialisations of the FBA faculty members at HCMCOU. The FBA offers six undergraduate programmes in areas such as business administration, human resources, international business, marketing, tourism, logistics and supply chain management. Among the faculty, 38.96 % specialise in management, while 61.04 % focus on business-related fields including marketing, international business, tourism, commerce, communication, and logistics.

Notably, 54.88% of the full-time and part-time lecturers have received their education abroad. Full-time faculty members are required to complete at least one research project or publish an article in recognised journals, with their academic output monitored by a custom web-based tool managed by the Office of Cooperation and Research Management. Those who fulfil these criteria are recognised as having met their annual responsibilities.

Furthermore, HCMCOU actively supports faculty development by offering funding for doctoral studies, professional training, and participation in conferences and seminars, as well as financial support for research projects.

Pedagogical / didactical qualification of faculty (Asterisk Criterion)

Faculty members at the FBA are required not only to hold a master's degree or higher but also to obtain a Certificate of Professional Development for Lecturers, as mandated by the Ministry of Education and Training (MOET). This certification ensures they possess the pedagogical skills necessary for teaching in higher education. To further enhance their teaching effectiveness, lecturers regularly attend short training programs, including thematic seminars, IT competency courses, English-medium teaching workshops, and training on tools like the LMS and FSIS.

To join the FBA, candidates must demonstrate appropriate teaching qualifications or experience. The University Recruitment Council assesses each applicant to ensure they have the necessary pedagogical competencies. For those coming from non-teaching backgrounds, HCMCOU offers a one-year probationary period to gain teaching experience. The University actively evaluates teaching quality through student feedback collected at the end of each term, which is shared with faculty and individual lecturers for continuous improvement.

Faculty members also engage in professional development through regular participation in peer observations, seminars, and internal training sessions focused on teaching methods and delivery modes. These include workshops on online teaching, multiple-choice test creation, student assessment, and effective use of LMS. Additionally, lecturers with strong pedagogical qualifications may be eligible for income enhancement through the University's lecturer ranking system.

Practical business experience of faculty

Most lecturers at HCMCOU's Faculty of Business Administration bring valuable practical experience from their previous careers as economists, consultants, managers, and other business roles. Each year, they engage in research projects related to business, which further enriches their teaching. This practical expertise is reflected in their CVs. It is actively integrated into the bachelor's programmes through various teaching methods, such as game-based learning, case studies, role-playing, and business field trips, allowing students to gain firsthand insights from real-world business environments.

HCMCOU also encourages lecturers to participate in professional workshops, meetings, and conferences worldwide to enhance both their teaching and research capabilities. The University supports these activities financially by covering transportation, accommodation, and registration fees for selected events. As a result, lecturers bring up-to-date knowledge and practical experience into the classroom, enriching the learning experience for students.

Internal cooperation (Asterisk Criterion)

At the faculty level, each FBA faculty member is required to complete the entire work through a job assignment note provided at the beginning of each academic year, along with a list of official key jobs for the academic year, as approved by the Dean. Besides teaching the assigned courses in the term, lecturers work in groups to perform other activities such as preparing multiple-choice tests, writing, or compiling teaching materials. In addition, they collaborate and support each other in organising conferences and seminars, such as the annual VBER and ICB conferences.

University lecturers often collaborate on improving teaching methods, sharing expertise through department-level academic seminars, improving existing academic programmes, and developing new courses. Meetings are held at the beginning of the academic year, at the start of each term, at the beginning of each month, and as needed. Lecturers also work together across faculties. In HCMCOU, for general education and basic knowledge of the profession, the business-related faculties offer a large number of courses.

Lecturers of Economics and Public Management will cover all their faculty's economic courses, including those from the other Faculty of Business Administration, Finance and Banking, or Accounting and Auditing programs. Similarly, lecturers from the Faculty of Business Administration will cover not only the business and management courses within their faculty but also similar courses from other faculties. Therefore, lecturers of business-related faculties work very closely together in specifying students' needs, designing syllabi relevant to each programme's objectives, and operating and modifying teaching activities.

At the university level, the faculty members must attend the OU's meeting on the first Monday of the month. During this meeting, lecturers are updated on the HCMCOU's activities for the past month, orientations for the current month, and information on various community activities. This is an opportunity for interaction between the Faculty and the HCMCOU's leaders. Through these meetings, lecturers can meet and interact with their colleagues from the same faculty and other faculties. This helps to improve the internal collaboration among the lecturers. The OU meeting schedule can be found on the HCMC website.

Student support by the faculty (Asterisk Criterion)

Student support at the Faculty of Business Administration (FBA) is organised into three main areas to ensure comprehensive guidance throughout a student's academic journey. First, for general management issues, an academic secretary is available to assist students with academic inquiries. The faculty office is open Monday to Friday, from 8:00 am to 12:00 pm and 1:00 pm to 5:00 pm, where students can visit in person or call for support with course-related matters.

Second, programme study support is provided through both administrative and academic advisors who are assigned to specific student groups. These advisors hold regular meetings each term to update students on university policies, address any concerns, and share information about extracurricular activities. They also guide students in course selection, help define their BA focus, and advise on whether to pursue a second bachelor's degree in conjunction with their main program.

Advisors remain accessible outside of class hours via email, phone, and social media, offering a platform for students to discuss academic challenges or personal issues. Finally, course-specific support is available through individual lecturers. Students are encouraged to arrange meetings throughout the semester using the appointment calendar provided at the start of the academic year. Contact details for lecturers are made available in their CVs or the course outlines shared at the beginning of each course.

Communication is facilitated through various channels, including email and mobile, allowing students to seek tailored academic support as needed.

Appraisal:

Even when their teaching assignments in other study programmes, possibly even in other locations, are taken into account, the structure and number of the faculty correspond to the programme requirements and ensure that the students reach the intended qualification objectives. The faculty's composition, comprising full-time and part-time (visiting) lecturers, ensures that both academic standards and professional practice requirements are fully met.

The academic qualifications of the faculty are generally sufficient. The HEI verifies the qualifications of faculty members through an established procedure. Specific measures are being implemented to further qualify faculty members. However, according to the panel members, the number of PhDs is too low; therefore, they **recommend** increasing the number of PhDs to meet national standards.

The pedagogical and didactic qualifications of the faculty correspond to the requirements and objectives of the study programme. The HEI verifies the qualifications of faculty members through an established procedure. The HEI ensures that assessors are familiar with existing testing and examination methods and receive support in developing their skills in this field. Specific measures are being implemented to further qualify faculty members.

The practical business experience of the faculty aligns with the programme's requirement to integrate theory and practice.

Faculty members collaborate on multiple levels to refine the modules and courses in alignment with the overall qualification objectives. Meetings of all those teaching in the programme take place regularly.

Student support is an integral part of the services provided by the faculty. It is offered regularly and helps students study successfully. The panel members positively highlight the HEI's profound commitment to student support. The availability of faculty and service units is not merely a matter of extended office hours; it reflects a deeply embedded, student-centric institutional culture, evidenced through a multi-channel support system that offers students various, highly flexible ways to connect, ensuring that support is tailored to their individual needs.

	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		

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
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

Programme Director (Asterisk Criterion)

The Faculty of Business Administration (FBA) at HCMCOU is led by the Dean, who is appointed by the University's President. The Dean is supported by six department heads and three administrative staff members and is responsible for the overall management of the Faculty. This includes overseeing administrative and operational functions, supporting research activities for both students and staff, and managing postgraduate programmes that lead to Master's and Doctoral degrees.

Each academic programme is managed by a Head appointed by the Dean, who also serves as the Programme Director for undergraduate programmes undergoing accreditation. The Programme Director is responsible for developing, reviewing, and updating the curriculum, ensuring quality assurance, and managing the daily operations of the program. The Dean is supported by an academic unit comprising six departments: Management, Marketing, International Business, Human Resources, Tourism, and Logistics and Supply Chain, as well as an administrative unit.

Together, these teams coordinate Faculty and University activities to ensure the smooth delivery of programmes. Their duties include assigning courses, organising student services such as seminars and field trips, supporting undergraduate research, overseeing the preparation of teaching materials and test banks, promoting professional development, and collaborating with industry partners. Additionally, the FBA has an Academic Board composed of the Dean, department heads, and distinguished scholars.

This board supports the Dean in academic oversight, particularly in programme reviews and quality assurance. The Programme Director also works closely with various university units, including student services and other faculties such as Finance-Banking, Economics and Public Management, Accounting and Auditing, and Basic Sciences, and maintains links with other higher education institutions offering similar programmes to promote academic collaboration, conferences, and faculty exchange opportunities.

Process organisation and administrative support for students and faculty

Administrative support at the Faculty of Business Administration (FBA) is structured across three levels: University, Faculty, and class, providing comprehensive assistance to both students and faculty members. At the university level, various administrative and academic support offices, alongside the FBA, offer services including library access, infrastructure maintenance, financial aid, employment support, and more.

The Office of Academic Affairs (OAA) communicates essential information on study plans, academic activities, and programme requirements through student emails and departmental websites, while also issuing academic warnings when necessary. Students benefit from a range of services, including online and in-person support, email consultations, telephone assistance with multiple active lines, and engagement through student groups.

Within the FBA, administrative support is the primary resource for students, supplemented by facilities such as the library, online information systems, student email, learning management systems, career orientation, financial aid, and healthcare services. The library operates under established regulations, providing access to materials and databases both onsite and online. Staff are available during and beyond office hours to assist through multiple communication channels.

Campus bookstores supply essential learning materials and services, including photocopying and binding. IT support is provided to students from their first year onward, assisting with account access and software issues. Faculty members also receive ongoing IT training and troubleshooting support. Health services are managed by a dedicated medical team that offers regular check-ups, treatment, health counselling, and ensures students have access to health and accident insurance as required by national regulations.

At the Faculty level, programme directors and faculty meet monthly to review operations and receive administrative and academic support to assist students effectively. Faculty members can address teaching and learning concerns with programme leaders and request additional help from FBA and university offices, including support for class handouts, student lists, and classroom facilities.

At the class level, student monitors and form teachers - who are FBA faculty members - play a key role in supporting students academically and administratively, acting as liaisons between students and the faculty. Orientation sessions at the start of the programme introduce students to academic regulations, programme objectives, and available support, reinforced through handbooks, the FBA website, and staff guidance. The University's academic management software helps students track their grades, tuition, and course registrations.

Engagement between students, faculty, and administration is encouraged through biannual dialogue sessions with the University President and FBA leaders, providing opportunities for feedback and participation in decision-making. Students and lecturers are involved in academic governance through liaison committees and joint meetings with the Dean, promoting transparency and collaboration. Communication channels, including LMS and contact networks, support discussions on course selection, study pace, career advice, and extracurricular activities, while student feedback is gathered via surveys to continually improve programmes.

During the COVID-19 pandemic, the FBA swiftly transitioned all courses and administrative services online, ensuring uninterrupted learning and support, along with technical assistance for those facing challenges. This multi-tiered administrative framework ensures that students and faculty receive consistent, accessible, and responsive support throughout their academic experience.

Appraisal:

The programme director coordinates the activities of all individuals involved in the programme and ensures that it runs smoothly.

The administration supports faculty members and students in organising the study programme. Sufficient administrative staff is available. Decision-making processes, authority, and responsibilities are clearly defined. Teachers and students are included in the decision-making processes that involve their areas of work.

The opportunities of electronic service support are utilised and supplement personal one-to-one counselling. The HEI provides its administrative staff with opportunities for ongoing 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

Cooperation with HEIs and other academic institutions or networks (Asterisk Criterion for cooperation programmes)

Business is the area in which HCMCOU has developed the most extensive collaboration with international institutions, at both undergraduate, graduate, and doctoral levels. HCMCOU has greatly emphasised collaborating with other HEIs to internationalise its FBA bachelor programmes. In addition to the seven joint MBA programmes, at the bachelor's level, HCMCOU has developed six joint BA programmes with the University of Rouen Normandy, France, as well as those with Flinders and Bond University, Australia, and the University of South Wales, UK, in business-related areas.

For joint programmes with Flinders University, Bond University, and the University of South Wales, students complete the first two or three years at HCMCOU and then continue their studies at the partner universities, where they receive their degrees. The Professional Bachelor of International Trade is a collaborative programme between two universities, where students

from HCMCOU and the University of Rouen Normandy study together, either in HCMC or Rouen, and receive a degree from the University of Rouen Normandy.

HCMCOU has finished the two Erasmus+ projects KNOTS (Fostering multi-lateral knowledge networks of trans-disciplinary studies to tackle global challenges) hosted by Vienna University, and Higher education student and staff mobility with Vincent Pol University, Poland, and is working on the four new Erasmus+ projects, such as RECOASIA (Regional Cooperation in the field of recognition among ASIAN countries) hosted by University of L'Aquila, International Credit Mobility project hosted by University of International Studies of Rome, and UNINT, 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 participating in the Erasmus project primarily relate to the business areas. The fourth project, INCREASE (Innovative Capacity Building by Participative and Reflective Teacher Training for Academia, Society, and Enterprises), is hosted by the University of Klagenfurt, Austria.

Cooperation with business enterprises and other organisations (Asterisk Criterion for educational and vocational programmes, franchise programmes)

FBA nurtures a close connection with business enterprises and organisations, as the Faculty is fully aware of the important role these entities play in providing concepts for curriculum development and sharing their valuable insights into business practices, as well as the employment opportunities available to FBA students. FBA has signed over 75 cooperation agreements with business enterprises and other organisations operating in Ho Chi Minh City and surrounding areas.

These partnerships have generated over 300 student internships annually. Business leaders are regularly invited to speak at seminars or teaching sessions during the course, sharing their practical business experiences with FBA students. Attending these seminars is a compulsory extracurricular activity for FBA students. Business enterprises are also very participatory in meetings with FBA faculty members, building the bachelor curriculum, such as the 2017, 2019, and 2021 curricula, to fit the changing labour market better.

Appraisal:

The scope and nature of cooperation with HEI, other academic institutions, and relevant networks are clearly presented. The agreements forming the basis of the cooperation are documented. The cooperation is actively pursued and has a clear impact on the conception and implementation of the study programme. All such activities contribute to the development of the students' qualifications and skills. However, the panel members suggest that the HEI should develop a more formal strategy for its corporate and institutional partnerships. This strategy should move from a random selection of partners towards the identification and cultivation of strategic alliances. This strategy should define clear goals for cooperation at various levels, including joint teaching activities, research projects, staff and student exchange, and collaborative input on programme design, to ensure these partnerships provide sustainable and measurable value to the study programmes.

The scope and nature of cooperation with business enterprises and other relevant institutions are plausibly presented. The agreements forming the basis of the cooperation are documented. The cooperation is actively pursued and has a clear impact on the conception and implementation of the study programme. All such activities contribute to the development of students' qualifications and skills.

	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

Quantity, quality, media and IT equipment of teaching and group rooms (Asterisk Criterion)

FBA classes are held at the Mai Thi Luu campus, situated near the main campus of HCMCOU and in the heart of Ho Chi Minh City. The Mai Thi Luu campus features 20 classrooms of various sizes, along with its library. All classrooms are well-equipped with projectors, whiteboards, speakers, microphones, and air conditioners. Additionally, the rooms are accessible to students with disabilities. The user support system provides user guidance and support to ensure timely and effective assistance.

The Centre for Information System Management (CISM) is responsible for organising, developing, implementing, and managing the University's IT systems, including the LAN and Wi-Fi infrastructure, to support academic and research activities. All LAN-connected computers have internet access with a total bandwidth exceeding 6Gbit. The Wi-Fi system covers the entire campus, meeting the needs of students and faculty for study and research. There are nearly 600 computers in the computer labs, all connected to the internet for academic use.

The quantity, quality, media, and IT facilities of the teaching rooms meet the required standards for all programmes. Information screens are available to provide students with key information. The campuses also feature several computer labs typically used for training sessions. CISM provides IT and learning resources to the program. These resources include the HCMCOU portal, which allows students to access the HCMCOU website or Edusoft/Eduweb for information. A licensed software for FBA students to use and study in computer labs, such as MS Office, SPSS, and Turnitin.

Free high-speed internet access via wireless LAN. The high-speed Wi-Fi connection and wireless WAN are available throughout the buildings, enabling students to work on campus with their laptops, supporting a virtual campus for all students. Email accounts provided to each student upon enrollment. An LMS platform for learning, teaching, and course management. Nearly 100 % of students use this system to access their course outlines, learning materials, and online study activities (e.g., assignments, discussion topics).

Access to literature (Asterisk Criterion)

Each student is provided with an account to access the library. Students are encouraged to utilise course materials and textbooks, which are accessible through the library system and website. The Vo Van Tan and Mai Thi Luu campus libraries are open seven days a week, from 7:30 a.m. to 8:00 p.m. Students have access to five databases: Sage, Emerald, Springer, IG Publishing, and ScienceDirect. Additionally, the databases of grey literature are shared with other libraries in Vietnam to provide a varied and up-to-date reference source for students and lecturers.

In the field of International Business, students have access to 22,654 books, eight printed journals, 10 databases, and 476 theses in Vietnamese. Similarly, in Marketing, students can refer to 22,142 books, eight printed journals, ten databases, and 467 theses in Vietnamese. Students can refer to 21,434 books, eight printed journals, ten databases, and 464 theses in Vietnamese related to Human Resource Management. With a budget of 3 billion VND per year for purchasing materials, the library can fulfil students' learning and research needs.

Appraisal:

The panel was not able to visit the University on-site. Therefore, the panel was provided with descriptions of HCMCOU's premises and facilities. According to that information, the provided teaching rooms and the equipment of the learning facilities seem to be in line with the need of the study programmes.

The rooms are properly equipped for students with disabilities and provide them with barrier-free access. Access to the internet through laptops via wireless LAN is provided free of charge. A sufficient number of group rooms is available.

The library's opening hours take students' needs sufficiently into account. Access to the literature and journals, as well as digital media (e.g., electronic media, databases), is ensured. The literature expressly required for the study programme is available in the library and is also kept up to date.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.4 Facilities and equipment					

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
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

Career counselling and placement service

HCMCOU Office of Student Affairs and Communications has a section (Job Placement Centre) in charge of career counselling and placement service for students of the whole University with various activities such as organising job fairs, acting as a headhunter agency for industry, job orientation, etc. Career counselling has been the focus of the Job Placement Centre, which aims to introduce career-oriented opportunities, internships, and career counselling services to alumni and potential undergraduates through monthly emails, the University's website, and social media (Facebook pages, etc.).

The Office has organised numerous events, workshops, seminars, and job fairs for students and alumni, including coordinating extracurricular activities, interacting with industrial organisations, supporting student startups, and promoting student employability. The centre also coordinates with professional experts, scholars, and lecturers to provide students with training courses in personality formation, professional ethics, and soft skills development.

Students are offered guidance and advice when looking for a job, including creating a profile, writing a job application, handling interview situations, and communicating with employers. In addition, career counselling and placement services are regularly offered to students and graduates, thanks to the electronic job portals (CV online) on the university website, which connect representatives from businesses and students to meet their needs at any time.

Alumni Activities

The HCMCOU Alumni Association serves as the primary communication channel for graduates across all academic levels, fostering connections between alumni and the university. Established to facilitate ongoing engagement, it collects feedback from graduates and provides a platform for forging new friendships and business relationships. The Office of Student Affairs and Communications, as well as FBA, regularly updates their websites with pictures, materials, and information about alumni activities.

In addition to the HCMCOU Alumni Association, FBA initiated the Alumni Club in November 2015 to further strengthen connections among its graduates. This club aims to cultivate a network for sharing information and supporting alumni, and maintains a fan page called BAOU Alumni for member interaction. The Alumni Club plays a pivotal role in bridging FBA with industry, facilitating internships, and enhancing training opportunities for students.

Moreover, Alumni Club members actively participate in seminars organised by FBA, sharing insights bridging theory and practice. They also engage in mentoring programmes for junior members, fostering a collaborative learning environment. Details on recent activities can be found [here](#). Currently, the Alumni Club boasts approximately 655 active members who convene regularly for related initiatives.

Appraisal:

Career counselling and placement services are offered to the students and graduates to promote their employability. The HEI provides sufficient resources.

An alumni organisation has been established with the goal of fostering an alumni network.

		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		

4.6 Financing of the study programme (Asterisk Criterion)

HCMCOU operates as a self-funded public Higher Education Institution. In 2021, students paid approximately 1,000 USD for their FBA bachelor programmes, with anticipated annual increases (up to 10%) in line with government guidelines. The Office of Finance and Accounting at HCMCOU manages all financial matters, proposing tuition fees based on previous programme costs, inflation adjustments, projected student enrollments for the upcoming academic year as outlined in the Enrollment and Financial Plan, and approved infrastructure expenditures.

Tuition fees constitute the most significant portion of HCMCOU's revenue, as reported in its financial statements. The University also receives government grants for research projects and the maintenance of its infrastructure. Annually, budget allocations cover staff salaries, training, student support services, stationery, library and laboratory upgrades, computer and equipment purchases, classroom software, and the Learning Management System (LMS), as well as scholarships and contingency funds.

As per the 2022 Enrolment and Financial Plan, total expenses per FBA student amounted to approximately 753 United States Dollar. The University Board approves the annual fund distribution and subsequently presents it for staff approval at the end-of-year HCMCOU employee meeting. All expenditures at HCMCOU are in accordance with Internal Expense Regulations, which are guided by national financial regulations. This prudent financial management ensures the institution's programmes remain stable, sustainable, and adequately funded.

Appraisal:

The study programme is funded for the entire accreditation period so that students will definitely be able to complete their studies (through respective agreements, if necessary, at another HEI).

	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

Quality assurance and quality development with respect to contents, processes and outcomes (Asterisk Criterion)

HCMCOU has a framework for quality assurance that is applied institution-wide and across all faculties. HCMCOU has established OQA and has issued the Quality Assurance Handbook for the institution. OQA is responsible for collaborating with leaders and personnel overseeing quality in faculties, offices, and centres to enhance the HCMCOU's internal quality assurance system. OQA operates primary functions, including developing and implementing quality assurance systems and procedures for HCMCOU activities; monitoring the institutional implementation of quality assurance procedures and processes; providing information and analysis necessary for decision making at the institutional and departmental level and supervising and advising the institution on quality proposals, policies, and strategic plans. At HCMCOU, the quality of all programmes is taken into account, assured, maintained and continuously improved thanks to the internal and external collection of feedback from various stakeholders.

5.2 Instruments of quality assurance

Evaluation by students

To ensure the effective implementation of all full-time APs and to collect data for their improvement, OAA maintains a monitoring and feedback system that regularly collects data from current students and alumni, as needed. There are three student surveys: course feedback (at the end of each term), programme feedback (when students have just graduated), and programme impact feedback (when students have graduated for one year). Meanwhile, OQA conducts surveys of students' satisfaction with HCMCOU academic support units.

For students, the course end survey questionnaire consists of 21 questions, using a five-point Likert scale. There are three questions related to the course introduction, six related to the teaching methods, three related to the teaching content, five related to the lecturer's attitudes, and four related to the course assessments. The results of the course evaluation are sent to lecturers and the Programme Directors, who are responsible for supervising the teaching quality.

In critical cases (the result is rated under average), the Director of the three programmes will discuss with the lecturers and suggest certain modifications and improvements in the teaching and learning process to achieve a better level of student satisfaction. So far, the results of the three programmes are positive. In addition, HCMCOU encourages students to provide feedback and comments during term time, not just at the end of the courses. OILA is available to receive students' feedback and comments.

OILA is also responsible for inspecting and supervising the implementation of objectives, plans, programmes, educational methods, regulations, working procedures, and other conditions to ensure the necessary conditions for maintaining high-quality teaching and learning.

Evaluation by faculty

Regular evaluations by faculty are essential to ensure the programme's quality. In terms of teaching activities, the evaluations are related to teaching facilities and the curriculum. At the beginning of the academic year, the Academic Affairs Office surveys lecturers by distributing a questionnaire to assess the functionality, adequacy, and helpfulness of teaching facilities. Reviewing and amending the curriculum is organised and carried out in a meeting to gather all lecturers.

After every two academic years, they provide feedback on course outlines, content, assessments, and references to enhance the curriculum, which helps students gain a better understanding of the courses. With the frank, open, and collegial support, the courses have been adjusted/ innovated according to the changes and demands of graduate employability, and ultimately, the curriculum is renewed.

External evaluation by alumni, employers and third parties

HCMCOU conducts external evaluations by employers using HCMCOU Alumni human resources annually, using the same survey template for all programmes. The outcomes are stored and communicated to each department to provide input for the quality development process, as led by the OSAC. The results also serve as a basis for reviewing and improving training, education, and the organisation of extracurricular activities for learners.

In particular, the employer demographics were surveyed, including business types, sizes, and the number of people and years they have been using HCMCOU Alumni services. There are three main parts related to alumni's knowledge, skills, and attitudes that employers use to indicate whether HCMCOU alumni meet businesses' requirements for human resources. The results show that HCMCOU alumni fulfil businesses' requirements in terms of knowledge, skills, and attitudes. The strongest impact on employers' satisfaction is inquisitiveness and self-study ability, while the factor "Ability in foreign languages for work" is the lowest-rated at a fairly good level.

5.3 Programme documentation

Programme description (Asterisk Criterion)

The FBA bachelor programmes offered by HCMCOU are detailed and documented both in print and digitally. Information regarding programme objectives, content, structure, and admission requirements is readily accessible on the HCMCOU website. These details are regularly updated and adjusted following new regulations. Upon enrollment, every new student receives a student ID and access to the Student Information System website.

This platform provides a wide range of information, including study results, examination dates, online course registration, tuition fee payment, and other administrative procedures such as printing tuition receipts, accessing behaviour point systems, viewing learning schedules,

academic warnings, results, and registering residences. Each new student is also assigned an email address.

Important information related to the FBA programme's curriculum, learning schedules, examination procedures, regulations, and other pertinent notifications is communicated via this student email throughout the academic year. Additionally, comprehensive resources such as brochures, leaflets, handbooks, and guidelines are available for personal use. Upon passing the entrance examination and being admitted to FBA programs, students receive a Student's Handbook during orientation.

This handbook provides essential information about FBA and its bachelor's programmes, including contact details for staff, course coordinators, and guidance for successful course completion. Furthermore, detailed course outlines for each unit are provided during the initial session, covering course descriptions, credit hours, objectives, schedules, required textbooks and additional readings, teaching and learning methods, assessments, and learning resources accessible through the LMS system.

Examination schedules, rules, final assignments, as well as information regarding scholarships, seminars, thesis defence sessions, and student activities, can also be accessed on the HCMCOU website.

Information on activities during the academic year

The FBA website provides brief and necessary information about the programmes, including their content and structure, as well as contact details. At the beginning of their programmes, students receive the Student's Handbook, and with their student accounts at the EDUWEB portal, they can access all important information, such as course results (progress, failed, and passed courses, programme completion), tuition fee records, and the timetable of courses and exams. The management information system of the advanced programmes will rely on the EDUSOFT portal.

Students can also ask the SAS staff in person, by phone, or via email. Information related to student support, such as academic support, counselling, and office hours of assigned staff, is available on the FBA website. Most SAS events, such as the launch of new advanced programmes, graduation, MOU signing ceremonies, and extracurricular activities, can also be found on the HCMCOU website, on the Facebook fan page, in the press, and the monthly newsletters published by OSAC.

HCMCOU complies with Vietnam's laws and regulations regarding the reporting and publication of information. HCMCOU actively maintains press relations and a communication network. Information related to the quality assurance for institutional learning and teaching is available to the public on the HCMCOU website. HCMCOU keeps students and staff well-informed of the university's strategic plans, yearly planning scheme, budget distribution, and expenditures at the HCMCOU employee annual meeting, where the annual report, a summary of the activities of the academic year, and the plan for the next academic year are presented for consensus.

Appraisal:

A quality assurance and development procedure has been established, systematically and continuously monitoring and improving the quality of the programme with respect to its content, processes, and outcomes. It takes into account the evaluation results and analysis of student workload, success rate, and graduate employment, as well as the profile of the student population. Faculty members 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 regularly and following a prescribed procedure; the outcomes are communicated to the students and provide input for the quality development process.

Quality control by the faculty is carried out regularly and following a prescribed procedure; the outcomes are communicated and provide input for the quality development process.

An external evaluation is conducted on a regular basis, following a prescribed procedure; the outcomes are communicated and provide input for the quality development process.

The HEI regularly publishes current news and information – both quantitative and qualitative – about the study programme.

		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

Bachelor / Master programme:

1. Bachelor of International Business
2. Bachelor of Marketing
3. Bachelor of Human Resource Management

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
1	Objectives					
1.1*	Objectives of the study programme (Asterisk Criterion)			X		
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“)			X		
1.3.3	Positioning of the study programme within the HEI's overall strategic concept			X		
2	Admission					
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					
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)			X		
3.1.4	Interdisciplinary thinking			X		
3.1.5	Ethical aspects			X		
3.1.6*	Methods and scientific practice (Asterisk Criterion)			X		
3.1.7*	Examination and final thesis (Asterisk Criterion)			X		
3.2	Structure					

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
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.	Academic environment and framework conditions					
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					
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					

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
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		
5	Quality assurance and documentation					
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		

Appendix 1 – Curriculum Overview BIB

Curriculum Overview: Bachelor of International Business Major: International Business in Public Sector, 11 Semesters

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
	1st Semester																
M1	Skill 1: Choose 1 from the followings:	2.0											50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M1.1	Self Management (E)																
M1.2	Critical and Creative Thinking (E)																
M1.3	Living Value 1 (E)																
M1.4	Living Value 2 (E)																
M1.5	Emotional Intelligence and Positive Thinking (E)																
M1.6	Self Awareness (E)																
M1.7	Goal Setting (E)																
M1.8	Job Application and Interviewing Skills (E)																
M1.9	Professional Working (E)																
M1.10	Career Management (E)																
M2	Law: Choose 1 from the followings:	6.0											75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M2.1	Introduction to Law (E)																
M2.2	Theories of State and Law (E)																
M3	Microeconomics (E)	6.0											100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M4	Academic English 1 (C)	6.0											100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M5	Academic English 2 (C)	6.0											100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	2nd Semester																
M6	Macroeconomics (C)		6.0										75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M7	Skill 2: Choose 1 from the followings:		2.0										50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M7.1	Self Management (E)																
M7.2	Critical and Creative Thinking (E)																
M7.3	Living Value 1 (E)																
M7.4	Living Value 2 (E)																
M7.5	Emotional Intelligence and Positive Thinking (E)																
M7.6	Self Awareness (E)																
M7.7	Goal Setting (E)																
M7.8	Job Application and Interviewing Skills (E)																
M7.9	Professional Working (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M7.10	Career Management (E)																
M8	Social sciences and humanities: Choose 1 from the followings:		6.0										75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M8.1	General Economics (E)																
M8.2	Business Communication (E)																
M8.3	Introduction to Sociology (E)																
M8.4	Introduction to Psychology (E)																
M8.5	Introduction to Vietnam culture (E)																
M8.6	Social Welfare (E)																
M8.7	Introduction to Anthropology (E)																
M9	Academic English 3 (C)		6.0										100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M10	Academic English 4 (C)		6.0										100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	3rd Semester																
M11	Supplementary knowledge 1: Choose 1 from the followings:			6.0									100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M11.1	Principles of Accounting (E)																
M11.2	Principles of Management (E)																
M11.3	Principles of Marketing (E)																
M11.4	Organizational Behavior (E)																
M11.5	Engineering Economy in Construction (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M11.6	Community Development (E)																
M11.7	Gender and Development (E)																
M11.8	Public Relations (E)																
M11.9	Cross Cultural Communication (E)																
M11.10	Enterprise System for Management (E)																
M11.11	Contract Drafting Skills (E)																
M11.12	Labour Law (E)																
M11.13	Personal Finance (E)																
M11.14	Tax and Business Operations (E)																
M12	Marxist – Leninist philosophy (C)			6.0									75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M13	Academic English 5 (C)			6.0									100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M14	IT: Choose 1 from the followings:			6.0									100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M14.1	Information Technology Basics (E)																
M14.2	Applied Computer Science (E)																
M14.3	Introduction to Informatics (E)																
	4th Semester																
M15	Marxist – Leninist Political Economics				4.0								50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M16	Financial Management (C)				6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M17	Human Resource Management (C)				6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M18	Core knowledge 1: Choose 1 from the followings:				6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M18.1	Supply Chain Management (E)																
M18.2	Operation Management (E)																
M18.3	Corporate Social Responsibility (E)																
M18.4	E-Commerce (E)																
M18.5	Entrepreneurship (E)																
M18.6	Project Management (E)																
M18.7	Consumer Behavior (E)																
M18.8	Management Accounting (E)																
M19	Principles of Management (C)				6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	5th Semester																
M20	Scientific Socialism (C)					4.0							50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M21	International Business (C)					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M22	Marketing Management (C)					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M23	Quantitative Analysis in Management (C)					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M24	Skill 3: Choose 1 from the followings:					2.0							50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M24.1	Self Management (E)																
M24.2	Critical and Creative Thinking (E)																
M24.3	Living Value 1 (E)																
M24.4	Living Value 2 (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M24.5	Emotional Intelligence and Positive Thinking (E)																
M24.6	Self Awareness (E)																
M24.7	Goal Setting (E)																
M24.8	Job Application and Interviewing Skills (E)																
M24.9	Professional Working (E)																
M24.10	Career Management (E)																
	6th Semester																
M25	History of Vietnamese communist party (Compulsory)						4.0						50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M26	Core knowledge 2: Choose 1 from the followings:						6.0						100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M26.1	Supply Chain Management E)																
M26.2	Operation Management (E)																
M26.3	Corporate Social Responsibility (E)																
M26.4	E-Commerce (E)																
M26.5	Entrepreneurship (E)																
M26.6	Project Management (E)																
M26.7	Consumer Behavior (E)																
M26.8	Management Accounting (E)																
M27	International Business Management (C)						6.0						100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M28	International HR Management (C)						6.0						100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	Direction: International Business in Public Sector																
M29	Specialized knowledge 1: Choose 1 from the followings:						6.0						100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M29.1	Import - Export Management (E)																
M29.2	Shipping and Insurance (E)																
M29.3	Global Investment (E)																
M29.4	International Finance (E)																
M29.5	English for International Business (E)																
M29.6	International Commercial Law (E)																
M29.7	Digital Marketing (E)																
	7 th Semester																
M30	Internship 1 (C)							6.0					100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M31	Math and Logic: Choose 1 from the followings:							6.0					100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M31.1	Analytics (E)																
M31.2	Linear Algebra (E)																
M31.3	Business Statistics (E)																
M31.4	Probability and Statistics (E)																
M31.5	Logic (E)																
M31.6	Critical thinking (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M32	Skill 4: Choose 1 from the followings:							2.0					50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M32.1	Self Management (E)																
M32.2	Critical and Creative Thinking (E)																
M32.3	Living Value 1 (E)																
M32.4	Living Value 2 (E)																
M32.5	Emotional Intelligence and Positive Thinking (E)																
M32.6	Self Awareness (E)																
M32.7	Goal Setting (E)																
M32.8	Job Application and Interviewing Skills (E)																
M32.9	Professional Working (E)																
M32.10	Career Management (E)																
	Direction: International Business in Public Sector																
M33	Specialized knowledge 2: Choose 1 from the followings:							6.0					100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M33.1	Import - Export Management (E)																
M33.2	Shipping and Insurance (E)																
M33.3	Global Investment (E)																
M33.4	International Finance (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M33.5	English for International Business (E)																
M33.6	International Commercial Law (E)																
M33.7	Digital Marketing (E)																
	8th Semester																
M34	Ho Chi Minh's Ideology (C)								4.0				87.5	62.5	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M35	International Marketing (C)								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M36	Core knowledge 3: Choose 1 from the followings:								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M36.1	Supply Chain Management (E)																
M36.2	Operation Management (E)																
M36.3	Corporate Social Responsibility (E)																
M36.4	E-Commerce (E)																
M36.5	Entrepreneurship (E)																
M36.6	Project Management (E)																
M36.7	Consumer Behavior (E)																
M36.8	Management Accounting (E)																
M37	Strategic Management (C)								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	Direction: International Business in Public Sector																
M38	Specialized knowledge 3: Choose 1 from the followings:								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M38.1	Import - Export Management (E)																
M38.2	Shipping and Insurance (E)																
M38.3	Global Investment (E)																
M38.4	International Finance (E)																
M38.5	English for International Business (E)																
M38.6	International Commercial Law (E)																
M38.7	Digital Marketing (E)																
	9th Semester																
M39	Skill 5: Choose 1 from the followings:									2.0			50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M39.1	Self Management (E)																
M39.2	Critical and Creative Thinking (E)																
M39.3	Living Value 1 (E)																
M39.4	Living Value 2 (E)																
M39.5	Emotional Intelligence and Positive Thinking (E)																
M39.6	Self Awareness (E)																
M39.7	Goal Setting (E)																
M39.8	Job Application and Interviewing Skills (E)																
M39.9	Professional Working (E)																
M39.10	Career Management (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M40	Core knowledge 4: Choose 1 from the followings:									6.0			100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M40.1	Supply Chain Management (E)																
M40.2	Operation Management (E)																
M40.3	Corporate Social Responsibility (E)																
M40.4	E-Commerce (E)																
M40.5	Entrepreneurship (E)																
M40.6	Project Management (E)																
M40.7	Consumer Behavior (E)																
M40.8	Management Accounting (E)																
M41	Natural and environmental science: Choose 1 from the followings:									6.0			75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M41.1	General Chemistry (E)																
M41.2	Human Environmental Interaction (E)																
	Direction: International Business in Public Sector																
M42	Specialized knowledge 4: Choose 1 from the followings:									6.0			100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M42.1	Import - Export Management (E)																
M42.2	Shipping and Insurance (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M42.3	Global Investment (E)																
M42.4	International Finance (E)																
M42.5	English for International Business (E)																
M42.6	International Commercial Law (E)																
M42.7	Digital Marketing (E)																
M43	Supplementary knowledge 2: Choose 1 from the followings:									6.0			100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M43.1	Principles of Accounting (E)																
M43.2	Principles of Management (E)																
M43.3	Principles of Marketing (E)																
M43.4	Organizational Behavior (E)																
M43.5	Engineering Economy in Construction (E)																
M43.6	Community Development (E)																
M43.7	Gender and Development (E)																
M43.8	Public Relations (E)																
M43.9	Cross Cultural Communication (E)																
M43.10	Enterprise System for Management (E)																
M43.11	Contract Drafting Skills (E)																
M43.12	Labour Law (E)																
M43.13	Personal Finance (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M43.14	Tax and Business Operations (E)																
	10th Semester																
M44	Internship 2 (C)										8.0						8/250
	11th Semester																
M45	Thesis (C)																
M46	Core knowledge 5: Choose 1 from the followings:											6.0	100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M46.1	Supply Chain Management (E)																
M46.2	Operation Management (E)																
M46.3	Corporate Social Responsibility (E)																
M46.4	E-Commerce (E)																
M46.5	Entrepreneurship (E)																
M46.6	Project Management (E)																
M46.7	Consumer Behavior (E)																
M46.8	Management Accounting (E)																
	Direction: International Business in Public Sector																
M47	Specialized knowledge 4: Choose 1 from the followings:											6.0	100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M47.1	Import - Export Management (E)																
M47.2	Shipping and Insurance (E)																
M47.3	Global Investment (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M47.4	International Finance (E)																
M47.5	English for International Business (E)																
M47.6	International Commercial Law (E)																
M47.7	Digital Marketing (E)																
Total:		26.0	26.0	24.0	28.0	24.0	28.0	20.0	28.0	26.0	8.0	12.0	3,962.5	5,112.5			

Curriculum Overview: Bachelor of International Business

Major: Global Investment, 11 Semesters

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
	1st Semester																
M1	Skill 1: Choose 1 from the followings:	2.0											50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M1.1	Self Management (E)																
M1.2	Critical and Creative Thinking (E)																
M1.3	Living Value 1 (E)																
M1.4	Living Value 2 (E)																
M1.5	Emotional Intelligence and Positive Thinking (E)																
M1.6	Self Awareness (E)																
M1.7	Goal Setting (E)																
M1.8	Job Application and Interviewing Skills (E)																
M1.9	Professional Working (E)																
M1.10	Career Management (E)																
M2	Law: Choose 1 from the followings:	6.0											75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M2.1	Introduction to Law (E)																
M2.2	Theories of State and Law (E)																
M3	Microeconomics (E)	6.0											100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M4	Academic English 1 (C)	6.0											100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M5	Academic English 2 (C)	6.0											100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	2nd Semester																
M6	Macroeconomics (C)		6.0										75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M7	Skill 2: Choose 1 from the followings:		2.0										50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M7.1	Self Management (E)																
M7.2	Critical and Creative Thinking (E)																
M7.3	Living Value 1 (E)																
M7.4	Living Value 2 (E)																
M7.5	Emotional Intelligence and Positive Thinking (E)																
M7.6	Self Awareness (E)																
M7.7	Goal Setting (E)																
M7.8	Job Application and Interviewing Skills (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M7.9	Professional Working (E)																
M7.10	Career Management (E)																
M8	Social sciences and humanities: Choose 1 from the followings:		6.0										75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M8.1	General Economics (E)																
M8.2	Business Communication (E)																
M8.3	Introduction to Sociology (E)																
M8.4	Introduction to Psychology (E)																
M8.5	Introduction to Vietnam culture (E)																
M8.6	Social Welfare (E)																
M8.7	Introduction to Anthropology (E)																
M9	Academic English 3 (C)		6.0										100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M10	Academic English 4 (C)		6.0										100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	3rd Semester																
M11	Supplementary knowledge 1: Choose 1 from the followings:			6.0									100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M11.1	Principles of Accounting (E)																
M11.2	Principles of Management (E)																
M11.3	Principles of Marketing (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M11.4	Organizational Behavior (E)																
M11.5	Engineering Economy in Construction (E)																
M11.6	Community Development (E)																
M11.7	Gender and Development (E)																
M11.8	Public Relations (E)																
M11.9	Cross Cultural Communication (E)																
M11.10	Enterprise System for Management (E)																
M11.11	Contract Drafting Skills (E)																
M11.12	Labour Law (E)																
M11.13	Personal Finance (E)																
M11.14	Tax and Business Operations (E)																
M12	Marxist – Leninist philosophy (C)			6.0									75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M13	Academic English 5 (C)			6.0									100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M14	IT: Choose 1 from the followings:			6.0									100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M14.1	Information Technology Basics (E)																
M14.2	Applied Computer Science (E)																
M14.3	Introduction to Informatics (E)																
	4th Semester																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M15	Marxist – Leninist Political Economics				4.0								50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M16	Financial Management (C)				6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M17	Human Resource Management (C)				6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M18	Core knowledge 1: Choose 1 from the followings:				6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M18.1	Supply Chain Management (E)																
M18.2	Operation Management (E)																
M18.3	Corporate Social Responsibility (E)																
M18.4	E-Commerce (E)																
M18.5	Entrepreneurship (E)																
M18.6	Project Management (E)																
M18.7	Consumer Behavior (E)																
M18.8	Management Accounting (E)																
M19	Principles of Management (C)				6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	5th Semester																
M20	Scientific Socialism (C)					4.0							50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M21	International Business (C)					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M22	Marketing Management (C)					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M23	Quantitative Analysis in Management (C)					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M24	Skill 3: Choose 1 from the followings:					2.0							50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M24.1	Self Management (E)																
M24.2	Critical and Creative Thinking (E)																
M24.3	Living Value 1 (E)																
M24.4	Living Value 2 (E)																
FibaM24.5	Emotional Intelligence and Positive Thinking (E)																
M24.6	Self Awareness (E)																
M24.7	Goal Setting (E)																
M24.8	Job Application and Interviewing Skills (E)																
M24.9	Professional Working (E)																
M24.10	Career Management (E)																
	6th Semester																
M25	History of Vietnamese communist party (Compulsory)					4.0							50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M26	Core knowledge 2: Choose 1 from the followings:					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M26.1	Supply Chain Management (E)																
M26.2	Operation Management (E)																
M26.3	Corporate Social Responsibility (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M26.4	E-Commerce (E)																
M26.5	Entrepreneurship (E)																
M26.6	Project Management (E)																
M26.7	Consumer Behavior (E)																
M26.8	Management Accounting (E)																
M27	International Business Management (C)						6.0						100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M28	International HR Management (C)						6.0						100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	Direction: International Investment																
M29	Specialized knowledge 1: Choose 1 from the followings:						6.0						100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M29.1	Global Investment (E)																
M29.2	Change Management (E)																
M29.3	International Finance (E)																
M29.4	Cross Cultural Communication (E)																
M29.5	English for International Business (E)																
M29.6	Global Business Strategy (E)																
M29.7	Distribution Channel Management (E)																
M29.8	Services Marketing (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M29.9	Digital Marketing (E)																
	7th Semester																
M30	Internship 1 (C)							6.0					100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M31	Math and Logic: Choose 1 from the followings:							6.0					100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M31.1	Analytics (E)																
M31.2	Linear Algebra (E)																
M31.3	Business Statistics (E)																
M31.4	Probability and Statistics (E)																
M31.5	Logic (E)																
M31.6	Critical thinking (E)																
M32	Skill 4: Choose 1 from the followings:							2.0					50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M32.1	Self Management (E)																
M32.2	Critical and Creative Thinking (E)																
M32.3	Living Value 1 (E)																
M32.4	Living Value 2 (E)																
M32.5	Emotional Intelligence and Positive Thinking (E)																
M32.6	Self Awareness (E)																
M32.7	Goal Setting (E)																
M32.8	Job Application and Interviewing Skills (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M32.9	Professional Working (E)																
M32.10	Career Management (E)																
	Direction: International Investment																
M33	Specialized knowledge 2: Choose 1 from the followings:							6.0					100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M33.1	Global Investment (E)																
M33.2	Change Management (E)																
M33.3	International Finance (E)																
M33.4	Cross Cultural Communication (E)																
M33.5	English for International Business (E)																
M33.6	Global Business Strategy (E)																
M33.7	Distribution Channel Management (E)																
M33.8	Services Marketing (E)																
	8th Semester																
M34	Ho Chi Minh's Ideology (C)								4.0				87.5	62.5	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M35	International Marketing (C)								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M36	Core knowledge 3: Choose 1 from the followings:								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M36.1	Supply Chain Management (E)																
M36.2	Operation Management (E)																
M36.3	Corporate Social Responsibility (E)																
M36.4	E-Commerce (E)																
M36.5	Entrepreneurship (E)																
M36.6	Project Management (E)																
M36.7	Consumer Behavior (E)																
M36.8	Management Accounting (E)																
M37	Strategic Management (C)								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	Direction: International Investment																
M38	Specialized knowledge 3: Choose 1 from the followings:								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M38.1	Global Investment (E)																
M38.2	Change Management (E)																
M38.3	International Finance (E)																
M38.4	Cross Cultural Communication (E)																
M38.5	English for International Business (E)																
M38.6	Global Business Strategy (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M38.7	Distribution Channel Management (E)																
M38.8	Services Marketing (E)																
	9th Semester																
M39	Skill 5: Choose 1 from the followings:									2.0			50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M39.1	Self Management (E)																
M39.2	Critical and Creative Thinking (E)																
M39.3	Living Value 1 (E)																
M39.4	Living Value 2 (E)																
M39.5	Emotional Intelligence and Positive Thinking (E)																
M39.6	Self Awareness (E)																
M39.7	Goal Setting (E)																
M39.8	Job Application and Interviewing Skills (E)																
M39.9	Professional Working (E)																
M39.10	Career Management (E)																
M40	Core knowledge 4: Choose 1 from the followings:									6.0			100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M40.1	Supply Chain Management (E)																
M40.2	Operation Management (E)																
M40.3	Corporate Social Responsibility (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M40.4	E-Commerce (E)																
M40.5	Entrepreneurship (E)																
M40.6	Project Management (E)																
M40.7	Consumer Behavior (E)																
M40.8	Management Accounting (E)																
M41	Natural and environmental science: Choose 1 from the followings:									6.0			75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M41.1	General Chemistry (E)																
M41.2	Human Environmental Interaction (E)																
	Direction: International Investment																
M42	Specialized knowledge 4: Choose 1 from the followings:									6.0			100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M42.1	Global Investment (E)																
M42.2	Change Management (E)																
M42.3	International Finance (E)																
M42.4	Cross Cultural Communication (E)																
M42.5	English for International Business (E)																
M42.6	Global Business Strategy (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M42.7	Distribution Channel Management (E)																
M42.8	Services Marketing (E)																
M43	Supplementary knowledge 2: Choose 1 from the followings:									6.0			100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M43.1	Principles of Accounting (E)																
M43.2	Principles of Management (E)																
M43.3	Principles of Marketing (E)																
M43.4	Organizational Behavior (E)																
M43.5	Engineering Economy in Construction (E)																
M43.6	Community Development (E)																
M43.7	Gender and Development (E)																
M43.8	Public Relations (E)																
M43.9	Cross Cultural Communication (E)																
M43.10	Enterprise System for Management (E)																
M43.11	Contract Drafting Skills (E)																
M43.12	Labour Law (E)																
M43.13	Personal Finance (E)																
M43.14	Tax and Business Operations (E)																
	10th Semester																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M44	Internship 2 (C)										8.0						8/250
	11th Semester																
M45	Thesis (C)																
M46	Core knowledge 5: Choose 1 from the followings:											6.0	100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M46.1	Supply Chain Management (E)																
M46.2	Operation Management (E)																
M46.3	Corporate Social Responsibility (E)																
M46.4	E-Commerce (E)																
M46.5	Entrepreneurship (E)																
M46.6	Project Management (E)																
M46.7	Consumer Behavior (E)																
M46.8	Management Accounting (E)																
	Direction: International Investment																
M47	Specialized knowledge 4: Choose 1 from the followings:											6.0	100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M47.1	Global Investment (E)																
M47.2	Change Management (E)																
M47.3	International Finance (E)																
M47.4	Cross Cultural Communication (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M47.5	English for International Business (E)																
M47.6	Global Business Strategy (E)																
M47.7	Distribution Channel Management (E)																
M47.8	Services Marketing (E)																
Total:		26.0	26.0	24.0	28.0	24.0	28.0	20.0	28.0	26.0	8.0	12.0	3,962.5	5,112.5			

Curriculum Overview: Bachelor of International Business

Major: International Trade, 11 Semesters

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
	1st Semester																
M1	Skill 1: Choose 1 from the followings:	2.0											50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M1.1	Self Management (E)																

M1.2	Critical and Creative Thinking (E)																
M1.3	Living Value 1 (E)																
M1.4	Living Value 2 (E)																
M1.5	Emotional Intelligence and Positive Thinking (E)																
M1.6	Self Awareness (E)																
M1.7	Goal Setting (E)																
M1.8	Job Application and Interviewing Skills (E)																
M1.9	Professional Working (E)																
M1.10	Career Management (E)																
M2	Law: Choose 1 from the followings:	6.0											75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M2.1	Introduction to Law (E)																
M2.2	Theories of State and Law (E)																
M3	Microeconomics (E)	6.0											100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M4	Academic English 1 (C)	6.0											100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M5	Academic English 2 (C)	6.0											100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	2nd Semester																
M6	Macroeconomics (C)		6.0										75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M7	Skill 2: Choose 1 from the followings:		2.0										50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M7.1	Self Management (E)																

M7.2	Critical and Creative Thinking (E)																
M7.3	Living Value 1 (E)																
M7.4	Living Value 2 (E)																
M7.5	Emotional Intelligence and Positive Thinking (E)																
M7.6	Self Awareness (E)																
M7.7	Goal Setting (E)																
M7.8	Job Application and Interviewing Skills (E)																
M7.9	Professional Working (E)																
M7.10	Career Management (E)																
M8	Social sciences and humanities: Choose 1 from the followings:		6.0									75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250	
M8.1	General Economics (E)																
M8.2	Business Communication (E)																
M8.3	Introduction to Sociology (E)																
M8.4	Introduction to Psychology (E)																
M8.5	Introduction to Vietnam culture (E)																
M8.6	Social Welfare (E)																
M8.7	Introduction to Anthropology (E)																
M9	Academic English 3 (C)		6.0									100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250	
M10	Academic English 4 (C)		6.0									100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250	
	3rd Semester																
M11	Supplementary knowledge 1:			6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250	

	Choose 1 from the followings:																
M11.1	Principles of Accounting (E)																
M11.2	Principles of Management (E)																
M11.3	Principles of Marketing (E)																
M11.4	Organizational Behavior (E)																
M11.5	Engineering Economy in Construction (E)																
M11.6	Community Development (E)																
M11.7	Gender and Development (E)																
M11.8	Public Relations (E)																
M11.9	Cross Cultural Communication (E)																
M11.10	Enterprise System for Management (E)																
M11.11	Contract Drafting Skills (E)																
M11.12	Labour Law (E)																
M11.13	Personal Finance (E)																
M11.14	Tax and Business Operations (E)																
M12	Marxist – Leninist philosophy (C)			6.0								75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250	
M13	Academic English 5 (C)			6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250	
M14	IT: Choose 1 from the followings:			6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250	
M14.1	Information Technology Basics (E)																
M14.2	Applied Computer Science (E)																
M14.3	Introduction to Informatics (E)																
	4th Semester																

M15	Marxist – Leninist Political Economics				4.0								50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M16	Financial Management (C)				6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M17	Human Resource Management (C)				6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M18	Core knowledge 1: Choose 1 from the followings:				6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M18.1	Supply Chain Management (E)																
M18.2	Operation Management (E)																
M18.3	Corporate Social Responsibility (E)																
M18.4	E-Commerce (E)																
M18.5	Entrepreneurship (E)																
M18.6	Project Management (E)																
M18.7	Consumer Behavior (E)																
M18.8	Management Accounting (E)																
M19	Principles of Management (C)				6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	5th Semester																
M20	Scientific Socialism (C)					4.0							50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M21	International Business (C)					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M22	Marketing Management (C)					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M23	Quantitative Analysis in Management (C)					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M24	Skill 3: Choose 1 from the followings:					2.0							50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M24.1	Self Management (E)																

M24.2	Critical and Creative Thinking (E)																
M24.3	Living Value 1 (E)																
M24.4	Living Value 2 (E)																
M24.5	Emotional Intelligence and Positive Thinking (E)																
M24.6	Self Awareness (E)																
M24.7	Goal Setting (E)																
M24.8	Job Application and Interviewing Skills (E)																
M24.9	Professional Working (E)																
M24.10	Career Management (E)																
	6th Semester																
M25	History of Vietnamese communist party (Compulsory)						4.0						50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M26	Core knowledge 2: Choose 1 from the followings:						6.0						100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M26.1	Supply Chain Management E)																
M26.2	Operation Management (E)																
M26.3	Corporate Social Responsibility (E)																
M26.4	E-Commerce (E)																
M26.5	Entrepreneurship (E)																
M26.6	Project Management (E)																
M26.7	Consumer Behavior (E)																
M26.8	Management Accounting (E)																
M27	International Business Management (C)						6.0						100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250

M28	International HR Management (C)						6.0						100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	Direction: International Commerce																
M29	Specialized knowledge 1: Choose 1 from the followings:						6.0						100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M29.1	Import - Export Management (E)																
M29.2	Shipping and Insurance (E)																
M29.3	International Payment (E)																
M29.4	International Commercial Law (E)																
M29.5	English for International Business (E)																
M29.6	Brand Management (E)																
M29.7	Sales Management (E)																
M29.8	Digital Marketing (E)																
	7 th Semester																
M30	Internship 1 (C)							6.0					100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M31	Math and Logic: Choose 1 from the followings:							6.0					100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M31.1	Analytics (E)																
M31.2	Linear Algebra (E)																
M31.3	Business Statistics (E)																
M31.4	Probability and Statistics (E)																
M31.5	Logic (E)																
M31.6	Critical thinking (E)																
M32	Skill 4: Choose 1 from the followings:							2.0					50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250

M32.1	Self Management (E)																
M32.2	Critical and Creative Thinking (E)																
M32.3	Living Value 1 (E)																
M32.4	Living Value 2 (E)																
M32.5	Emotional Intelligence and Positive Thinking (E)																
M32.6	Self Awareness (E)																
M32.7	Goal Setting (E)																
M32.8	Job Application and Interviewing Skills (E)																
M32.9	Professional Working (E)																
M32.10	Career Management (E)																
	Direction: International Commerce																
M33	Specialized knowledge 2: Choose 1 from the followings:						6.0					100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250	
M33.1	Import - Export Management (E)																
M33.2	Shipping and Insurance (E)																
M33.3	International Payment (E)																
M33.4	International Commercial Law (E)																
M33.5	English for International Business (E)																
M33.6	Brand Management (E)																
M33.7	Sales Management (E)																
M33.8	Digital Marketing (E)																
	8th Semester																

M34	Ho Chi Minh's Ideology (C)								4.0				87.5	62.5	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M35	International Marketing (C)								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M36	Core knowledge 3: Choose 1 from the followings:								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M36.1	Supply Chain Management (E)																
M36.2	Operation Management (E)																
M36.3	Corporate Social Responsibility (E)																
M36.4	E-Commerce (E)																
M36.5	Entrepreneurship (E)																
M36.6	Project Management (E)																
M36.7	Consumer Behavior (E)																
M36.8	Management Accounting (E)																
M37	Strategic Management (C)								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	Direction: International Commerce																
M38	Specialized knowledge 3: Choose 1 from the followings:								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M38.1	Import - Export Management (E)																
M38.2	Shipping and Insurance (E)																
M38.3	International Payment (E)																
M38.4	International Commercial Law (E)																
M38.5	English for International Business (E)																
M38.6	Brand Management (E)																

M38.7	Sales Management (E)																
M38.8	Digital Marketing (E)																
	9 th Semester																
M39	Skill 5: Choose 1 from the followings:								2.0			50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250	
M39.1	Self Management (E)																
M39.2	Critical and Creative Thinking (E)																
M39.3	Living Value 1 (E)																
M39.4	Living Value 2 (E)																
M39.5	Emotional Intelligence and Positive Thinking (E)																
M39.6	Self Awareness (E)																
M39.7	Goal Setting (E)																
M39.8	Job Appication and Interviewing Skills (E)																
M39.9	Professional Working (E)																
M39.10	Career Management (E)																
M40	Core knowledge 4: Choose 1 from the followings:								6.0			100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250	
M40.1	Supply Chain Management E)																
M40.2	Operation Management (E)																
M40.3	Corporate Social Responsibility (E)																
M40.4	E-Commerce (E)																
M40.5	Entrepreneurship (E)																
M40.6	Project Management (E)																
M40.7	Consumer Behavior (E)																

M40.8	Management Accounting (E)																
M41	Natural and environmental science: Choose 1 from the followings:									6.0			75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M41.1	General Chemistry (E)																
M41.2	Human Environmental Interaction (E)																
	Direction: International Commerce																
M42	Specialized knowledge 4: Choose 1 from the followings:									6.0			100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M42.1	Import - Export Management (E)																
M42.2	Shipping and Insurance (E)																
M42.3	International Payment (E)																
M42.4	International Commercial Law (E)																
M42.5	English for International Business (E)																
M42.6	Brand Management (E)																
M42.7	Sales Management (E)																
M42.8	Digital Marketing (E)																
M43	Supplementary knowledge 2: Choose 1 from the followings:									6.0			100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M43.1	Principles of Accounting (E)																
M43.2	Principles of Management (E)																
M43.3	Principles of Marketing (E)																

M43.4	Organizational Behavior (E)																
M43.5	Engineering Economy in Construction (E)																
M43.6	Community Development (E)																
M43.7	Gender and Development (E)																
M43.8	Public Relations (E)																
M43.9	Cross Cultural Communication (E)																
M43.10	Enterprise System for Management (E)																
M43.11	Contract Drafting Skills (E)																
M43.12	Labour Law (E)																
M43.13	Personal Finance (E)																
M43.14	Tax and Business Operations (E)																
	10 th Semester																
M44	Internship 2 (C)									8.0							8/250
	11 th Semester																
M45	Thesis (C)																
M46	Core knowledge 5: Choose 1 from the followings:										6.0	100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)		6/250
M46.1	Supply Chain Management E)																
M46.2	Operation Management (E)																
M46.3	Corporate Social Responsibility (E)																
M46.4	E-Commerce (E)																
M46.5	Entrepreneurship (E)																
M46.6	Project Management (E)																
M46.7	Consumer Behavior (E)																
M46.8	Management Accounting (E)																

	Direction: International Commerce																
M47	Specialized knowledge 4: Choose 1 from the followings:											6.0	100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M47.1	Import - Export Management (E)																
M47.2	Shipping and Insurance (E)																
M47.3	International Payment (E)																
M47.4	International Commercial Law (E)																
M47.5	English for International Business (E)																
M47.6	Brand Management (E)																
M47.7	Sales Management (E)																
M47.8	Digital Marketing (E)																
Total:		26.0	26.0	24.0	28.0	24.0	28.0	20.0	28.0	26.0	8.0	12.0	3,962.5	5,112.5			

Appendix 2 – Curriculum Overview BOM

Curriculum Overview: Bachelor of Marketing Major: In-house marketing, 11 Semesters

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
	1st Semester																
M1	Skill 1: Choose 1 from the followings:	2.0											50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M1.1	Self Management (E)																
M1.2	Critical and Creative Thinking (E)																
M1.3	Living Value 1 (E)																
M1.4	Living Value 2 (E)																
M1.5	Emotional Intelligence and Positive Thinking (E)																
M1.6	Self Awareness (E)																
M1.7	Goal Setting (E)																
M1.8	Job Application and Interviewing Skills (E)																
M1.9	Professional Working (E)																
M1.10	Career Management (E)																
M2	Law: Choose 1 from the followings:	6.0											75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M2.1	Introduction to Law (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M2.2	Theories of State and Law (E)																
M3	Microeconomics (C)	6.0											75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M4	Academic English 1 (C)	6.0											100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M5	Academic English 2 (C)	6.0											100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	2nd Semester																
M6	Macroeconomics (C)		6.0										75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M7	Skill 2: Choose 1 from the followings:		2.0										50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M7.1	Self Management (E)																
M7.2	Critical and Creative Thinking (E)																
M7.3	Living Value 1 (E)																
M7.4	Living Value 2 (E)																
M7.5	Emotional Intelligence and Positive Thinking (E)																
M7.6	Self Awareness (E)																
M7.7	Goal Setting (E)																
M7.8	Job Application and Interviewing Skills (E)																
M7.9	Professional Working (E)																
M7.10	Career Management (E)																
M8	Social sciences and humanities: Choose 1 from the followings:		6.0										75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M8.1	General Economics (E)																
M8.2	Business Communication (E)																
M8.3	Introduction to Sociology (E)																
M8.4	Introduction to Psychology (E)																
M8.5	Introduction to Vietnam culture (E)																
M8.6	Social Welfare (E)																
M8.7	Introduction to Anthropology (E)																
M9	Academic English 3 (C)		6.0										100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M10	Academic English 4 (C)		6.0										100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	3rd Semester																
M11	Supplementary knowledge 1: Choose 1 from the followings:			6.0									100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M11.1	Principles of Marketing (E)																
M11.2	Engineering Economy (E)																
M11.3	Community Development (E)																
M11.4	Public Relations (E)																
M11.5	Cross Cultural Communication (E)																
M11.6	Enterprise System for Management (E)																
M11.7	Contract Drafting Skills (E)																
M11.8	Labour Law (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M11.9	Tax and Business Operations (E)																
M11.10	Principles of Accounting (E)																
M11.11	Gender and Development (E)																
M11.12	Personal Finance (E)																
M12	Marxist – Leninist philosophy (C)			6.0									75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M13	Academic English 5 (C)			6.0									100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M14	IT: Choose 1 from the followings:			6.0									100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M14.1	Information Technology Basics (E)																
M14.2	Applied Computer Science (E)																
M14.3	Introduction to Informatics (E)																
	4th Semester																
M15	Marxist – Leninist Political Economics (Compulsory)				4.0								50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M16	Natural and environmental science: Choose 1 from the followings:				6.0								75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M16.1	General Chemistry (E)																
M16.2	Human Environmental Interaction (E)																
M17	Math and Logic: Choose 1 from the followings:				6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M17.1	Analytics (E)																
M17.2	Linear Algebra (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M17.3	Business Statistics (E)																
M17.4	Probability and Statistics (E)																
M17.5	Logic (E)																
M17.6	Critical thinking (E)																
M18	Quantitative Analysis in Management (C)				6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M19	Principles of Management (C)				6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	5th Semester																
M20	Internship 1 (C)					6.0											6/250
M21	Skill 3: Choose 1 from the followings:					2.0							50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M21.1	Self Management (E)																
M21.2	Critical and Creative Thinking (E)																
M21.3	Living Value 1 (E)																
M21.4	Living Value 2 (E)																
M21.5	Emotional Intelligence and Positive Thinking (E)																
M21.6	Self Awareness (E)																
M21.7	Goal Setting (E)																
M21.8	Job Application and Interviewing Skills (E)																
M21.9	Professional Working (E)																
M21.10	Career Management (E)																
M22	Human Resource Management (C)					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M23	Consumer Behavior (C)					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
	6th Semester																
M24	Scientific Socialism (C)						4.0						50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M25	Skill 4: Choose 1 from the followings:						2.0						50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M25.1	Self Management (E)																
M25.2	Critical and Creative Thinking (E)																
M25.3	Living Value 1 (E)																
M25.4	Living Value 2 (E)																
M25.5	Emotional Intelligence and Positive Thinking (E)																
M25.6	Self Awareness (E)																
M25.7	Goal Setting (E)																
M25.8	Job Application and Interviewing Skills (E)																
M25.9	Professional Working (E)																
M25.10	Career Management (E)																
M26	Financial Management (C)						6.0						100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M27	Marketing Management (C)						6.0						100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M28	Marketing Research (C)						6.0						100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	7th Semester																
M29	History of Vietnamese communist party (C)							4.0					50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M30	New Product Development (C)							6.0					100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M31	Core knowledge 1: Choose 1 from the followings:							6.0					100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M31.1	Brand Management (E)																
M31.2	Entrepreneurship (E)																
M31.3	International Marketing (E)																
M31.4	Organizational Behavior (E)																
M31.5	Management Accounting (E)																
M31.6	Customer Relationship Management																
M31.7	Supply Chain Management																
M31.8	Services Marketing																
M31.9	Operation Management																
M31.10	Project Management																
M32	Core knowledge 2: Choose 1 from the followings:							6.0					100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M32.1	Brand Management (E)																
M32.2	Entrepreneurship (E)																
M32.3	International Marketing (E)																
M32.4	Organizational Behavior (E)																
M32.5	Management Accounting (E)																
M32.6	Customer Relationship Management																
M32.7	Supply Chain Management																
M32.8	Services Marketing																
M32.9	Operation Management																
M32.10	Project Management																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
	Direction: In-house																
M33	Specialized knowledge 1: Choose 1 from the followings:							6.0					100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M33.1	Sales Management																
M33.2	Distribution Channel Management																
M33.3	Pricing Strategy and Policy																
M33.4	E-Commerce																
M33.5	Business Planning (E)																
M33.6	Supply Chain Management																
M33.7	Change Management (E)																
M33.8	Corporate Social Responsibility (E)																
	8th Semester																
M34	Ho Chi Minh's Ideology (C)								4.0				87.5	62.5	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M35	Strategic Management (C)								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M36	Integrated Marketing Communication (C)								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M37	Core knowledge 3: Choose 1 from the followings:								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M37.1	Brand Management (E)																
M37.2	Entrepreneurship (E)																
M37.3	International Marketing (E)																
M37.4	Organizational Behavior (E)																
M37.5	Management Accounting (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M37.6	Customer Relationship Management																
M37.7	Supply Chain Management																
M37.8	Services Marketing																
M37.9	Operation Management																
M37.10	Project Management																
	Direction: In-house																
M38	Specialized knowledge 2: Choose 1 from the followings:								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M38.1	Sales Management																
M38.2	Distribution Channel Management																
M38.3	Pricing Strategy and Policy																
M38.4	E-Commerce																
M38.5	Business Planning (E)																
M38.6	Supply Chain Management																
M38.7	Change Management (E)																
M38.8	Corporate Social Responsibility (E)																
	9th Semester																
M39	Skill 5: Choose 1 from the followings:									2.0			50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M39.1	Self Management (E)																
M39.2	Critical and Creative Thinking (E)																
M39.3	Living Value 1 (E)																
M39.4	Living Value 2 (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M39.5	Emotional Intelligence and Positive Thinking (E)																
M39.6	Self Awareness (E)																
M39.7	Goal Setting (E)																
M39.8	Job Application and Interviewing Skills (E)																
M39.9	Professional Working (E)																
M39.10	Career Management (E)																
M40	Core knowledge 4: Choose 1 from the followings:									6.0			100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M40.1	Brand Management (E)																
M40.2	Entrepreneurship (E)																
M40.3	International Marketing (E)																
M40.4	Organizational Behavior (E)																
M40.5	Management Accounting (E)																
M40.6	Customer Relationship Management																
M40.7	Supply Chain Management																
M40.8	Services Marketing																
M40.9	Operation Management																
M40.10	Project Management																
	Direction: In-house																
M41	Specialized knowledge 3: Choose 1 from the followings:									6.0			100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M41.1	Sales Management																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M41.2	Distribution Channel Management																
M41.3	Pricing Strategy and Policy																
M41.4	E-Commerce																
M41.5	Business Planning (E)																
M41.6	Supply Chain Management																
M41.7	Change Management (E)																
M41.8	Corporate Social Responsibility (E)																
	Direction: In-house																
M42	Specialized knowledge 4: Choose 1 from the followings:									6.0			100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M42.1	Sales Management																
M42.2	Distribution Channel Management																
M42.3	Pricing Strategy and Policy																
M42.4	E-Commerce																
M42.5	Business Planning (E)																
M42.6	Supply Chain Management																
M42.7	Change Management (E)																
M42.8	Corporate Social Responsibility (E)																
M43	Supplementary knowledge 2: Choose 1 from the followings:									6.0			100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M43.1	Principles of Marketing (E)																
M43.2	Engineering Economy (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M43.3	Community Development (E)																
M43.4	Public Relations (E)																
M43.5	Cross Cultural Communication (E)																
M43.6	Enterprise System for Management (E)																
M43.7	Contract Drafting Skills (E)																
M43.8	Labour Law (E)																
M43.9	Tax and Business Operations (E)																
M43.10	Principles of Accounting (E)																
M43.11	Gender and Development (E)																
M43.12	Personal Finance (E)																
	10th Semester																
M44	Internship 2 (C)										8.0						8/250
	11th Semester																
M45	Dissertation (in lieu of CK5 and SK5)																
M46	Core knowledge 5: Choose 1 from the followings:											6.0	100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M46.1	Brand Management (E)																
M46.2	Entrepreneurship (E)																
M46.3	International Marketing (E)																
M46.4	Organizational Behavior (E)																
M46.5	Management Accounting (E)																
M46.6	Customer Relationship Management (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M46.7	Supply Chain Management (E)																
M46.8	Services Marketing (E)																
M46.9	Operation Management (E)																
M46.10	Project Management (E)																
	Direction: In-house																
M47	Specialized knowledge 5: Choose 1 from the followings:											6.0	100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M47.1	Sales Management																
M47.2	Distribution Channel Management																
M47.3	Pricing Strategy and Policy																
M47.4	E-Commerce																
M47.5	Business Planning (E)																
M47.6	Supply Chain Management																
M47.7	Change Management (E)																
M47.8	Corporate Social Responsibility (E)																
Total:		26.0	26.0	24.0	28.0	20.0	24.0	28.0	28.0	26.0	8.0	12.0	3837.5	5012.5			

Curriculum Overview: Bachelor of Marketing

Major: Agency, 11 Semesters

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
	1st Semester																
M1	Skill 1: Choose 1 from the followings:	2.0											50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M1.1	Self Management (E)																
M1.2	Critical and Creative Thinking (E)																
M1.3	Living Value 1 (E)																
M1.4	Living Value 2 (E)																
M1.5	Emotional Intelligence and Positive Thinking (E)																
M1.6	Self Awareness (E)																
M1.7	Goal Setting (E)																
M1.8	Job Application and Interviewing Skills (E)																
M1.9	Professional Working (E)																
M1.10	Career Management (E)																
M2	Law: Choose 1 from the followings:	6.0											75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M2.1	Introduction to Law (E)																
M2.2	Theories of State and Law (E)																
M3	Microeconomics (C)	6.0											75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M4	Academic English 1 (C)	6.0											100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M5	Academic English 2 (C)	6.0											100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	2nd Semester																
M6	Macroeconomics (C)		6.0										75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M7	Skill 2: Choose 1 from the followings:		2.0										50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M7.1	Self Management (E)																
M7.2	Critical and Creative Thinking (E)																
M7.3	Living Value 1 (E)																
M7.4	Living Value 2 (E)																
M7.5	Emotional Intelligence and Positive Thinking (E)																
M7.6	Self Awareness (E)																
M7.7	Goal Setting (E)																
M7.8	Job Application and Interviewing Skills (E)																
M7.9	Professional Working (E)																
M7.10	Career Management (E)																
M8	Social sciences and humanities: Choose 1 from the followings:		6.0										75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M8.1	General Economics (E)																
M8.2	Business Communication (E)																
M8.3	Introduction to Sociology (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M8.4	Introduction to Psychology (E)																
M8.5	Introduction to Vietnam culture (E)																
M8.6	Social Welfare (E)																
M8.7	Introduction to Anthropology (E)																
M9	Academic English 3 (C)		6.0										100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M10	Academic English 4 (C)		6.0										100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	3rd Semester																
M11	Supplementary knowledge 1: Choose 1 from the followings:			6.0									100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M11.1	Principles of Marketing (E)																
M11.2	Engineering Economy (E)																
M11.3	Community Development (E)																
M11.4	Public Relations (E)																
M11.5	Cross Cultural Communication (E)																
M11.6	Enterprise System for Management (E)																
M11.7	Contract Drafting Skills (E)																
M11.8	Labour Law (E)																
M11.9	Tax and Business Operations (E)																
M11.10	Principles of Accounting (E)																
M11.11	Gender and Development (E)																
M11.12	Personal Finance (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M12	Marxist – Leninist philosophy (C)			6.0									75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M13	Academic English 5 (C)			6.0									100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M14	IT: Choose 1 from the followings:			6.0									100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M14.1	Information Technology Basics (E)																
M14.2	Applied Computer Science (E)																
M14.3	Introduction to Informatics (E)																
	4th Semester																
M15	Marxist – Leninist Political Economics (Compulsory)				4.0								50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M16	Natural and environmental science: Choose 1 from the followings:				6.0								75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M16.1	General Chemistry (E)																
M16.2	Human Environmental Interaction (E)																
M17	Math and Logic: Choose 1 from the followings:				6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M17.1	Analytics (E)																
M17.2	Linear Algebra (E)																
M17.3	Business Statistics (E)																
M17.4	Probability and Statistics (E)																
M17.5	Logic (E)																
M17.6	Critical thinking (E)																
M18	Quantitative Analysis in Management (C)				6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M19	Principles of Management (C)				6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	5 th Semester																
M20	Internship 1 (C)					6.0											6/250
M21	Skill 3: Choose 1 from the followings:					2.0							50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M21.1	Self Management (E)																
M21.2	Critical and Creative Thinking (E)																
M21.3	Living Value 1 (E)																
M21.4	Living Value 2 (E)																
M21.5	Emotional Intelligence and Positive Thinking (E)																
M21.6	Self Awareness (E)																
M21.7	Goal Setting (E)																
M21.8	Job Application and Interviewing Skills (E)																
M21.9	Professional Working (E)																
M21.10	Career Management (E)																
M22	Human Resource Management (C)					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M23	Consumer Behavior (C)					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	6 th Semester																
M24	Scientific Socialism (C)						4.0						50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M25	Skill 4: Choose 1 from the followings:						2.0						50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M25.1	Self Management (E)																
M25.2	Critical and Creative Thinking (E)																
M25.3	Living Value 1 (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M25.4	Living Value 2 (E)																
M25.5	Emotional Intelligence and Positive Thinking (E)																
M25.6	Self Awareness (E)																
M25.7	Goal Setting (E)																
M25.8	Job Application and Interviewing Skills (E)																
M25.9	Professional Working (E)																
M25.10	Career Management (E)																
M26	Financial Management (C)						6.0						100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M27	Marketing Management (C)						6.0						100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M28	Marketing Research (C)						6.0						100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	7th Semester																
M29	History of Vietnamese communist party (C)							4.0					50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M30	New Product Development (C)							6.0					100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M31	Core knowledge 1: Choose 1 from the followings:							6.0					100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M31.1	Brand Management (E)																
M31.2	Entrepreneurship (E)																
M31.3	International Marketing (E)																
M31.4	Organizational Behavior (E)																
M31.5	Management Accounting (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M31.6	Customer Relationship Management																
M31.7	Supply Chain Management																
M31.8	Services Marketing																
M31.9	Operation Management																
M31.10	Project Management																
M32	Core knowledge 2: Choose 1 from the followings:							6.0					100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M32.1	Brand Management (E)																
M32.2	Entrepreneurship (E)																
M32.3	International Marketing (E)																
M32.4	Organizational Behavior (E)																
M32.5	Management Accounting (E)																
M32.6	Customer Relationship Management																
M32.7	Supply Chain Management																
M32.8	Services Marketing																
M32.9	Operation Management																
M32.10	Project Management																
	Direction: Agency																
M33	Specialized knowledge 1: Choose 1 from the followings:							6.0					100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M33.1	Public Relations (E)																
M33.2	Advertising																
M33.3	Brand Management																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M33.4	Corporate Social Responsibility (E)																
M33.5	Digital Marketing (E)																
M33.6	Events and Sponsorship																
M33.7	Media Planning																
M33.8	Marketing Strategy																
	8th Semester																
M34	Ho Chi Minh's Ideology (C)								4.0				87.5	62.5	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M35	Strategic Management (C)								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M36	Integrated Marketing Communication (C)								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M37	Core knowledge 3: Choose 1 from the followings:								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M37.1	Brand Management (E)																
M37.2	Entrepreneurship (E)																
M37.3	International Marketing (E)																
M37.4	Organizational Behavior (E)																
M37.5	Management Accounting (E)																
M37.6	Customer Relationship Management																
M37.7	Supply Chain Management																
M37.8	Services Marketing																
M37.9	Operation Management																
M37.10	Project Management																
	Direction: Agency																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M38	Specialized knowledge 1: Choose 1 from the followings:								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M38.1	Public Relations (E)																
M38.2	Advertising																
M38.3	Brand Management																
M38.4	Corporate Social Responsibility (E)																
M38.5	Digital Marketing (E)																
M38.6	Events and Sponsorship																
M38.7	Media Planning																
M38.8	Marketing Strategy																
	9th Semester																
M39	Skill 5: Choose 1 from the followings:								2.0				50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M39.1	Self Management (E)																
M39.2	Critical and Creative Thinking (E)																
M39.3	Living Value 1 (E)																
M39.4	Living Value 2 (E)																
M39.5	Emotional Intelligence and Positive Thinking (E)																
M39.6	Self Awareness (E)																
M39.7	Goal Setting (E)																
M39.8	Job Application and Interviewing Skills (E)																
M39.9	Professional Working (E)																
M39.10	Career Management (E)																
M40	Core knowledge 4: Choose 1 from the followings:								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M40.1	Brand Management (E)																
M40.2	Entrepreneurship (E)																
M40.3	International Marketing (E)																
M40.4	Organizational Behavior (E)																
M40.5	Management Accounting (E)																
M40.6	Customer Relationship Management																
M40.7	Supply Chain Management																
M40.8	Services Marketing																
M40.9	Operation Management																
M40.10	Project Management																
	Direction: Agency																
M41	Specialized knowledge 3: Choose 1 from the followings:									6.0			100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M41.1	Public Relations (E)																
M41.2	Advertising																
M41.3	Brand Management																
M41.4	Corporate Social Responsibility (E)																
M41.5	Digital Marketing (E)																
M41.6	Events and Sponsorship																
M41.7	Media Planning																
M41.8	Marketing Strategy																
	Direction: Agency																
M42	Specialized knowledge 4:									6.0			100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
	Choose 1 from the followings:																
M42.1	Public Relations (E)																
M42.2	Advertising																
M42.3	Brand Management																
M42.4	Corporate Social Responsibility (E)																
M42.5	Digital Marketing (E)																
M42.6	Events and Sponsorship																
M42.7	Media Planning																
M42.8	Marketing Strategy																
M43	Supplementary knowledge 2: Choose 1 from the followings:									6.0			100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M43.1	Principles of Marketing (E)																
M43.2	Engineering Economy (E)																
M43.3	Community Development (E)																
M43.4	Public Relations (E)																
M43.5	Cross Cultural Communication (E)																
M43.6	Enterprise System for Management (E)																
M43.7	Contract Drafting Skills (E)																
M43.8	Labour Law (E)																
M43.9	Tax and Business Operations (E)																
M43.10	Principles of Accounting (E)																
M43.11	Gender and Development (E)																
M43.12	Personal Finance (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
	10th Semester																
M44	Internship 2 (C)										8.0						8/250
	11th Semester																
M45	Dissertation (in lieu of CK5 and SK5)																
M46	Core knowledge 5: Choose 1 from the followings:											6.0	100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M46.1	Brand Management (E)																
M46.2	Entrepreneurship (E)																
M46.3	International Marketing (E)																
M46.4	Organizational Behavior (E)																
M46.5	Management Accounting (E)																
M46.6	Customer Relationship Management (E)																
M46.7	Supply Chain Management (E)																
M46.8	Services Marketing (E)																
M46.9	Operation Management (E)																
M46.10	Project Management (E)																
	Direction: Agency																
M47	Specialized knowledge 4: Choose 1 from the followings:											6.0	100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M47.1	Public Relations (E)																
M47.2	Advertising																
M47.3	Brand Management																
M47.4	Corporate Social Responsibility (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M47.5	Digital Marketing (E)																
M47.6	Events and Sponsorship																
M47.7	Media Planning																
M47.8	Marketing Strategy																
Total:		26.0	26.0	24.0	28.0	20.0	24.0	28.0	28.0	26.0	8.0	12.0	3837.5	5012.5			

Appendix 3 – Curriculum Overview BHRM

Curriculum Overview: Bachelor of Human Resource Management Major: Human Resource Management, 11 Semesters

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
	1st Semester																
M1	Microeconomics (E)	6.0											75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M2	Skill 1: Choose 1 from the followings:	2.0											50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M2.1	Self Management (E)																
M2.2	Critical and Creative Thinking (E)																
M2.3	Living Value 1 (E)																
M2.4	Living Value 2 (E)																
M2.5	Emotional Intelligence and Positive Thinking (E)																
M2.6	Self Awareness (E)																
M2.7	Goal Setting (E)																
M2.8	Job Application and Interviewing Skills (E)																
M2.9	Professional Working (E)																
M2.10	Career Management (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M3	Law: Choose 1 from the followings:	6.0											75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M3.1	Introduction to Law (E)																
M3.2	Theories of State and Law (E)																
M4	Academic English 1 (C)	6.0											100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M5	Academic English 2 (C)	6.0											100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	2nd Semester																
M6	Macroeconomics (C)		6.0										75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M7	IT: Choose 1 from the followings:		6.0										100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M7.1	Information Technology Basics (E)																
M7.2	Applied Computer Science (E)																
M7.3	Introduction to Informatics (E)																
M8	Social sciences and humanities: Choose 1 from the followings:		6.0										75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M8.1	General Economics (E)																
M8.2	Principles of Accounting (E)																
M8.3	Business Communication (E)																
M8.4	Introduction to Sociology (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M8.5	Introduction to Psychology (E)																
M8.6	Introduction to Vietnam culture (E)																
M8.7	Social Welfare (E)																
M8.8	Introduction to Anthropology (E)																
M9	Principles of Management (C)		6.0										100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	3rd Semester																
M10	Natural and environmental science: Choose 1 from the followings:			6.0									75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M10.1	General Chemistry (E)																
M10.2	Human Environmental Interaction (E)																
M11	Skill 2: Choose 1 from the followings:			2.0									50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M11.1	Self Management (E)																
M11.2	Critical and Creative Thinking (E)																
M11.3	Living Value 1 (E)																
M11.4	Living Value 2 (E)																
M11.5	Emotional Intelligence and Positive Thinking (E)																
M11.6	Self Awareness (E)																
M11.7	Goal Setting (E)																
M11.8	Job Application and Interviewing Skills (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M11.9	Professional Working (E)																
M11.10	Career Management (E)																
M12	Supplementary knowledge 1: Choose 1 from the followings:			6.0									100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M12.1	Principles of Marketing (E)																
M12.2	Engineering Economy (E)																
M12.3	Community Development (E)																
M12.4	Public Relations (E)																
M12.5	Cross Cultural Communication (E)																
M12.6	Enterprise System for Management (E)																
M12.7	Contract Drafting Skills (E)																
M12.8	Labour Law (E)																
M12.9	Tax and Business Operations (E)																
M13	Academic English 3 (C)			6.0									100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	4th Semester																
M14	Quantitative Analysis in Management (C)				6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M15	Financial Management (C)				6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M16	Skill 3: Choose 1 from the followings:				2.0								50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M16.1	Self Management (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M16.2	Critical and Creative Thinking (E)																
M16.3	Living Value 1 (E)																
M16.4	Living Value 2 (E)																
M16.5	Emotional Intelligence and Positive Thinking (E)																
M16.6	Self Awareness (E)																
M16.7	Goal Setting (E)																
M16.8	Job Application and Interviewing Skills (E)																
M16.9	Professional Working (E)																
M16.10	Career Management (E)																
M17	Marxist – Leninist phylosophy (C)				6.0								75	150	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M18	Human Resource Management (C)				6.0								100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	5th Semester																
M19	Marxist – Leninist Political Economics (Compulsory)					4.0							50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M20	HR Planning and Recruitment (C)					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M21	Core knowledge 1: Choose 1 from the followings:					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M21.1	Organizational Behavior (E)																
M21.2	Labor Relationship Management (E)																
M21.3	Corporate Social Responsibility (E)																
M21.4	The psychology of management (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M21.5	Entrepreneurship (E)																
M21.6	Project Management (E)																
M21.7	Business Planning (E)																
M22	Skill 4: Choose 1 from the followings:					2.0							50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250
M22.1	Self Management (E)																
M22.2	Critical and Creative Thinking (E)																
M22.3	Living Value 1 (E)																
M22.4	Living Value 2 (E)																
M22.5	Emotional Intelligence and Positive Thinking (E)																
M22.6	Self Awareness (E)																
M22.7	Goal Setting (E)																
M22.8	Job Application and Interviewing Skills (E)																
M22.9	Professional Working (E)																
M22.10	Career Management (E)																
M23	Academic English 4 (C)					6.0							100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
	6th Semester																
M24	Marketing Management (C)						6.0						100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M25	Academic English 5 (C)						6.0						100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M26	Skill 5: Choose 1 from the followings:						2.0						50	25	Lecturing, Seminar	Exam paper (75 - 90 mins)	2/250

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M26.1	Self Management (E)																
M26.2	Critical and Creative Thinking (E)																
M26.3	Living Value 1 (E)																
M26.4	Living Value 2 (E)																
M26.5	Emotional Intelligence and Positive Thinking (E)																
M26.6	Self Awareness (E)																
M26.7	Goal Setting (E)																
M26.8	Job Application and Interviewing Skills (E)																
M26.9	Professional Working (E)																
M26.10	Career Management (E)																
M27	Math and Logic: Choose 1 from the followings:						6.0						100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M27.1	Analytics (E)																
M27.2	Linear Algebra (E)																
M27.3	Business Statistics (E)																
M27.4	Probability and Statistics (E)																
M27.5	Logic (E)																
M27.6	Critical thinking (E)																
M28	Internship 1 (C)						6.0						125	100	Lecturing, Seminar	Report	6/238
	7th Semester																
M29	HR Training and development (C)							6.0					100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M30	Performance Management (C)							6.0					100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M31	Scientific Socialism (C)							4.0					50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M32	Specialized knowledge 1: Choose 1 from the followings:							6.0					100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M32.1	Working Environment and Safety (E)																
M32.2	Corporate Culture (E)																
M32.3	International HR Management (E)																
M32.4	Social Insurance (E)																
M32.5	Change Management (E)																
M32.6	HR Information System (E)																
M33	Core knowledge 4: Choose 1 from the followings:							6.0					100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M33.1	Organizational Behavior (E)																
M33.2	Labor Relationship Management (E)																
M33.3	Corporate Social Responsibility (E)																
M33.4	The psychology of management (E)																
M33.5	Entrepreneurship (E)																
M33.6	Project Management (E)																
M33.7	Business Planning (E)																
	8th Semester																
M34	Strategic Management (C)								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M35	Core knowledge 2: Choose 1 from the followings:								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M35.1	Organizational Behavior (E)																
M35.2	Labor Relationship Management (E)																
M35.3	Corporate Social Responsibility (E)																
M35.4	The psychology of management (E)																
M35.5	Entrepreneurship (E)																
M35.6	Project Management (E)																
M35.7	Business Planning (E)																
M36	Ho Chi Minh's Ideology (C)								4.0				87.5	62.5	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M37	Specialized knowledge 2: Choose 1 from the followings:								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M37.1	Working Environment and Safety (E)																
M37.2	Corporate Culture (E)																
M37.3	International HR Management (E)																
M37.4	Social Insurance (E)																
M37.5	Change Management (E)																
M37.6	HR Information System (E)																
M38	Supplementary knowledge 2: Choose 1 from the followings:								6.0				100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M38.1	Principles of Marketing (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M38.2	Engineering Economy (E)																
M38.3	Community Development (E)																
M38.4	Public Relations (E)																
M38.5	Cross Cultural Communication (E)																
M38.6	Enterprise System for Management (E)																
M38.7	Contract Drafting Skills (E)																
M38.8	Labour Law (E)																
M38.9	Tax and Business Operations (E)																
	9th Semester																
M39	Payment Management (C)									6.0			100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M40	History of Vietnamese communist party (C)									4.0			50	100	Lecturing, Seminar	Exam paper (75 - 90 mins)	4/250
M41	Core knowledge 3: Choose 1 from the followings:									6.0			100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M41.1	Organizational Behavior (E)																
M41.2	Labor Relationship Management (E)																
M41.3	Corporate Social Responsibility (E)																
M41.4	The psychology of management (E)																
M41.5	Entrepreneurship (E)																
M41.6	Project Management (E)																
M41.7	Business Planning (E)																

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M42	Specialized knowledge 3: Choose 1 from the followings:									6.0			100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M42.1	Working Environment and Safety (E)																
M42.2	Corporate Culture (E)																
M42.3	International HR Management (E)																
M42.4	Social Insurance (E)																
M42.5	Change Management (E)																
M42.6	HR Information System (E)																
M43	Specialized knowledge 4: Choose 1 from the followings:									6.0			100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M43.1	Working Environment and Safety (E)																
M43.2	Corporate Culture (E)																
M43.3	International HR Management (E)																
M43.4	Social Insurance (E)																
M43.5	Change Management (E)																
M43.6	HR Information System (E)																
	10th Semester																
M44	Internship 2 (C)										8.0		125	100	Lecturing, Seminar	Report	8/250
	11th Semester																
M45	Core knowledge 5: Choose 1 from the followings:											6.0	100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250

Module No.	Title of Module / Course Unit - Note: (C) for Compulsory; (E) for 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			
M45.1	Organizational Behavior (E)																
M45.2	Labor Relationship Management (E)																
M45.3	Corporate Social Responsibility (E)																
M45.4	The psychology of management (E)																
M45.5	Entrepreneurship (E)																
M45.6	Project Management (E)																
M45.7	Business Planning (E)																
M46	Specialized knowledge 5: Choose 1 from the followings:											6.0	100	125	Lecturing, Seminar	Exam paper (75 - 90 mins)	6/250
M46.1	Working Environment and Safety (E)																
M46.2	Corporate Culture (E)																
M46.3	International HR Management (E)																
M46.4	Social Insurance (E)																
M46.5	Change Management (E)																
M46.6	HR Information System (E)																
M47	Thesis																
Total:		26.0	24.0	20.0	26.0	24.0	26.0	28.0	28.0	28.0	8.0	12.0	4,087.5	5,212.5			