



CURRICULUM STRUCTURE

PROGRAM CODE: 7310101

BACHELOR OF ARTS IN ECONOMICS

Applicable for the Cohort 2024-2028, Academic Year 2024-2025

(Decision No.490c/2024/QĐ-VUNI, Dated: 10/09/2024, by the Provost of VinUniversity)

*This curriculum framework has been reviewed and validated by
Cornell University*



Records of change

Version	Published date	Effective Date	Approved by	Description of changes
1	24/03/2023	24/03/2023	Developed by Curriculum Review Taskforce Reviewed by: CAS Academic Committee, College Dean; VinUni Scientific and Educational Committee Approved by: Provost	First release
1.1	10/09/2024	10/09/2024	Developed by Curriculum Review Taskforce Reviewed by: CAS Academic Committee, College Dean; VinUni Scientific and Educational Committee Approved by: Provost	Upgrade GenEd to VinCore; Add more guidelines for international students; Add the minor course for Multimedia Communication and Psychology programs; Add appendices for mapping of VinUni generic graduate attributes and rubrics for major learning goal.

TABLE OF CONTENTS

1	PROGRAM OVERVIEW	4
1.1	Program Description	4
1.2	Program Mission	4
1.3	Program Learning Goals and Program Learning Objectives	4
2	CURRICULUM STRUCTURE	7
2.1	Curriculum Composition	7
2.2	Courses and Credit Distribution by Courses	7
2.3	Curriculum Planner	13
2.4	Course Descriptions.....	15
3	APPENDICES	27
	Appendix 1: MAPPING OF VINUNI GENERIC GRADUATE ATTRIBUTES AND LEARNING GOALS	28
	Appendix 2: RUBRICS FOR MAJOR LEARNING GOALS	29

1 PROGRAM OVERVIEW

1.1 Program Description

Name of the Program Degree	Bachelor of Arts in Economics (BAE)
Program Duration	To be completed in 4 years on a full-time basis over 8 semesters
Total Earned Credits	Minimum 120 and maximum 135

1.2 Program Mission

The overall objective of the Bachelor of Arts in Economics program is to train experts for businesses and organizations by equipping students with critical thinking, creativity, and analytical skills with the foundation of economic theory and tools. After completing the program, students are expected to gain comprehensive knowledge and thinking capacity, decision-making skills, grasp of market rules, and policy analysis to be able to work flexibly in suitable positions in economic, business, research, educational, governmental, and non-governmental organizations. In addition to the above, students are also expected to be able to pursue professional development in Master's and Doctoral programs in the same or other related fields at domestic and foreign universities.

1.3 Program Learning Goals and Program Learning Objectives

Program Learning Goal 1 (PLG1): General knowledge

Program Learning Objectives (PLO)/Traits

- PLO 1.1: Knowledge of political theory, history and culture of Vietnam;
- PLO 1.2: Awareness and basic understanding of the political, economic and social systems of Vietnam and also other countries around the world;
- PLO 1.3: Basic understanding of the legal policy system of the State of Vietnam and international law;
- PLO 1.4: Knowledge of physical education and national defense and security.

Program Learning Goal 2 (PLG2): Industry knowledge

Program Learning Objectives (PLO)/Traits

- PLO 2.1: Ability to understand and apply knowledge of microeconomics to explain and address economic problems in professional work and career;
- PLO 2.2: Ability to apply basic knowledge of tools in econometrics, big data, and artificial intelligence to analyze, offer advice, make decisions, and solve specific real-life problems;
- PLO 2.3: Ability to apply knowledge of mathematics, analysis and business statistics to evaluate and resolve real-life situations as well as make future economic forecasts;
- PLO 2.4: Ability to apply basic knowledge of strategic and operational management in making decisions and solving specific problems in economic policy and business practice;
- PLO2.5: Ability to apply knowledge of ethics in the process of making decisions and solving specific issues in the enterprise and its plans.

Program Learning Goal 3 (PLG3): Specialized knowledge

Program Learning Objectives (PLO)/Traits

- PLO 3.1: Application of basic and advanced scientific knowledge related to innovation and technology to practical issues of business, public policy, and development economic;
- PLO 3.2: Understanding and application of economic knowledge about organization and business in entrepreneurship and business development; participation in proposing entrepreneurial ideas; especially in the areas of business innovation;
- PLO 3.3: Ability to analyze and evaluate business activities and implement entrepreneurial ideas into practice;
- PLO 3.4: Ability to validate the knowledge gained through internship programs and practices at companies, thereby independently setting goals and career development paths.

Program Learning Goal 4 (PLG4): Hard skills

Program Learning Objectives (PLO)/Traits

- PLO 4.1: Professional skills
- Analysis of complex issues and application of economics and related principles to propose solutions to those issues;
 - Design, implementation and evaluation of solutions based on specific requirements.
- PLO 4.2: Ability to reason and solve problems
- Skills in reasoning, discovering and solving problems in the field of psychology;
 - Independent thinking skills in the process of forming ideas, making decisions, working individually and in groups.
- PLO 4.3: Ability to research and discover knowledge
- Ability to solve problems, discover and conduct research in the field of psychology.
- PLO 4.4: Ability to think systematically
- Ability to reason and think systematically about practical issues in the field of psychology
- PLO 4.5: Creative thinking ability for entrepreneurship
- Having critical thinking and problem-solving skills, entrepreneurship mindset, the desire to explore and be proactive, know how to ask the "right questions", identify emerging problems at different local, region and global scales;
 - Having creative and entrepreneurial thinking.
- PLO 4.6: Ability to translate knowledge into practice
- Ability to translate knowledge and skills into practice;
 - Ability to analyze requirements, propose solutions and implement solutions.
- PLO 4.7: Ability to create, develop and be change makers in the profession
- Being creative in the process of performing specific tasks, collecting experience to be able to undertake tasks in different roles.

Program Learning Goal 5 (PLG5): Soft skills

Program Learning Objectives (PLO)/Traits

- PLO 5.1: Personal skills
- Ability to work independently; self-study and explore, perform well-planned work and set one's own development goals;

- Time management skills and appropriate allocation of personal work.

PLO 5.2: Teamwork skills

- Ability to perform teamwork and cooperate well with other members;
- Knowledge sharing and group relationship regulation;
- Ability to work in a variety of groups.

PLO 5.3: Management and leadership skills

- Persuasion, negotiation, active listening and empowerment skills;
- Verbal and non-verbal communication skills;
- Reasoning and ideas organization skills;

PLO 5.4: General and specialized language skills

- Proficient English communication skills in a multicultural and academic environment.
- Ability to utilize specialized English for economics major and solve work-related problems.

PLO 5.5: Other complementary skills

- Proficient in using and exploiting advanced features of information technology for work purposes;
- Proficient in using common office equipment.

Program Learning Goal 6 (PLG6): Abilities

Program Learning Objectives (PLO)/Traits

PLO 6.1: Confidence, flexibility, risk-taking courage, enthusiasm, passion for creativity, self-respect, cultural understanding...;

PLO 6.2: Willingness to commit to community services as well as country development;

PLO 6.3: Having an entrepreneurial mindset and the ability to self-management as well as be leaders;

PLO 6.4: Ability to work under high pressure and in changing environments;

PLO 6.5: Always maintain credibility and commitment, adherence to rules and regulations of domestic and international businesses;

PLO 6.6: Having professional responsibilities and making sound judgments in your work based on ethical and legal rules;

PLO 6.7: Adherence to the law and work with a high spirit of discipline;

PLO 6.8: Having a healthy and active lifestyle;

PLO 6.9: Responsibility and willingness to contribute to the community and professional field.

2 CURRICULUM STRUCTURE

2.1 Curriculum Composition

No.	Curriculum Components	Number of Credits	Credit Distribution (%/Total Credits)
I	VINCORE	27	22.5%
I.1	Character	6	5.0%
I.2	Career	6	5.0%
I.3	Connections	15	12.5%
II	PROFESSIONAL EDUCATION	81	67.5%
II.1	College Core Requirement	12	10.0%
II.2	Major Core Requirement	21	17.5%
II.3	Area of Focus	25	20.8%
II.4	Free Electives/Concentration	23	19.2%
II.5	Minor*	15*	
III	PRACTICE / INTERNSHIP	6	5.0%
IV	GRADUATION CAPSTONE	6	5.0%
	TOTAL (minimum)*	120 (135*)	100%

Note: (*) Students need to fulfill at least 120 earned credits to graduate. They have the option to take up to 135 earned credits within the allowed timeframe without incurring additional tuition fees.

2.2 Courses and Credit Distribution by Courses

No.	Name of Courses	Total credits
I	VINCORE	27
I.1	CHARACTER	6
I.1.1	Enterprise and Innovation	2
ENTR1022	Agile Innovation and Entrepreneurship	2
I.1.2	Leadership Mindset	2
LEAD1031	Leadership and Teambuilding Boot Camp	2
I.1.3	Civic Responsibility	2
VCOR1030	National Defense Education	165 hours
LAW1010	Introduction to Law	2
I.1.4	Community Service Learning	
COSL1010	Community Service Learning	45 hours
I.2	CAREER	6
I.2.1	Working with the Brain	2
THINK1010	Critical and Creative Thinking	2
I.2.2	Working with Technology	2
CECS1031	Computational Thinking	2
I.2.3	Working with Others	2*

ENGL1030	Academic and Professional Writing (*Refer the alternative course for AY2024-2025 in curriculum framework of Vincore 1.0)	2*
I.2.4	Working with the Self	
VCOR1012A/B	OASIS (Orientation, Advising, Skills, Identity & Diversity and Spirit of Pay-it-Forward)	45 hours
VCOR1021/22	Healthy Lifestyle	45 hours
I.2.5	Internship	
	Internship <i>Refer to section III.2 for more details</i>	<i>1 term</i>
I.3	CONNECTIONS	15
I.3.1	Integrated Vietnam Studies	11
HASS1010	Marxism-Leninism Philosophy (Philosophy, Science and Society)	3
HASS1020	Marxism-Leninism Political Economy (Global Political Economy)	2
HASS1030	Scientific Socialism (Politics and Social Change)	2
HASS1041/42	Ho Chi Minh Ideology (Vietnam: History and Cultures II)	2
HASS1050	History of the Communist Party (Vietnam: History and Cultures I)	2
I.3.2	Sustainability and Global Citizenship	2
	<i>Choose one out of the following courses</i>	
HASS1070	Cross-Cultural Navigation	2
HASS1100	Introduction to International Relations	2
I.3.3	Creative Arts (*Refer the alternative course for AY2024-2025 in curriculum framework of Vincore 1.0)	2
	<i>Choose one out of the following courses</i>	
ARTS1030	Arts Appreciation and Application	2*
PERF1010	Artistic Performance and Application	2*
I.3.4	Global Experience	
	Students are encouraged to explore short-term study abroad exchange opportunities, facilitated by the Global Exchange Office, to broaden their global understanding and academic experience through partnerships with international institutions	<i>Optional & Non-credit</i>
II	PROFESSIONAL EDUCATION	81
II.1	BAE Core Requirement	12
CAS1010/IDEA1010/11/12/X	Big Ideas: X <i>(The IDEA1010/11/12 series, titled 'Big Ideas (X)' will have its course code and title defined each semester, allowing the course content to align with the key themes and innovative design concepts)</i>	2
CAS2010	Applied Ethics	2
CAS1020	Global Perspectives	2
CAS2020	Logic and Scientific Method	2
CAS3010	Global Development and Sustainability	2
CAS3020	Digital Arts and Sciences	2

II.2	Major Core Requirement	21
INTR1010	Introduction to Economics	3
STAT1011	Statistics for Social Sciences	3
ECON1010	Introduction to Microeconomics	3
ECON2010	Basic Econometrics	3
ECON2020	Introduction to Macroeconomics	3
ECON2030	Quantitative Analysis and Forecasting	3
ECON3010	Intermediate Microeconomics	3
II.3	Area of Focus	25
	One Major is required. (Can choose one of the majors offered to BAE in the following):	
	A. Innovation Economics Focus	25
	B. Enterprise, Market and Institutional Economics Focus	25
II.4	Free Electives/Concentration	23
	Option 1: Students can take 23 credits of free electives Option 2: Students can take 15 credits hours of one concentration and 8 credits of free electives. Concentration options include Multimedia Communication, Psychology or Vietnam Studies.	23
II.5	Minor*	15*
	Students have the option to choose a minimum of 15 credit hours for a minor in a different area of study offered by other colleges.	15*
III	PRACTICE / INTERNSHIP	6
PSYC1871 / PSYC1872 / PSYC1873 / PSYC2871 / PSYC2872 / PSYC2873 / PSYC3872	Internship (Students to choose from the Internship Pool to accumulate 6 credits in total)	6
IV	GRADUATION CAPSTONE	6
PSYC4890	Capstone Project	6
	TOTAL Accumulate at least	120 (135*)

Note: The Vincore Curriculum applies for cohort 2024 and onward to replace the GenEd Curriculum, adheres to Decision No. 475/2024/QĐ-VUNI dated September 4th, 2024 by the College of Arts and Sciences.

- (**) **For international students:**

- International students are required to take ideology courses, including: History of the Communist Party, Ho Chi Minh Ideology, Scientific Socialism, Marxism-Leninism Political Economy, Marxism-Leninism Philosophy (In line with Decision No. 494/QĐ-TTg, issued on June 24, 2002, by the Prime Minister).
- International students are exempted from National Defense Education (in line with Circular 30/2018/TT-BGDĐT issued by the Ministry of Education and Training on December 24, 2018). Students may select other alternative courses (ie. Vietnam: History and Cultures I/II; Vietnamese

Language; or other electives); to meet the required credits for graduation (at least 120 credits for a 4-year program and at least 180 credits for a 6-year program).

2.2.1 BAE majors and their required courses

A. Innovation Economics Focus			Total	Note
No	Course Code	Course Name	25	
1	ECON3020	Machine Learning	3	
2	ECON3040	Big Data in Economics	3	
3	ECON3060	Development Economics	3	
4	ECON3080	Health Economics	2	
5	ECON3100	Innovation System for Science and Technology	3	
6	ECON3120	Artificial Intelligence	3	
7	ECON4010	Making The Modern World: The Industrial Revolution in Global Perspective	2	
8	ECON4030	Welfare Economics	3	
9	ECON4050	Competitive Strategy and Industrial Organization	3	

B. Enterprise, Market and Institutional Economics Focus			Total	Note
No	Course Code	Course Name	25	
1	ECON3030	Economic Applications of Game Theory	3	
2	ECON3050	Behavioral Economics	3	
3	ECON3070	Strategy and Information	3	
4	ECON3090	Institutional Economics	3	
5	ECON3110	Public Policy	2	
6	ECON3130	Competitive Strategy and Industrial Organization	3	
7	ECON4020	Real Estates Economics	3	
8	ECON4040	Finance and Society	3	
9	ECON4060	Financial Crisis	2	

2.2.2 Minors and their required courses

To earn a concentration, students are required to complete a minimum of 15 credit hours.

1. Multimedia Communication <i>CAS offers for all VinUni student</i>			
No	Course code	Course name	18
1	COMM1010	Introduction to Communication	3
2	COMM2010	Introduction to Data Visualization with Tableau	3
3	COMM2020	Fundamentals of Digital Media Production	3
4	COMM2030	Oral Communication	3
5	COMM2040	Introduction to Digital Communication	3
6	COMM2050	Introduction to Public Relation	3

2. Viet Nam studies <i>CAS offers to all VinUni students</i>			
No	Course code	Course name	15
1	HASS1041	Vietnam History and Culture 1	2
2	HASS1050	Vietnam History and Culture 2	2
3	VIET1010	Vietnamese Language 1 (International Students)	3
4	ECON4011	Economic Growth and Development in Vietnam	3
5	HASS1091	Politics of Vietnam	3
6	ENTR4011	Entrepreneurship and Leadership	3
7	VIET4890	Capstone Project	2

3. Psychology <i>CAS offers to all VinUni students</i>			
No	Course code	Course name	18
1	PSYC1010	Introduction to Psychology	3
2	PSYC2010	Biological Foundations of Behavior	3
3	PSYC2020	Research Methods in Psychology	3
4	PSYC2030	Social Psychology	3
5	PSYC2040	Developmental Psychology	3
6	PSYC2050	Cognitive Psychology	3

2.3 Curriculum Planner

	CODE	Sem 1	Credits	Note
Year 1	HASS1010	Marxism-Leninism Philosophy	3	VinCore
	HASS1020	Marxism-Leninism Political Economy	2	VinCore
	ENGL1031	Academic and Professional Writing	2	VinCore
	VCOR1021	Healthy Lifestyle 1	0	VinCore
	ENTR1021	Agile Innovation and Entrepreneurship	2	VinCore
	VCOR1012A/B	OASIS	0	VinCore
	COSL1010	Community Service Learning	0	VinCore
	IDEA1010/ 11/12	Big Ideas	2	VinCore
		Minor/Elective	3	ELT
		Total Credit	14	
	CODE	Sem 1	Credits	Note
Year 2	THINK1010	Critical and Creative Thinking	2	VinCore
	HASS1050	History of the Communist Party	2	VinCore
	ARTS1030\ PERF1010	Arts Appreciation and Application / Artistic Performance and Application	2	VinCore
	CAS2010	Applied Ethics	2	VinCore
	ECON2010	Basic Econometrics	3	BAC Core
		Minor/Elective	3	ELT
		Total Credit	14	

	CODE	Sem 2	Credits	Note
	LEAD1030	Leadership and Teambuilding Boot Camp	2	VinCore
	HASS1070	Cross Cultural Navigation	2	VinCore
	HASS1030	Scientific Socialism	2	VinCore
	HASS1041/42	Ho Chi Minh Ideology	2	VinCore
	VCOR1022	Healthy Lifestyle 2	0	VinCore
	VCOR1012A/B	OASIS	0	VinCore
	CAS1020	Global Perspectives	2	BAC Core
	INEC1010	Introduction to Economics	3	BAC Core
	STAT1011	Statistics for Social Sciences	3	BAC Core
	VCOR1030	National Defense Education (During summer semester - tentatively)	0	VinCore
	ECON1010	Introduction to Microeconomics	3	BAC Core
		Total Credit	19	
	CODE	Sem 2	Credits	Note
	CECS1031	Computational Thinking	2	VinCore
	COSL1010	Community Service Learning	0	VinCore
	LAW1010	Introduction to Law	2	VinCore
	CAS2020	Logic and Scientific Method	2	BAC Core
	ECON2020	Introduction to Macroeconomics	3	BAC Core
	ECON2030	Quantitative Analysis and Forecasting	3	BAC Core
		Minor/Elective	3	ELT
		Total Credit	15	

	CODE	Sem 1	Credits	Note
Year 3	CAS3010	Global Development and Sustainability	2	BAP Core
	ECON3010	Intermediate Microeconomics	3	BAP Core
		Major A/B	3	MAJ
		Major A/B	3	MAJ
		Major A/B	3	MAJ
		Minor/Elective	2	ELT
		Total Credit	16	
	CODE	Sem 1	Credits	Note
Year 4		Major A/B	2	MAJ
		Major A/B	3	MAJ
		Major A/B	3	MAJ
		Minor/Elective	3	ELT
		Minor/Elective	3	ELT
		Total Credit	14	

	CODE	Sem 2	Credits	Note
	CAS3020	Digital Arts and Sciences	2	BAP Core
		Major A/B	2	MAJ
		Major A/B	3	MAJ
		Major A/B	3	MAJ
		Minor/Elective	2	ELT
		Minor/Elective	2	ELT
		Total Credit	14	
	CODE	Sem 2	Credits	Note
	PSYC1871 / PSYC1872 / PSYC1873 / PSYC2871 / PSYC2872 / PSYC2873 / PSYC3872	Internship	6	INT
	PSYC4890	Graduation Capstone	6	GRA
		Minor/Elective	2	ELT
		Total Credit	14	

2.4 Course Descriptions

2.4.1 VINCORE Courses

ENTR1022 Agile Innovation and Entrepreneurship

2 credits

Pre-requisite: None

On successful completion of this course, students will be able to:

1. Explain how an entrepreneurial mindset supports and accelerates innovation and growth in the contexts of businesses, industries, and countries.
2. Evaluate the multifaceted nature of entrepreneurship in Vietnam and internationally, and how it impacts the economy, society, and environment. Have access to insights on VinGroup's governance principles (the 6 Hóa).
3. Recommend strategies to evaluate the entrepreneurial mindset, values, and behaviors, and to further develop the entrepreneurial mindset, both individually and organizationally.
4. Grow your own entrepreneurial mindset and innovation-related skills, including identifying and evaluating opportunities, taking calculated risks, solving problems creatively, communicating effectively, and influencing stakeholder groups.
5. Demonstrate the ability to work productively in teams to collaboratively explore opportunities, generate ideas, and find and communicate solutions to a predefined challenge during the course hackathon.

LEAD1031 Leadership and Teambuilding Bootcamp

2 credits

Pre-requisite: None

On successful completion of this course, students will be able to:

1. Define foundational concepts of leadership traits, leadership styles, values, and trends, and their applications to real-life situations, especially in a turbulent world.
2. Describe and evaluate the differences and similarities between management and leadership, and their application in an organizational setting.
3. Evaluate the multifaceted nature of leadership in Vietnam and internationally, and their impact on work environments, particularly in a VUCA context. Have access to insights on Vingroup's mission, vision, and core values.
4. Develop your own leadership mindset by setting a vision, developing self-awareness, understanding others' perspectives, understanding situational contexts, communicating effectively, and making informed decisions. setting a vision, accepting accountability, understanding self and others' limits, inspiring and motivating others, and creating the collaborative conditions for success
5. Apply basic leadership values and skills through action-based learning, building self, interpersonal, and team leadership during the leadership bootcamp.

VCOR1030 National Defense Education

Hours: 165

On successful completion of this course, students will be able to:

Understand and articulate knowledge of the National Defense and Security policies of the Communist Party of Vietnam.

1. Understand basic concepts of national defense and security work.
2. Understand and practice the fundamental rules and disciplinary regulations in military organization.
3. Practice the fundamental techniques and tactics of infantry combat

LAW1010 Introduction to Law**2 credits**

Pre-requisite: N/A

On successful completion of this course, students will be able to:

1. Explain the history, contemporary nature, and purpose of the Vietnamese legal system, including its key institutions, doctrines, and principles.
2. Describe and evaluate key differences and similarities between legal system management in Vietnam and internationally.
3. Understand the mechanisms of legal duty, justification of punishment, and the roles of courts and juries.
4. Apply fundamental legal rules and principles in a wide range of selected areas of the law, demonstrating critical thinking and ethical considerations.
5. Develop a mindset of compliance and appreciate the importance of adhering to legal standards in professional and personal context

COSL1010 Community Service Learning**45 hours**

Pre-requisite: None

On successful completion of this course, students will be able to:

1. Define and understand the essential components of service learning, including benefits, impact, and key attributes.
2. Critically reflect on social issues and UNESCO's sustainable development goals (SDGs) with reference to a planned service project
3. Plan and implement a service project in accordance with local laws and regulations
4. Reflect on the outcomes of that service project and how it could have been improved
5. Develop sensitivity and empathy to local community members

THINK1010 Critical and Creative Thinking**2 credits**

Pre-requisite: None

On successful completion of this course, students will be able to:

1. Appreciate the purpose and importance of creative and critical thinking.
2. Identify, develop, and criticize claims and arguments in accordance with principles of logical reasoning and scientific evidence
3. Apply creative and critical thinking with supporting tools and techniques for problem-solving.
4. Embed creative and critical thinking in workplace idea generation.
5. Build foundations for enhancing individual and team effectiveness.

CECS1031 Computational Thinking**2 credits**

Pre-requisite: N/A

On successful completion of this course, students will be able to:

1. Identify and analyze problems from life and business in order to determine computational solutions.
2. Break down problems into logical steps and data requirements.
3. Use basic data structures and algorithms for problem-solving.
4. Design simple algorithms and computational models.
5. Implement solutions using basic programming skills.
6. Evaluate and optimize computational solutions.

ENGL1030 Academic and Professional Writing**2 credits**

Pre-requisite: NA

On successful completion of this unit, students will be able to:

1. Identify and explain core attitudes, values, and practices of academic culture and how academic writing reflects these.
2. Reflect critically on the differences between academic and opinion writing and apply this understanding in the composition of academic essays, including referencing, quoting, and paraphrasing.
3. Evaluate the differences between academic and professional writing in terms of style, purpose, target audience, and techniques.
4. Develop your clear, concise, and well-structured writing skills, focusing on the most critical documents and situations in academic and professional work such as academic essays, newspaper articles, business reports, proposals, speeches...
5. Use AI to develop, enhance, and revise writing in both academic and professional contexts.

VCOR1012A/B - OASIS

45 hours

Pre-requisite: NA

On successful completion of this course, students will be able to:

1. Cultivate self-leadership, enhancing self-confidence, self-esteem, self-determination, and self-control.
2. Self-acquire and apply college readiness skills, life-long learning, effectively adapting to academic, social, and personal challenges of university life
3. Self-develop essential career skills, preparing for personal and professional success.
4. Embrace community involvement by actively participating in community service, demonstrating a commitment to positive societal impact and a pay-it-forward spirit.
5. Regularly reflect on personal growth and practice self-leadership throughout your university life, from the initial enrollment CV to the Individual Development Plan (IDP) and the pre-graduation CV, ensuring ongoing development and readiness for life after graduation.

VCOR1021/22 Healthy Lifestyle 1,2

45 hours

Pre-requisite: None

On successful completion of this course, students will be able to:

1. Understand the important principles of a healthy lifestyle, including balanced nutrition, regular physical activity, and mental well-being.
2. Understand your own health, develop your own personal health strategies, including techniques for managing stress effectively and maintaining a balanced life.
3. Engage in self-discipline for nutrition, exercise, and rest, and actively participate in various physical and mental well-being clubs at the university.
4. Recognize the impact of lifestyle choices on long-term health and well-being, and make informed decisions to enhance your quality of life.
5. Be motivated to promote well-being within communities through various means such as research, awareness campaigns, and participation in health clubs.

Internship

Credit: Depending on College Program

On successful completion of the internship, students will be able to:

1. Develop work habits, skills and attitudes necessary for job success
2. Identify, record, and carry out performance objectives (agreed upon by the employer, or supervisor) related to their job assignment

3. Develop communication, interpersonal and other critical skills needed to function successfully in the role and similar roles
4. Develop industry-specific technical skills and knowledge needed to function successfully in the role and similar roles
5. Acquire employment contacts leading directly to a full-time job following graduation from college.

HASS1010 Marxism Leninism Philosophy (Philosophy, Science and Society) 3 credits

Pre-requisite: NA

On successful completion of this course, students will be able to:

1. Understand the basic philosophical foundations of Marxism-Leninism, including dialectical materialism and historical materialism
2. Explain its significance in the development of Vietnam's state ideology and relevance to other areas of society including history, politics and economics
3. Know that Vietnamese philosophy features elements of syncretism and be able to describe those elements (e.g., Marxism-Leninism, Confucianism, Buddhism, Daoism, etc.)
4. Describe, evaluate and compare different answers to foundational philosophical questions such as "what exists?", "what is knowledge?", and "what is right and wrong?"
5. Understand and assess different approaches to the nature of science and scientific progress

HASS1020 Marxism-Leninism Political Economy (Global Political Economy) 2 credits

Pre-requisite: NA

On successful completion of this course, students will be able to:

1. Demonstrate an understanding of the complexity of how the world is interconnected through the political economy.
2. Develop an informed understanding of conceptual terms and theoretical approaches used in understanding the global economy.
3. Understand the transformation of Vietnam in the context of the global political economy.
4. Cultivate a critical-minded awareness of major trends in the global political economy.
5. Acquire an informed understanding of the rise of China and India and the resulting impacts on Vietnam, ASEAN, and the world.

HASS1030 Scientific Socialism (Politics and Social Change)

2 credits

Pre-requisite: NA

On successful completion of this course, students will be able to:

1. Describe and explain the concepts of politics and social change of Vietnam and around the region, and acquire some lexicon of the subject;
2. Understand how politics and political systems are key to socio-economic developments, including but not limited to the Marxist-Leninist views;
3. Understand the ways politics affects economic management, and help determine national success
4. Compare Vietnam's national development with national efforts elsewhere in Asia;

HASS1041/42 Ho Chi Minh Ideology (Vietnam History and Culture II)

2 credits

Pre-requisite: NA

On successful completion of this course, students will be able to:

1. Know the major events, persons, and historical conditions that led to the creation and development of Ho Chi Minh Ideology and engage Ho Chi Minh Ideology as both a historical and living body of thought.
2. Consider the ongoing transformation of Ho Chi Minh thought and its significance in history and for Vietnam's future.
3. Critically review historical artifacts, including textual documents, art, literature, archeology, and accounts of informants and grasp the historical factors and precedents that relate to contemporary issues
4. Gain ability to apply historical and cultural knowledge to understanding and analyzing contemporary problems
5. Present historical evidence-based arguments and conduct probing discussions about challenging historical subjects
6. Explore multiple perspectives about the past, especially the past as understood from the vantage of former historical actors.

HASS1050 History of the Communist Party (Vietnam History and Culture I) 2 credits

Pre-requisite: NA

On successful completion of this course, students will be able to:

1. Know the major events, persons, and historical conditions that led to the creation and development of the Vietnamese Communist Party
2. Critically review historical artifacts, including textual documents, art, literature, archeology, and accounts of informants.
3. Grasp the historical factors and precedents that relate to contemporary issues and gain the ability to apply historical and cultural knowledge to understanding and analyzing contemporary problems
4. Present historical evidence-based arguments
5. Explore multiple perspectives about the past, especially the past as understood from the vantage of former historical actors.

HASS1070 Cross-Cultural Navigation 2 credits

Pre-requisite: None

On successful completion of this course, students will be able to:

1. Understand the ways in which individual identities, values, and perceptions and biases are shaped by cultures and different forms of life
2. Know the theories and practice related to the impact of culture in our daily ecologies in local and global contexts
3. Identify and understand the intersection of one's own and others' cultural identities
4. Apply knowledge of practice, theory, and personal reflection of different cultures to a particular issue that requires collaboration or cooperation between individuals or groups from different cultural backgrounds

HASS1100 Introduction to International Relations

Pre-requisite: None

2 credits

On successful completion of this course, students will be able to:

1. Know the main actors, structures, and processes of international relations
2. Understand the basic theoretical principles of international relations and compare the competing underlying frameworks on human and social nature
3. Identify the respective objectives of international organizations in international politics, collaboration, and cooperation

4. Explore a case study, problem-solving scenario or dilemma involving international relations and devise a strategy/solution supported by theory and solid argumentation
5. Critically assess alternative strategies and points of view on complex scenarios requiring international relations

ARTS1030 Art Appreciation and Application

2 credits

Pre-requisite: NA

On successful completion of this course, students will be able to:

1. Demonstrate an understanding and appreciation of arts and visual arts in general, including their function, and historical, religious, cultural, social, and environmental contexts and relevance;
2. Understand and define the basic principles of arts, visual arts, and design; explain and analyze a work of art from an informed and objective viewpoint, its physical attributes and formal construction;
3. Identify how art works are created and processed;
4. Make a reference to the significance and application of the arts in students' own field of studies and interests;
5. Analyze Vietnam arts and situate Vietnam arts in the global context.

PERF1010 Artistic Performance and Application

2 credits

Pre-requisite: NA

On successful completion of this course, students will be able to:

1. Show improved skill in their chosen artistic field (e.g., music, dance, theatre, visual arts) and express their creativity and individuality through performance(s).
2. Evaluate and discuss different forms of artistic performance, identifying key elements and techniques, and write reflective assessments on their personal artistic development.
3. Work well with peers to create and perform artistic pieces, and effectively give and receive constructive feedback.
4. Clearly communicate the artistic vision and choices behind their performances both verbally and in writing (if required) and develop their skills in presenting artistic work to an audience, including stage presence and audience engagement.
5. Explore and appreciate a variety of artistic traditions from around the world, with a special focus on Vietnamese culture, and place their own artistic work in a wider cultural and historical context.
6. Plan, organize, and complete an artistic performance project from start to finish, demonstrating good time management and organizational skills.
7. Understand and apply ethical considerations in artistic performance, including respecting intellectual property and cultural sensitivities, and behave professionally during rehearsals, performances, and collaborative projects.

Study Abroad

On successful completion of the study abroad program, students will be able to:

1. Develop skills and self-confidence for interacting with people from a different location and culture
2. Competently navigate living, studying and potentially working in a different location and culture
3. Understand how different backgrounds and cultures impact one another's views, values, behaviours, and biases
4. Reflect on how the experience has produced a global mindset and the values of being a

global citizen

5. Build life-long connections and a network of partners for academic study, professional and personal life

2.4.2 BAE Core Courses

IDEA1010/11/12 Series: Big Ideas (X)

Credits: 2

Prerequisites: None

On successful completion of this course, students will be able to:

1. Describe and explain a “big idea”, which may be a new solution to a problem, a disrupting technology, or an innovative method or way of doing things
2. Identify the implications of a big idea for everyday life or a professional setting
3. Develop a strategy for using a big idea to improve an existing approach or create a new application
4. Evaluate the application of a big idea, including an assessment of its positive impacts, negative impacts, and mitigating strategies for the theme of the year

CAS1020 – Global Perspectives

Credits: 2

Prerequisites: None

This course exposes and engages students with a variety of different global perspectives on important issues of the day. Each week the seminar will be led by a different faculty member or guest speaker who will choose a topic, assign pre-class reading, and organize the class activities. Potential contemporary issues include Chat GPT and AI, the aging crisis, immigration, globalization, the new space race, Industry 4.0, etc.

CAS2010 – Applied Ethics

Credits: 2

Prerequisites: None

On successful completion of this course, students will be able to:

1. Identify and explain a range of ethical concerns across different professional and real-world domains of human interaction.
2. Apply ethical theories and offer rational justification to moral dilemmas.
3. Understand the moral stakeholders involved and the ethical obligations required for certain professional standards/codes, as well as the rationale behind them.
4. Apply ethical theories and offer rational justification to moral dilemmas where no professional standards/codes are established

CAS2020 – Logic and Scientific Method

Credits: 2

Prerequisites: None

This course introduces students to more advanced topics in reasoning, logic, and the topics of evidence and testing in science. In deductive reasoning students advance in topics in critical thinking to include first-order predicate calculus and modal logic. In statistical reasoning students learn the axioms of probability theory, Bayesian confirmation theory and issues in the confirmation of scientific theories including advanced topics from the Hypothetical-Deductive Method and Falsificationism.

CAS3010 – Global Development and Sustainability

Credits: 2

Prerequisites: None

This course introduces and elaborates on the concept of development and the role of sustainability.

The course would engage the ideas of development from an interdisciplinary and multi-dimensional perspective. The course content aims to answer questions such as: what is development? How does development happen? What contributes to development? Why do the development stories differ at the country, regional, and global levels? Besides the theoretical explanation of development, practical insights would be provided via real-world exposure, case studies, contemporary reading material, and capstone projects. The course would focus on the interaction and interrelationship between environment and development by exploring the role of sustainability.

CAS3020 – Digital Arts and Sciences

Credits: 2

Prerequisites: None

As more information becomes digitized, researchers can use powerful AI tools to better analyze that data and visualize it for communication. This course introduces students to the main advances in digital humanities, how to code for basic research and scholarship with an eye to potential application in the areas: communications, psychology and economics.

INEC1010 – Introduction to Economics

Credits: 3

Prerequisites: None

The Introduction to Economics course provides an overview of economic science, including microeconomics and macroeconomics. The Microeconomics part examines the following issues: the fundamental principles of economics; supply and demand analysis; production, cost and industry structure. The Macroeconomics part examines the Macroeconomic perspective as well as basic concepts such as Economic growth, Unemployment, and Inflation. Moreover, the role of the government in the economy is also discussed. The duration of the course is 15 weeks, students will have 3-hour weekly class during the course.

STAT1011 – Statistics for Social Sciences

Credits: 3

Prerequisites: None

This course introduces the fundamental concepts and techniques of statistical analysis. The focus is on developing skills in descriptive and inferential statistics, including data collection and analysis, probability theory, hypothesis testing, and regression analysis. Students will also learn how to use statistical software to perform data analysis.

ECON1010 – Introduction to Microeconomics

Credits: 3

Prerequisites: None

This course explores the fundamentals of microeconomics. It analyzes individual economic agents, firms, and markets, focusing on supply and demand, consumer behavior, production, costs, market structures, and government intervention. Through theoretical concepts and real-world examples, it develops critical thinking skills applicable to economic decision-making. Ideal for business majors and those seeking a foundational understanding of microeconomic principles.

ECON2010 – Basic Econometrics

Credits: 3

Prerequisites: None

The Basic Econometrics course provides students with an essential introduction to the application of statistical methods in economics. This undergraduate-level offering focuses on equipping students with the fundamental tools necessary for empirical analysis and hypothesis testing. Through theoretical concepts and hands-on applications, participants will learn to model and analyze economic relationships using real-world data.

Topics covered include regression analysis, hypothesis testing, and the interpretation of results, enabling students to draw meaningful conclusions from empirical studies. The course emphasizes practical skills in using statistical software for econometric analysis.

Ideal for students pursuing economics, finance, or related fields, Basic Econometrics serves as a foundational step towards understanding how statistical techniques can be applied to analyze economic phenomena. The course aims to empower students with the skills needed to critically evaluate and contribute to empirical research in economics.

ECON2020 – Introduction to Macroeconomics

Credits: 3

Prerequisites: None

This course embarks on an exploration of macroeconomics. It focuses on the study of aggregate economic phenomena, including national income, unemployment, inflation, and economic growth. It analyzes the role of government policy, monetary systems, and international trade in shaping the overall economic landscape. Through a mix of theory and real-world applications, it develops a solid understanding of the macroeconomic forces that influence societies and impact decision-making at a national level. Ideal for students interested in economics, business, or anyone seeking a foundational grasp of macroeconomic principles.

ECON2030 – Quantitative Analysis and Forecasting

Credits: 3

Prerequisites: None

The Quantitative Analysis and Forecasting course offers students a comprehensive exploration of statistical methods tailored for time series analysis. In this undergraduate-level offering, participants will learn about modeling and forecasting economic trends, financial data, and various time-dependent phenomena.

The curriculum covers essential topics such as time series decomposition, autoregressive integrated moving average (ARIMA) models, and advanced forecasting techniques. Through a combination of theoretical concepts and practical applications using statistical software, students will develop proficiency in analyzing time series data and making informed predictions.

Ideal for students with an interest in economics, finance, or data science, this course equips participants with the skills necessary to interpret and forecast trends, enhancing their ability to contribute valuable insights in various professional domains.

ECON3010 – Intermediate Microeconomics

Credits: 3

Prerequisites: TBD

The Intermediate Microeconomics course is designed for students who have a foundational understanding of microeconomic principles and are ready to explore more advanced concepts. Building upon the basics, this undergraduate-level course delves deeper into the analysis of individual economic agents, firms, and markets. The course emphasizes the application of theoretical frameworks to real-world scenarios, honing analytical skills crucial for assessing market dynamics and policy implications. Course content includes core topics of consumption, production, and decision-making by firms, both with and without market power, under perfect and imperfect information, as well as the analysis of market failure due to externalities and public goods.

Through a combination of lectures, case studies, and interactive discussions, students will develop a more sophisticated understanding of microeconomic concepts and their implications. This course is ideal for economics majors or those pursuing fields that require a deep understanding of microeconomic theory and its applications in diverse settings.

2.4.3 Major Courses

A. Innovation Economics Focus

ECON3020 – Machine Learning**Credits: 3*****Prerequisites: TBD***

In this course, students will learn popular machine learning algorithms, principal component analysis, and regularization by building a movie recommendation system. The student will learn about training data, and how to use a set of data to discover potentially predictive relationships. In building the movie recommendation system, the student will learn how to train algorithms using training data so you can predict the outcome for future datasets. The student will also learn about overtraining and techniques to avoid it such as cross-validation. All of these skills are fundamental to machine learning.

ECON3040 – Big Data in Economics**Credits: 3*****Prerequisites: TBD***

This course illustrates the transformative power of "big data" in comprehending and tackling critical societal and economic challenges. It serves as an accessible introduction to cutting-edge research and practical applications in economics and social science, tailored for students without prior experience in Economics or Statistics. Whether you're new to Economics or have a more advanced background, this course covers diverse topics such as equality of opportunity, education, innovation, entrepreneurship, healthcare, climate change, and crime. In addition to exploring these themes, the course provides a foundational understanding of fundamental data science methods, including regression, causal inference, and machine learning.

ECON3060 – Development Economics**Credits: 3*****Prerequisites: TBD***

The Development Economics course explores the foundations of policy making in developing countries. The goal is to spell out various policy options and to quantify the trade-offs between them. We will study the different facets of human development: education, health, gender, the family, land relations, risk, informal and formal norms and institutions. This is an empirical class. For each topic, we will study several concrete examples chosen from around the world. While studying each of these topics, we will ask: What determines the decisions of poor households in developing countries? What constraints are they subject to? Is there a scope for policy (by government, international organizations, or non-governmental organizations (NGOs))? What policies have been tried out? Have they been successful?

ECON3080 – Health Economics**Credits: 2*****Prerequisites: TBD***

The purpose of this course is to extend students' understanding of economic theory and empirical research in key areas of economic theory and empirical research in key areas of health economics and enable students to leverage that knowledge and apply it to timely issues in health policy and management.

ECON3100 – Innovation System for Science and Technology**Credits: 3*****Prerequisites: TBD***

This course focuses on science and technology policy—it will examine the science and technology innovation system, including case studies on energy, computing, advanced manufacturing, and health sectors, with an emphasis on public policy and the federal government's role in that system. It will review the foundations of economic growth theory, innovation systems theory and innovation organization, and the basic approaches to science and technology policy, building toward a sophisticated understanding of these areas. The class will review a theory of direct and indirect economic factors in the innovation system, study the varied models for how federal science and technology mission agencies are organized, and

examine the growth of public-private partnership models as a way for science mission agencies to pursue mission agendas.

ECON3120 – Artificial Intelligence

Credits: 3

Prerequisites: TBD

The Artificial Intelligence course introduces students to the basic knowledge representation, problem solving, and learning methods of artificial intelligence. Upon completion of the course, students should be able to develop intelligent systems by assembling solutions to concrete computational problems; understand the role of knowledge representation, problem solving, and learning in intelligent-system engineering; and appreciate the role of problem solving, vision, and language in understanding human intelligence from a computational perspective.

ECON4010 – Making the Modern World: The Industrial Revolution in Global Perspective

Credits: 2

Prerequisites: TBD

This course is a global survey of the great transformation in history known as the “Industrial Revolution.” Topics include origins of mechanized production, the factory system, steam propulsion, electrification, mass communications, mass production and automation. Emphasis on the transfer of technology and its many adaptations around the world. Countries treated include Great Britain, France, Germany, United States, Sweden, Russia, Japan, China, and India.

ECON4030 – Welfare Economics

Credits: 3

Prerequisites: TBD

The purpose of this course is to discuss how an economic outcome can be evaluated from society’s point of view. Society, in the context, consists of individuals with different tastes, endowments and expectations. It will be assumed that the society in question takes into account the choices of all its members in making decisions. This problem is particularly important for evaluating economic policies.

ECON4050 – Competitive Strategy and Industrial Organization

Credits: 3

Prerequisites: TBD

The Competitive Strategy and Industrial Organization covers the foundations of the field of industrial organization, including the theory of the firm, models of competition, market structure, pricing, and dynamic models. The course emphasizes theory with support from specific industries, including telecommunications, retail, and airlines.

B. Enterprise, Market and Institutional Economics Focus

ECON3030 – Economic Applications of Game Theory

Credits: 3

Prerequisites: TBD

Game Theory, also known as Multiperson Decision Theory, is the analysis of situations in which the payoff of a decision maker depends not only on his own actions but also on those of others. Game Theory has applications in several fields, such as economics, politics, law, biology, and computer science. This course introduces the basic tools of game theoretic analysis, with some of the many applications of Game Theory, primarily in economics.

ECON3050 – Behavioral Economics

Credits: 3

Prerequisites: TBD

The course covers recent topics in behavioral economics, with an emphasis on applications to other fields of economics. Topics include deviations from the standard neoclassical model in terms of (i) preferences (time and risk preferences, reference dependence, and social preferences), (ii) beliefs and learning (overconfidence, projection bias, and attribution bias), and (iii) decision-making (cognition, attention, framing, and persuasion), as well as (iv) market reactions to such deviations. Applications will cover a wide range of fields, including labor and public economics, industrial organization, health economics, household finance, political economy, and development economics.

ECON3070 – Strategy and Information

Credits: 3

Prerequisites: TBD

The Strategy and Information course is an advanced course in game theory. We begin with a rigorous overview of the main equilibrium concepts for non-cooperative games in both static and dynamic settings with either complete or incomplete information. We define and explore properties of iterated strict dominance, rationalizability, Nash equilibrium, subgame perfection, sequential, perfect, and proper equilibria, the intuitive criterion, and iterated weak dominance. We discuss applications to auctions, bargaining, and repeated games. Then we introduce solution concepts for cooperative games and study non-cooperative implementations. Other topics include matching theory and networks.

ECON3090 – Institutional Economics

Credits: 3

Prerequisites: TBD

The course analyzes the framework of rules and institutions for economic activities and transactions, including emergence and working properties of different institutions and classical and contemporary approaches to economic theory of institutions.

ECON3110 – Public Policy

Credits: 2

Prerequisites: TBD

The course explores the role of government in the economy applying tools of basic microeconomics to answer important policy questions such as government response to global warming, school choice by students, social security versus private retirement savings accounts, government versus private health insurance, setting income tax rates for individuals and corporations.

ECON3130 – Competitive Strategy and Industrial Organization

Credits: 3

Prerequisites: TBD

The Competitive Strategy and Industrial Organization covers the foundations of the field of industrial organization, including the theory of the firm, models of competition, market structure, pricing, and dynamic models. The course emphasizes theory with support from specific industries, including telecommunications, retail, and airlines.

ECON4020 – Real Estates Economics

Credits: 3

Prerequisites: TBD

The Real Estates Economics explores key policy issues, their economic impact on real-estate decision-making, and identifies indicators used to track economic and real estate performance. The course also examines the economic structure of major metropolitan areas, the impact of local governments on urban economic growth, the impact of urban economic growth on supply and demand identification for specific property types, and conditions under which certain regions thrive while others decline. Building upon the concepts and tools of economic analysis, this

course introduces appropriate data sources and techniques useful in analyzing and forecasting real estate demand and supply in different markets for specific property types at specific locations.

ECON4040 – Finance and Society

Credits: 3

Prerequisites: *TBD*

The Finance and Society course provides students with a broad historical and social-scientific introduction to a central aspect of modern economic life: Finance. By drawing upon a variety of disciplinary perspectives from the humanities and social sciences, the course offers a multi-dimensional picture of finance, not only as an economic phenomenon, but as a political, cultural, intellectual, material, and technological one. The course offers an introduction to foundational financial concepts and technologies and will help students understand finance as a complex and multifaceted phenomenon. This course also provides students with the opportunity to improve skills in written communication, and to learn tools for historical analysis and textual interpretation.

ECON4060 – Financial Crisis

Credits: 2

Prerequisites: *TBD*

The Financial Crisis course is an introduction to the economic theories of financial crises. It focuses on amplification mechanisms that exacerbate crises, such as leverage, fire sales, bank runs, interconnections, and complexity. It also analyzes the different perspectives on the origins of crises, such as mistaken beliefs and moral hazard, and discusses the optimal regulation of the financial system. The course draws upon examples from financial crises around the world, especially the recent subprime financial crisis.

2.4.4 Minors

The College of Arts and Sciences does not require students to complete a minor. However, pursuing a minor allows you to take advantage of the extensive offerings across the university. There are a few rules to keep in mind when considering a minor. Similar to majors, you must complete all upper-division courses for a minor at VinUni. The minimum credits required for a 4-year program is 120 credits. If a minor is included, the total should be 135 credits (120 credits for the major plus 15 credits for the minor). You may not take any minor requirements on a Pass/No Pass basis, and you must earn a minimum GPA of 2.0 in all courses required for the minor. The requirements for most minors are straightforward. However, just like majors, some minors require careful sequencing of courses. If you have any questions about the requirements for completing a minor, you should consult the advisor in the department offering the minor.

3 APPENDICES

Appendix 1: Mapping of VinUni generic graduate attributes and learning goals

Appendix 2: Rubrics for each learning goals.

Appendix 1: MAPPING OF VINUNI GENERIC GRADUATE ATTRIBUTES AND LEARNING GOALS

	Program Learning Goals					
VinUni Graduate Attributes	PLG1 - General knowledge	PLG2 - Industry knowledge	PLG3 - Specialized knowledge	PLG 4 - Hard skills	PLG 5 - Soft skills	PLG 5 - Abilities
EMPATHY			✓		✓	✓
EXCEPTIONAL CAPABILITIES	✓	✓	✓	✓		✓
CREATIVITY	✓	✓	✓	✓	✓	✓
LEADERSHIP	✓	✓	✓	✓	✓	✓
ENTREPRENEURSHIP MINDSET	✓	✓	✓	✓	✓	✓

Appendix 2: RUBRICS FOR MAJOR LEARNING GOALS

Program Learning Goal 2 (PLG2): Industry knowledge

PLO 2.1: Ability to understand and apply knowledge of microeconomics to explain and address economic problems in professional work and career;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Comprehend and apply microeconomic concepts in professional settings	Fails to understand or apply basic microeconomic principles to real-life economic problems.	Demonstrates an understanding of microeconomic concepts and can apply them to solve economic problems in professional contexts.	Shows an advanced understanding and ability to apply microeconomic concepts to complex and diverse economic issues in professional work.

PLO 2.2: Ability to apply basic knowledge of tools in econometrics, big data, and artificial intelligence to analyze, offer advice, make decisions, and solve specific real-life problems;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Use econometric, quantitative analysis and forecasting, big data, and AI tools for analysis and decision-making.	Fails to apply econometrics, big data, or AI tools to analyze or solve real-life problems.	Demonstrates the ability to use basic econometric, big data, and AI tools to analyze data and make informed decisions.	Skillfully applies econometric, big data, and AI tools, providing insights and advanced decision-making in real-life scenarios.

PLO 2.3: Ability to apply knowledge of mathematics, analysis and business statistics to evaluate and resolve real-life situations as well as make future economic forecasts;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Conduct Data collection, analysis, and synthesis	Fails to employ appropriate methods for data collection or analysis in business contexts.	Demonstrates an ability to collect, analyze, and synthesize business and economic data effectively	Shows mastery in collecting, analyzing, and synthesizing complex data, providing valuable insights for business decisions.

PLO 2.4: Ability to apply basic knowledge of strategic and operational management in making decisions and solving specific problems in economic policy and business practice;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Ability to make strategic and operational decisions	Lacks the ability to apply strategic and operational management principles in decision-making or problem-solving.	Can apply basic strategic and operational management principles to make decisions and solve problems effectively.	Shows advanced competency in applying strategic and operational management to solve complex economic and business issues.

PLO 2.5: Ability to apply knowledge of ethics in the process of making decisions and solving specific issues in the enterprise and its plans.

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Apply Ethical Knowledge in Decision-Making and Problem-Solving	Fails to identify ethical issues or apply ethical principles in decision-making and problem-solving. Shows little to no understanding of how ethics impacts business operations and strategic planning.	Identifies ethical issues and applies relevant ethical principles in decision-making and problem-solving. Considers the impact of decisions on the enterprise and its stakeholders, integrating ethical considerations into business plans.	Demonstrates a comprehensive ability to identify ethical issues and consistently applies ethical principles in complex decision-making and problem-solving. Provides innovative, ethically sound solutions that influence both strategic planning and long-term outcomes for the enterprise and society.

Program Learning Goal 3 (PLG3): Specialized knowledge

PLO 3.1: Application of basic and advanced scientific knowledge related to innovation and technology to practical issues of business, public policy, and development economic;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Applying knowledge of innovation and technology to business and policy.	Fails to apply scientific knowledge in innovation and technology to solve practical issues.	Applies basic scientific knowledge of innovation and technology to address business and policy challenges.	Demonstrates advanced understanding and application of innovation and technology to resolve complex business, public policy, and development economics issues.

PLO 3.2: Understanding and application of economic knowledge about organization and business in entrepreneurship and business development; participation in proposing entrepreneurial ideas; especially in the areas of business innovation;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Understand and apply Entrepreneurship and innovation in business development	Lacks understanding or ability to apply economic knowledge in entrepreneurship and innovation.	Demonstrates an understanding and application of economic knowledge to entrepreneurial ideas and business development.	Skillfully applies economic knowledge in entrepreneurship and innovation, contributing creative and effective solutions in business development.

PLO 3.3: Ability to analyze and evaluate business activities and implement entrepreneurial ideas into practice;

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
-----------	--------------------	--------------------	---------------------

Business analysis and entrepreneurial implementation.	Fails to analyze business activities or implement entrepreneurial ideas.	Demonstrates the ability to analyze business activities and apply entrepreneurial ideas in practice.	Skillfully analyzes business activities and implements entrepreneurial ideas with significant impact on practice.
---	--	--	---

PLO 3.4: Ability to validate the knowledge gained through internship programs and practices at companies, thereby independently setting goals and career development paths.

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Application of internship knowledge for career development.	Fails to apply knowledge gained during internships for career development.	Applies knowledge from internships to set personal career goals and develop professionally.	Demonstrates the ability to independently apply internship knowledge to set strategic career goals and make significant progress toward them.