



CURRICULUM STRUCTURE

PROGRAM CODE: 7340101

BACHELOR OF BUSINESS ADMINISTRATION

Applicable for the Cohort 2023 - 2027

*(Released along with Decision No. 494e/2024/QĐ-VUNI dated September 16th, 2024
by 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	4/3/2024	4/3/2024	Developed by CBM academic committee Reviewed by: Program Director Approved by: Interim Dean	- Changing Appendix 1: Mapping of VinUni EXEL graduate attributes and learning goals.
1.2	16/9/2024	16/9/2024	Developed by: Curriculum Review Taskforce Reviewed by: CBM Academic Committee, College Dean; VinUni Scientific and Educational Committee Approved by: Provost	- Updating course descriptions. - Changing some pre-requisites. - Reconciling the name of “Hospitality Leadership” major.

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1 PROGRAM OVERVIEW

1.1 Program Description

Name of the Program Degree	Bachelor of Business Administration (BBA)
Program Duration	To be completed in 3.5 or 4 years on a full-time basis over 8 semesters
Total Earned Credits	Minimum 120 and maximum 132

1.2 Program Mission

The overall aim is to provide students with the best education – the right knowledge, skills, expertise, and experiences so that upon graduation they can attain meaningful careers with accelerated advancement opportunities.

The mission of the BBA Program is to provide undergraduate students with a well-rounded quality English-based business education to become competent business professionals, leaders and entrepreneurs with integrity who are critical thinkers and aspire to move Vietnam to a respectable position in the world.

1.3 Program Learning Goals and Program Learning Objectives

Program Learning Goal 1 (PLG1): Graduates will have an understanding of ethical action, integrity, responsibility and the obligations of being entrepreneurially minded business professionals.

Program Learning Objectives (PLO)/Traits

PLO 1.1: Have an awareness of ethical principles and practices of entrepreneurially minded business professionals

PLO 1.2: Identify issues of integrity and appropriate courses of action in a business setting

PLO 1.3: Have an understanding of the role and responsibilities of being an entrepreneurially-minded business professional

Program Learning Goal 2 (PLG2): Graduates will have independence of mind in decision making and opinion forming, working either individually or within a team.

Program Learning Objectives (PLO)/Traits

PLO 2.1: Have an understanding of the importance of individual opinion for a business professional

PLO 2.2: Be capable of leading and participating in teams to achieve tangible outcomes

PLO 2.3: Demonstrate effective interpersonal communication skills

Program Learning Goal 3 (PLG3): Graduates will have a knowledge of the broad business environment and specific business specialties and an applied understanding of their integration in business generally.

Program Learning Objectives (PLO)/Traits

PLO 3.1: Exhibit a detailed understanding of core business knowledge

PLO 3.2: Exhibit a detailed understanding of business-specialty knowledge

PLO 3.3: Be capable of modeling the soft skills required in business

Program Learning Goal 4 (PLG4): Graduates will be capable of identifying, analyzing and evaluating business data from diverse sources in decision making.

Program Learning Objectives (PLO)/Traits

PLO 4.1: Be capable of applying evidence-based reasoning

PLO 4.2: Apply interdisciplinary knowledge appropriately in a business context

PLO 4.3: Have an understanding of the roles of fact, supposition and assumption in the decision-making process

Program Learning Goal 5 (PLG5): Graduates will have an understanding of the role of Vietnamese history and culture in the evolution of the Vietnamese business environment.

Program Learning Objectives (PLO)/Traits

PLO 5.1: Have a broad understanding of the structure of the Vietnamese business environment

PLO 5.2: Have an awareness of how Vietnamese history and culture impact upon the Vietnamese business environment

PLO 5.3: Exhibit an understanding of the relationship between Vietnamese political structures and the structure and operation of Vietnamese businesses

Program Learning Goal 6 (PLG6): Graduates will have a broad understanding of the Vietnamese economy its relativity to all economies in the Asia Pacific Economic Cooperation (APEC) region including the US, China, Japan and ASEAN.

Program Learning Objectives (PLO)/Traits

PLO 6.1: Demonstrate an awareness of the key characteristics of APEC economies

PLO 6.2: Have an understanding of the interaction of the Vietnamese economy and all APEC economies.

PLO 6.3: Exhibit an awareness of the differences between the structure of the Vietnamese economy and the structures of APEC economies

2 CURRICULUM STRUCTURE

2.1 Curriculum Composition

No.	Curriculum Components	Number of Credits	Credit Distribution (%/Total Credits)
I	GENERAL EDUCATION	27	22.5%
I.1	University Core Requirement	12	10.0%
I.2	Distributional Requirement	12	10.0%
I.3	Co-curricular Learning	3	2.5%
II	NATIONAL DEFENSE EDUCATION		
III	PROFESSIONAL EDUCATION	93	77.5%
III.1	College Core Requirement	36	30.00%
III.2	Discipline Core Requirement	12	10.00%
IV	ELECTIVES – PRACTICE – GRADUATION PROJECT	24	20.0%
	<p><i>Students may choose different paths based on their interest and professional development plan.</i></p> <p><i>Pathway A: For students who takes Business Internship Path, they will take at least 15 credits of electives/minor, 03 credits of Practice/Internship, and graduation thesis (06 credits)</i></p> <p><i>Pathway B: For students who takes Industrial Placement Path, they will take at least 09 credits of electives/minor, and 09 credits of Industrial Placement and 06 credits of Capstone project</i></p>		
IV.1a	PATHWAY A	18	15.0%
	<i>Electives/Minor</i>	<i>15</i>	<i>12.50%</i>
	<i>Practice/Internship</i>	<i>3</i>	<i>2.50%</i>
IV.1b	PATHWAY B	18	15.0%
	<i>Electives/Minor</i>	<i>9</i>	<i>7.50%</i>
	<i>Industrial Placement</i>	<i>9</i>	<i>7.50%</i>
IV.2	Graduation thesis/Capstone Project	6	5.00%
	TOTAL (minimum)*	120	100%

Note: (*) Students need to fulfill at least 120 earned credits to graduate. Students can study up to 132 earned credits of the program without paying extra tuition fees.

2.2 Courses and Credit Distribution by Courses

No.	Name of Courses	Total credits
I	GENERAL EDUCATION (GenED) *	27
I.1	University Core Requirement	12
ENGL1011	Fundamentals of Academic Writing	3
ENTR1021	Agile Innovation and Entrepreneurship	3
LEAD1031	Leadership and Teambuilding Boot Camp	2
THINK1010	Critical and Creative Thinking (1)	2
HASS1070	Cross Cultural Navigation (2)	2
VCOR1021/22	Healthy Lifestyle 1,2 (3)	<i>Non-credit required (45 hours)</i>
I.2	Distributional Requirement	12
HASS1010	Marxism-Leninism Philosophy (Philosophy, Science and Society) (4)	3
HASS1020	Marxism-Leninism Political Economy (Global Political Economy) (5)	2
HASS1030	Scientific Socialism (Politics and Social Change) (6)	2
HASS1041	Ho Chi Minh Ideology (Vietnam: History and Cultures II) (7)	2
HASS1050	History of the Communist Party (Vietnam: History and Cultures I) (8)	2
ARTS1010/MUSI1010	Art Courses (9) (Students select one course in the pool, i.e. ARTS1010, MUSI1010, ARTS1020A/B)	1
I.3	Co-curricular Learning (10)	3
VCOR1012A\B	OASIS (Orientation, Advising, Skills, Identity and Diversity, and Spirit of Pay-it-Forward)	<i>Non-credit</i>
COSL1010	Community Service Learning	3
II	NATIONAL DEFENSE EDUCATION (Required by the Government for Vietnamese citizens)	165 hours
VCOR1030	National Defense Education	
III	PROFESSIONAL EDUCATION	93
III.1	College Core Requirement	36
ACCT2010	Introduction to Financial Accounting	3
LAW2010	Business Law	3
ACCT2020	Introduction to Managerial Accounting	3
BANA3050	Management Information System	3
ECON1015	Managerial Economics	3
FINA2010	Financial Management	3
MANA3030	Organizational Behavior (<i>cross-listed with Organizational Behavior and Human Resource Management MANA3010</i>)	3
MARK1010	Marketing	3
STAT2020	Business Statistics	3
MANA3040	Human Resource Management	3
MANA4010	Strategic Management (<i>cross-listed with Strategic Experience Management MANA4020</i>)	3
OLSM3010	Supply and Operations Management (<i>cross-listed with Service Operation Management HADM2040</i>)	3

No.	Name of Courses	Total credits
III.2	Discipline/BBA Core Requirement	12
MANA1010	Introduction to Business Management	3
OLSM4300	Project Management	3
MATH1040	Business Mathematics	3
MANA4150	Business Research Methodology	3
III.3	Major (Discipline) Requirement	21
	One Major is required. (Can choose any one among all majors offered to BBA or BSHM; or can propose an individually designed major.) Following is the list of majors offered by BBA.	
	1) Business Analytics	
	2) Entrepreneurship	
	3) Finance	
	4) Marketing	
	5) Operations and Supply Chain Management	
	6) Hospitality Leadership	
IV	ELECTIVES - PRACTICE - GRADUATION PROJECT	24
IV.1	Electives/Minors	9-15
	Students need to take minimum 09 credit hours of elective/minor courses for graduation.	9
IV.2a	Practice (Internship)	3
GENB1870	Business Summer Internship <i>Pre-requisite: GENB0870</i>	3
GENB0870	Internship Orientation	<i>Non-credit (10 hours)</i>
IV.2b	Practice (Industrial Placement)	9
GENB0870	Internship Orientation	<i>Non-credit (10 hours)</i>
GENB4870	Industrial Placement/Work Integrated Education <i>Pre-requisite: GENB0870</i>	9
IV.3	Graduation Thesis/Capstone	6
GENB4900	Dissertation – <i>perquisite GENB1870</i>	6
GENB4970	Capstone Project – <i>perquisite GENB4870</i>	6
	TOTAL Accumulate at least	120

General Notes:

(1) Critical thinking course supplements for critical and creative framework. The course is waived for MD students.

(2) Cross-Cultural Navigation supplements for leadership framework, global awareness which play a university core requirements.

(3) To fulfill MOET's requirement of Physical Education and university core requirement. MOET requirement for physical education is a 45-hour course (equivalent to 3 credits) but not counted in total credits.

(4 to 8) to fulfill Vietnam Ministry of Education and Training (MOET)'s requirements on politic and ideology education for Vietnamese undergraduate students.

(9) Arts courses:

- Students can select either ARTS1010 or MUSI1010 to fulfill the art component requirement.
- For MD program, students must enroll in ARTS1020A/B - Medical Humanities course to fulfill the art component requirement. Students may take other art courses (i.e ARTS1010 or MUSI1010, etc) as elective one(s).

(10) Separation of Community Service Learning (CSL) from OASIS: OASIS will now be managed by the Student Affairs Management (SAM) Office and will be a skills and experience-based non-credit part of General Education. Students will be required to complete aspects of OASIS at different times throughout the 4 years. CSL will now be a standalone course and be worth 3 credits.

(* Note for Fourth Revision:

- Instructors for each course are requested to plan activities in their classes that emphasize the application of the material studied to contemporary practices. This has been indicated in the minor amendment to PLO 3.1 and assessment rubric. This can be achieved by selecting suitable examples, case studies, readings, and essay titles that reflect the state-of-the-art developments in their area of professional study.
- The curriculum already contains two compulsory courses in Vietnamese History: (Vietnamese History and Culture 1 and Vietnamese History and Culture 2). To further support the benefits of historical reflection, GenEd students will also be able to take a further course as an elective "Hanoi and the World" (2 credits) from 2023-2024 that allows for a higher degree of understanding of local and global cultures and how they have been shaped by major historical periods (see course description).
- Two courses "Introduction to Psychology" (3 credits) and "Introduction to Sociology" (3 credits) will also be offered to GenEd students as electives in 2023-2024. In addition, to improve the interdisciplinary emphasis of the program, attention to psychological and sociological issues will be reinforced in OASIS and Healthy Lifestyle. We also plan to develop and incorporate a course specifically focusing on Psychology and Sociology in the next 3 years.

Note 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).

(*) Students participating in the Leaders@20 program and completing a Challenge 3 project can gain credit recognition in accordance with the most recent curriculum of the program.**

2.2.1 BBA majors and their required courses

(1) Finance			Total	Note
No	Course Code	Course Name	21	
1	FINA3010	Corporate Finance	3	
2	FINA3030	Behavioral Finance	3	
3	FINA3050	Applied Econometrics	3	
<i>Choose 4 out of these following courses*</i>				
4	FINA4010	Futures, Options, and Financial Derivatives	3	
5	FINA4040	Portfolio Management	3	
6	FINA3100	FinTech: Shaping the Financial World	3	
7	FINA4100	Fixed Income Securities and Interest Rate Options	3	

(2) Marketing			Total	Note
No	Course Code	Course Name	21	
1	MARK3010	Consumer Behavior	3	
2	MARK3020	Digital Marketing	3	
3	MARK4040	Marketing Research	3	
<i>Choose 4 out of these following courses*</i>				
4	MARK4010	Brand Management	3	
5	BANA4010	Data Communication & Visualization	3	
6	MARK4100	Marketing Strategy	3	<i>Cross-listed with Entrepreneurial Marketing and Strategy MANA4100</i>
7	CISM2020	Big Data Management for Revenue Enhancement	3	<i>Cross-listed with Database Concepts and Skills for Big Data CISM2010</i>

(3) Entrepreneurship			Total	Note
No	Course Code	Course Name	15	
1	ENTR3010	Entrepreneurship Perspectives	3	
2	MANA3110	Corporate Entrepreneurship	3	
3	MANA3130	Entrepreneurial Finance	3	
<i>Choose 4 out of these following courses*</i>				
4	MANA3150	Designing New Ventures	3	
5	MANA4100	Entrepreneurial Marketing and Strategy	3	<i>Cross-listed with Marketing Strategy MARK4100</i>
6	MANA4000	Business Model Innovation and Design	3	
7	CISM2020	Big Data Management for Revenue Enhancement	3	<i>Cross-listed with Database Concepts and Skills for Big Data CISM2010</i>

(4) Business Analytics			Total	Note
No	Course Code	Course Name	21	
1	CECS1030	Computational and Algorithmic Thinking	3	
2	BANA3010	Data Driven Analytics	3	
3	BANA3020	Introduction to Programming and Python	3	<i>Cross-listed with Introduction to Programming and Python COMP1010 (by CECS)</i>
<i>Choose 4 out of these following courses*</i>				
4	BANA4020	Computational Machine Learning for Business Analytics	3	
5	BANA4040	Predictive Analytics	3	
6	BANA4010	Data Communication & Visualization	3	
7	CISM2020	Big Data Management for Revenue Enhancement	3	<i>Cross-listed with Database Concepts and Skills for Big Data CISM2010</i>

(5) Operations and Supply Management			Total	Note
No	Course Code	Course Name	21	
1	MANA3200	Managing For Service Excellence	3	
2	OLSM3110	Total Quality Management	3	
3	OLSM3500	Operations Planning and Control	3	
<i>Choose 4 out of these following courses*</i>				
4	BANA3010	Data Driven Analytics	3	
5	OLSM3510	Sourcing and Distribution Planning	3	
6	OLSM4250	Global Supply Chain Management and Strategy	3	
7	OLSM4210	Technology and Product Innovation Management	3	

(6) Hospitality Leadership			Total	Note
No	Course Code	Course Name	21	
1	HADM1000	Introduction to Hospitality & Tourism Management	3	
2	HADM1010	Fundamentals of Foodservice Management	3	
3	HADM2010	Revenue Management Principles and Practices	3	
<i>Choose 4 out of these following courses*</i>				
4	HADM1020	Fundamentals in Hotel Operations	3	
5	MARK3020	Digital Marketing	3	
6	MANA3200	Managing for Service Excellence	3	
7	HADM3030	Hospitality Planning and Development	3	<i>Cross-listed with Business Planning and Development in Tourism and Hospitality HADM3030</i>

* These courses are subject to vary following the Industrial and Academic Chairs annual reviews.

Electives (choose at least 3 to 5) officially recognized subject by VinUni's partners and subjected to change	9-15
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2.2.2 Minors and their required courses

1. Hospitality and Tourism <i>CBM offers to all students</i>			Total
No	Course code	Course name	15
1	HADM1000	Introduction to Hospitality & Tourism Management	3
2	HADM1010	Fundamentals of Foodservice Management	3
3	HADM2010	Revenue Management Principles and Practices	3
		<i>Elective courses - Students can choose 2 courses from the below list</i>	
4	MARK1010	Marketing	3
5	HADM1020	Fundamentals in Hotel Operations	3
6	MARK3020	Digital Marketing	3
7	HADM3030	Hospitality Planning and Development	3
8	HADM3020	Sustainable Development Practices in Hospitality and Tourism	3

2. Business Essentials <i>CBM offers to All students</i>			Total
No	Course code	Course name	15
1	MANA1010	Introduction to Business Management	3
2	ACCT2010	Introduction to Financial Accounting	3
3	MARK1010	Marketing	3
		<i>Elective courses - Students can choose 2 courses from the below list</i>	
4	ECON1015	Managerial Economics	3
5	ACCT2020	Introduction to Managerial Accounting	3
6	FINA2010	Financial Management	3
7	LAW2010	Business Law	3
8	MANA3030	Organizational Behavior	3
9	BANA3050	Management Information System	3

3. Business Analytics <i>CBM offers to All students</i>			Total
No	Course code	Course name	15
1	BANA3050	Management Information System	3
2	BANA3010	Data Driven Analytics	3
3	OLSM3010	Operations Management	3
		<i>Elective courses - Students can choose 2 courses from the below list</i>	

4	ACCT2020	Introduction to Managerial Accounting	3
5	MARK1010	Marketing	3
6	BANA4010	Data Communication & Visualization	3
7	CISM2020	Big Data Management for Revenue Enhancement	3
8	BANA4040	Predictive Analytics	3

4. Marketing <i>CBM offers to All students</i>			Total
No	Course code	Course name	15
1	MARK1010	Marketing	3
2	MARK3010	Consumer Behavior	3
3	MARK3020	Digital Marketing	3
4	MARK4010	Brand Management	3
5	MARK4100	Marketing Strategy	3

5. Entrepreneurship <i>CBM offers to All students</i>			Total
No	Course code	Course name	15
1	ACCT2010	Introduction to Financial Accounting	3
2	MARK1010	Marketing	3
3	ENTR3010	Entrepreneurship Perspectives	3
		<i>Elective courses - Students can choose 2 courses from the below list</i>	
4	FINA2010	Financial Management	3
5	MANA3110	Corporate Entrepreneurship	3
6	MANA3150	Designing New Ventures	3
7	MANA3130	Entrepreneurial Finance	3
8	FINA3010	Corporate Finance	3

6. Finance <i>CBM offers to All students</i>			Total
No	Course code	Course name	15
1	ACCT2010	Introduction to Financial Accounting	3
2	FINA2010	Financial Management	3
3	FINA3010	Corporate Finance	3
		<i>Elective courses - Students can choose 2 courses from the below list</i>	
4	FINA3030	Behavioral Finance	3
5	FINA4010	Futures, Options, and Financial Derivatives	3
6	FINA4040	Portfolio Management	3
7	FINA3100	FinTech: Shaping the Financial World	3

7. Healthcare Management (CHS offers for CBM students)			Total
No	Course code	Course name	15
1	HQIS4052	Healthcare Quality Improvement and Safety	3
2	NURS4330	Environmental Health	3
3	HESP3042	Health Economics-Health Systems-Health Policy & Law	3
4	NURS2210	Essential Concepts of Health	3
5	GENB4893	Capstone Project – Healthcare Management	3

8. Artificial Intelligence (CECS offers for BBA students)			Total
No	Course code	Course name	15
1	BANA3020	Introduction to Programming and Python	3
2	MATH1040	Business Mathematics	3
3	COMP2050	Artificial Intelligence	4
4	COMP3020	Machine Learning	4
		<i>Students can choose 1 course from the list</i>	
5	COMP3040	Computer Vision	3
6	COMP4020	Natural Language Processing	3
7	COMP4040	Data Mining and Big Data Analytics	3

9. Communication (CAS offers for all VinUni students)			Total
No	Course code	Course name	15
1	ENGL1011	Fundamentals of Academic Writing (students from AY20-21 and AY21-22 may use Academic English 1 to meet the pre-requisite.)	3
2	COMM1010	Introduction to Communication	2
3	COMM2010	Introduction to Data Visualization with Tableau	2
4	COMM2020	Fundamentals of Digital Media Production	2
5	COMM3010	Social Media Management	2
6	COMM1020	Oral Communication	2
7	HASS1070	Cross-Cultural Navigation	2
8	COMM4890	Capstone Project	2

10. Viet Nam studies (CAS offers to all VinUni students)			15
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

2.3 Curriculum Planner

2.3.1 For students who takes Business Internship Path (Students can register for electives starting from the first year if they are eligible for the course)

	CODE	Sem 1	Credits	Note
Year 1	ENGL1011	Fundamentals of Academic Writing	3	GenED
	ENTR1021	Agile Innovation and Entrepreneurship	3	GenED
	VCOR1021	Healthy Lifestyle 1	0	GenED
	ECON1015	Managerial Economics	3	CBM Core
	LEAD103	Leadership and Teambuilding Boot Camp	2	GenED
	MANA1010	Introduction to Business Management	3	BBA Core
	VCOR1011	OASIS	3	GenED
		Total Credit	17	
	CODE	Sem 1	Credits	Note
Year 2	THINK1010	Critical and Creative Thinking	2	GenED
	HASS1041	Ho Chi Minh Ideology (Vietnam: History and Cultures II)	2	GenED
	FINA2010	Financial Management	3	CBM Core
	STAT2020	Business Statistics	3	CBM Core
		Minor/Elective 1	3	ELT
	BANA3050	Management information System	3	CBM Core
	LAW2010	Business Law	3	CBM Core
		Total Credit	19	

	CODE	Sem 2	Credits	Note
	HASS1010	Marxism-Leninism Philosophy (Philosophy, Science and Society)	2	GenED
	HASS1070	Cross Cultural Navigation	2	GenED
	VCOR1022	Healthy Lifestyle 2	0	GenED
	MANA3030	Organizational Behavior	3	CBM Core
	MATH1040	Business Mathematics	3	BBA Core
	MARK1010	Marketing	3	CBM Core
	ACCT2010	Introduction to Financial Accounting	3	CBM Core
		Total Credit	16	
	CODE	Sem 2	Credits	Note
	HASS1030	Scientific Socialism (Politics and Social Change)	2	GenED
	HASS1020	Marxism-Leninism Political Economy (Global Political Economy)	3	GenED
	OLSM3010	Operation management	3	CBM Core
	ACCT2020	Introduction to Managerial Accounting	3	CBM Core
		Major 1	3	MAJ
		Major 2	3	MAJ
		Total Credit	17	

	CODE	Sem 1	Credits	Note
Year 3 (Offer all 3rd year courses in both semesters)	HASS1050	History of the Communist Party (Vietnam: History and Cultures I)	2	GenED
		Major 4	3	MAJ
		Major 3	3	MAJ
	OLSM4300	Project Management	3	BBA Core
		Minor/Elective 2	3	ELT
		Minor/Elective 3	3	ELT
		Total Credit	17	
	CODE	Sem 1	Credits	Note
Year 4	MANA4510	Business Research Methods	3	BBA Core
		Major 7	3	MAJ
		Minor/Elective 4	3	ELT
		Minor/Elective 5	3	ELT
		Total Credit	12	

CODE	Sem 2	Credits	Note
	Art Course (1)	1	GenED
MANA3040	Human resource Management	3	CBM Core
MANA4010	Strategic Management	3	CBM Core
	Major 5	3	MAJ
	Major 6	3	MAJ
GENB0870	Internship Orientation	0	INT
GENB1870	Business Internship	3	INT
	Total Credit	16	
CODE	Sem 2	Credits	Note
GEN4900	Graduation Assignment/Dissertation	6	GRA
	Total Credit	6	

2.3.2 For students who takes Industrial Placement Path (Students can register for electives starting from the first year if they are eligible for the course)

	CODE	Sem 1	Credits	Note		CODE	Sem 2	Credits	Note
Year 1	ENGL1011	Fundamentals of Academic Writing	3	GenED		HASS1010	Marxism-Leninism Philosophy (Philosophy, Science and Society)	2	GenED
	ENTR1021	Agile Innovation and Entrepreneurship	3	GenED		HASS1070	Cross Cultural Navigation	2	GenED
	VCOR1021	Healthy Lifestyle 1	0	GenED		VCOR1022	Healthy Lifestyle 2	0	GenED
	ECON1015	Managerial Economics	3	CBM Core		MANA3030	Organizational Behavior	3	CBM Core
	LEAD1030	Leadership and Teambuilding Boot Camp	2	GenED		MATH1040	Business Mathematics	3	BBA Core
	MANA1010	Introduction to Business Management	3	BBA Core		MARK1010	Marketing	3	CBM Core
	VCOR1011	OASIS	3	GenED		ACCT2010	Introduction to Financial Accounting	3	CBM Core
		Total Credit		17			Total Credit		16
	CODE	Sem 1	Credits	Note		CODE	Sem 2	Credits	Note
Year 2	THINK1010	Critical and Creative Thinking	2	GenED		HASS1030	Scientific Socialism (Politics and Social Change)	2	GenED
	HASS1041	Ho Chi Minh Ideology (Vietnam: History and Cultures II)	2	GenED		HASS1020	Marxism-Leninism Political Economy (Global Political Economy)	3	GenED
	FINA2010	Financial Management	3	CBM Core		OLSM3010	Operation management	3	CBM Core
	STAT2020	Business Statistics	3	CBM Core		ACCT2020	Introduction to Managerial Accounting	3	CBM Core
		Minor/Elective 1	3	ELT			Major 1	3	MAJ
	BANA3050	Management information System	3	CBM Core			Major 2	3	MAJ
	LAW2010	Business Law	3	CBM Core					
		Total Credit		19			Total Credit		17

	CODE	Sem 1	Credits	Note
Year 3 (Offer all 3rd year courses in both semester)	HASS1050	History of the Communist Party (Vietnam: History and Cultures I) ^[9]	2	GenED
		Major 4	3	MAJ
		Major 3	3	MAJ
	OLSM4300	Project Management	3	BBA Core
		Minor/Elective 2	3	ELT
		Minor/Elective 3	3	ELT
		Major 7	3	MAJ
		Total Credit	20	
	CODE	Sem 1	Credits	Note
Year 4	GENB4870	Industrial Placement	9	
		Total Credit	9	

	CODE	Sem 2	Credits	Note
		Art Course (1)	1	GenED
	MANA3040	Human resource Management	3	CBM Core
	MANA4010	Strategic Management (3)	3	CBM Core
		Major 5	3	MAJ
		Major 6	3	MAJ
	GENB0870	Internship Orientation	0	INT
	MANA4510	Business Research Methods	3	BBA Core
		Total Credit	16	
	CODE	Sem 2	Credits	Note
	GENB4970	Capstone Project	6	
		Total Credit	6	

2.4 Course Descriptions

2.4.1 General Education Courses

ENGL1011: Fundamentals of Academic Writing

Credits: 3

Prerequisites: None

The course aims at refining students' language, communication, academic literacies, and critical thinking skills. Although this course covers a range of communication genres, there is a particular focus on formal academic writing to equip students with strategies for long-term success in university-level coursework. The course will give students an abundance of guided practice and independent production in following a process writing approach, which includes investigating, shaping, drafting, peer and teacher feedback, reflection, revision, and final product. This foundational framework will be adapted to the various types of academic writing functions. In addition to this, students will work in interdisciplinary groups on an extended group project throughout the course to discover more about authentic communication types which students will encounter at university. This project will focus on analyzing their purpose, audience, tone, and linguistic features and presenting their findings to peers.

ENTR1021: Agile Innovation & Entrepreneurship

Credits: 3

Prerequisites: None

The purpose of this course is to provide students with a basic understanding of the entrepreneurial and innovation mindset and provide students the opportunity to learn about and develop skills and behaviors correlated with impactful entrepreneurs and innovators. Skills to be developed – through lecturing and in-class discussions, plus coaching on assignments and in-class exercises – include observation of real-world facts, identifying status-quos or problems, identifying core causes leading to status-quos, and to discover original ways to remove causes or to solve problems; networking with people to identify technological contributions, optimizing creativity, seeking feedback, and prototyping or mockup design. The pedagogical outcomes of this course include (i) development of creativity & out-of-the-box thinking, (ii) critical thinking through observation and abstractions, (iii) entrepreneurial mindset and (iv) teamwork on a social or environmental issue. As part of the course all students will engage in a 2-day hackathon to present and discuss optimization of team's solution to a real-world social or environmental problem. The course is intended for a mix of students from various academic disciplines, such as medicine, nursing, engineering, business, real estate, and hospitality.

LEAD1031: Leadership and Teambuilding Boot Camp

Credits: 2

Prerequisites: None

This course is designed as a required course for freshmen to help the students' leadership development by introducing the basic concepts of leadership and organizational behavior. This course has one big goal for you: to practice and apply concepts and techniques learned in the class and your life to various scenarios. This course is also intended to provide an overview of leadership trends rather than to emphasize every detail and in-depth review of academic studies. Understanding a landscape of leadership will be possible under the structure of four modules: (1) Leader as a decision-maker, (2) Leader as a problem solver, (3) Leader as a designer, and (4) Leader as a game-changer. A leader in this turbulent world is expected to be the final decision-maker to find a creative solution for difficult challenges and will need to organize a group of people with a formal and informal system. Leadership Development offers a safe place for your learning of leadership. Practice, try, fail, and try again! This is the philosophy of this course.

The Boot Camp instills foundational leadership values and skills into students, while bringing the class together, building lasting cohesion, and creating esprit de corps. Students will learn and apply basic leadership concepts and skills through hands-on and experiential learning. Organized into individual and team-based events, the students will have to work individually and together to solve complex and dynamic problems taken from the military, government, and business sectors. This includes but is not limited to conducting long distance land navigation, negotiating physical obstacle courses, analyzing leadership case studies, and much more. From developing

self-awareness and thinking critically to innovating ideas and displaying resilience, students will learn critical elements of Self, Interpersonal, and Team Leadership. Following this course, students will gain a foundational understanding of key elements of leadership and better understand their strengths and how to effectively work in teams and organizations.

THINK1010 - Critical and Creative Thinking

Credits: 2

Prerequisites: None

Developing your own ideas in a logical and critical manner is an essential part of being a student in higher education. In this course you will learn about the nature of argumentation, how to evaluate arguments, uncover hidden premises, and sharpen your own thinking skills. We will start by looking at the difference between arguments and non-arguments and why being able to present an argument is such an important skill. Then we will look at different kinds of arguments, such as deduction, induction, and arguments from inference to the best explanation. Not all arguments are made equal. Some arguments are irrefutable - others barely convincing - and others still completely misleading. We will look at how you can assess the quality of an argument and avoid common logical pitfalls. Finally, we will finish by looking at some philosophical puzzles and paradoxes involving logic and reasoning including Hume's notorious problem of induction and the Sorites paradox.

HASS1070: Cross-Cultural Navigation

Credits: 2

Prerequisites: None

This course aims to equip students an understanding of one aspect of the so-called “global experience” and/or inter-cultural sensitivity, so that students can become knowledgeable about the ways in which individual identities, values, and perceptions and biases are shaped by cultures across the continents through acquiring knowledge of theories practice related to the impact of culture in our daily ecologies in local and global contexts. In the end, students are able to identify and understand the inter-sectional of one’s own and others’ cultural identities in order to reflect on how various cultural concepts apply to your own life, communication and various areas of study.

VCOR1021/22: Healthy Lifestyle 1, 2

Credits: non-credit, required min
45 hours across Year 1

Prerequisites: None

“Healthy Lifestyle” is a mandatory and non-credit bearing course of the General Education Program. Undergraduate students are required to enroll in this course to fulfill part of the graduation requirements and are expected to complete it by the end of their first-year study. This course provides the essential knowledge, skills and practicum lessons (exercise/sport classes), whereby students are able to develop a suitable approach in attaining a physically, mentally, socially and spiritually healthy lifestyle.

Specifically, this course provides students with the knowledge to make better choices during their daily routines to build a healthy lifestyle. A healthy lifestyle includes physical wellbeing, psychosocial, and spiritual health. Students receive mentorship that guides and shapes their perspective, showcasing the importance of having a well-balanced life. Components of a healthy lifestyle will be discussed as a process and science that allows students to have a greater understanding of what it takes to achieve their goals for overall wellbeing. Nutrition and diet will be taught to dispel the myths about how and what you should eat to achieve desired health results. Having a healthy mind, healthy body, clarity of thought and the ability to effectively process information are key trademarks of a healthy lifestyle.

This course emphasizes practical application of the learned concepts in order to integrate subject matter into students’ current daily routines and throughout life. The majority of coursework will be held in different environments and venues in order to expose students to the many varieties of fitness tools and resources to maintain a healthy foundation.

HASS1010: Marxism-Leninism Philosophy (Philosophy Science and Society) Credits: 3

Prerequisites: None

Philosophy Science and Society is one of four courses in the General Education Program forming the ideology/national education component required for higher education curriculum as directed by the Ministry of Education & Training, Socialist Republic of Vietnam. These four courses are written to achieve the primary objective of helping students understand core values of both country and university through objective and critical academic lenses in a global context. As these courses will be taught in English to students for whom English is mainly a second language at VinUniversity, each course is designed to be delivered in the spirit of content-based language learning approach to help students both develop English language competency (focusing on speaking, listening and reading) and basic understanding of the content.

Philosophy, Science & Society (PSS) provides students with a broad survey of key ideas in Philosophy, its relevance to society and the way we think we understand the world, or to put it broadly, "science." We begin the course with an overview of the role of Philosophy and Metaphysics as we embark on this journey of critically re-examining the way we look at our world. In the second part of the course, we take a deep dive into questions of Epistemology, based on which students can orient and develop their creative thinking, philosophy of humanity and action. We follow up with an exploration of trends that came into being with the "social turn" of epistemology found in the critical works of Thomas Kuhn and later in the burgeoning body of works clustered as Sociology of Science. Following this radical re-thinking, we return to the fundamental questions about humanity posed in Social Philosophy and Ethics, to round up our critical inquiry of the complex relationship among philosophy, science and society.

HASS1020: Marxism-Leninism Political Economy (Global Political Economy) Credits: 2

Prerequisites: None

Global Political Economy: Vietnam-Region-The World is one of four courses in the General Education Program forming the ideology/national education component required for higher education curriculum as directed by the Ministry of Education & Training, Socialist Republic of Vietnam. These four courses are written to achieve the primary objective of helping students understand core values of both country and university through objective and critical academic lenses in a global context. This course is designed to help students develop a critical lens to understand social reality and social issues, including pressing questions, such as: What is Vietnam's place in the world? What are the opportunities and challenges for Vietnam in the current configuration of the global political economy? To do so, we begin with a brief introduction to the study of political economy, informed by different persuasions in Marx-Leninism, political science, economics, sociology, anthropology and history. Students will gain a nuanced understanding of this interdisciplinary field through hands-on workshops and exercises on the principles of scientific and logical arguments. The second part of this course will focus on specific issues related to globalization and international integration. In particular, we focus on the role of development, modernization, and regional development in Vietnam's prospects in the world. Our case studies pay special attention to the immediate regions surrounding Vietnam, namely ASEAN, East Asia (in particular, China) and South Asia. In the third and final part of this course, we examine the expressions of global inequality and consider how individuals and communities within Vietnam can move forward in an ever-globalizing world.

HASS1030: Scientific Socialism (Politics and Social Change) Credits: 2

Prerequisites: None

Assuming a basic, strong, and even pivotal relationship between society and politics, the course Politics and Social Change will guide participants to a deep understanding of that relationship in Vietnam and the wider Asian region in the 20th and 21st centuries. The course explores key concepts of politics and social change, and in explication of those concepts, examine the dynamics of politics and social change in concrete terms.

What can be learned?

Students at the end of course will become familiar with the concepts of politics and social change of Vietnam. Students will also understand and compare Vietnam with national development efforts elsewhere in Asia. Finally, they will become familiar with major political and international relations developments from the 20th century.

The medium of instruction helps students to both develop English language competency (focusing on speaking, and articulation, reading) and discourse skills through continuous practice with classmates and instructor.

Broad outlines

The course begins with a basic appreciation of the concepts of politics and social change, moving into Marxism-Leninism and its application to understanding politics & social change, and extending into how Ho Chi Minh Thought applies Marxism-Leninism and also stands apart as a set of national and contextual ideas and practices. The processes of politics and social change of other countries in the Asia-Pacific are then explored for comparison and contrast.

Medium of learning

The guiding principle for learning at the Vin Uni is active learning. This approach engages students to be active in the learning process with methods that are more than, not without, the traditional base of lectures and tutorials. The instructor or teacher plays the role of facilitator and provides the environment where students responsibly and actively acquire as much as possible, rather than are passively given, the learning points that the course desires.

Participants in this course will learn and share through a mix of lectures, tutorials, non-judgmental journal writing, presentations, and learning to collaborate with others through group projects. The learning environment should be safe, frank, friendly, collaborative, and enlightening.

The weekly lists of readings are divided into two types. Basic readings are recommended, and students should at least complete one for each week. Students who wish to do more can pick up the other basic and optional/additional readings.

HASS1041/1042: Ho Chi Minh Ideology (Vietnam: History and Culture II)

Credits: 2

Prerequisites: None

Vietnam History and Culture since 1858 is continuation of the first period (from ancient time to 1858) and covers the period from 1858 until today.

The main objective of the course is to analyze the development of Vietnam and its people from 1858 when France attacked and colonized VN through two Indochina wars (1946-1965) and (1954-1975) until today as Vietnam reunified and reformed and integrated into international system.

Due to its strategic geopolitical position, Vietnam has long been a global crossroads. So, this course tries to show as much as possible the parallels, interactions between Vietnam history and events and that happened in the world's stage.

The course also aims to reflect Vietnam history and culture through the central figure of Ho Chi Minh (1890-1969), the most famous Vietnamese during this period. His life and career reflected the development of the very period of Vietnam history.

Students are encouraged to do research themselves to have a broader view, discover new historical details.

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

Credits: 2

Prerequisites: None

The great American humorist and writer Mark Twain once said, "History doesn't repeat itself, but it often rhymes." This course takes as its point of departure the possibility of using those rhymes of the past to better help us navigate our present and future. What lessons can we draw? As future businesspeople, health care professionals, engineers, and computer scientists, these lessons have far more relevance than you may imagine.

Vietnam History and Culture (I) examines Vietnamese history and cultural production from its early origins to 1858 and the French Colonial project. The curriculum is divided into five units. We begin the curriculum by considering the study of both history and culture from theoretical perspectives and consider what these mean in the Vietnamese context. Just what are “History” and “culture”? What does it mean to be Vietnamese? In the second unit, we consider the ancient construction of Vietnamese history and cultural production. The third portion of the course examines the Lý and Trần dynasties as well as the Ming Occupation. Fourth, we explore the movement of Vietnamese people southward and the Tây Sơn Rebellion. And finally, fifth, we assess the unification of Vietnam under the Nguyễn and what is to come.

Too often Vietnamese are portrayed in history as vessels upon which events happen to them. This course treats the Vietnamese as agents of their history, grappling with big questions and great problems. We also explore the Vietnamese people’s historical willingness to learn from and integrate foreign ideas and instruments to further develop the Vietnamese culture. To this end, we will wrestle with questions such as: What are the forces that have shaped Vietnamese identity? What drives the worldview(s) of Vietnamese? How has it been transformed over time?

ARTS1010: Arts Appreciation

Credits: 1

Prerequisites: None

Art Appreciation is a one-credit elective course that provides a general introduction to the visual arts, media, techniques, and history. This course takes on interdisciplinary approaches to equip students with a broad knowledge of the historical, practical, philosophical, cultural, and social contexts of the arts in order to help students gain the ability to articulate their understanding and interpretation of the arts. This course introduces students to aspects of arts research and curation, as well as elements, media, and methods used in creative processes. The application of the arts, especially visual arts in daily life and in the field of business, technology, and medicine is explored in this course. This course also aims to develop students’ appreciation for Vietnam arts and visual art forms by providing them with opportunities to explore the diversity and richness of what Vietnam has to offer in terms of the arts.

This course offers students opportunities to learn about how art is created and how it evolves over time; it would cultivate and enrich students’ artistic senses, experience, and enjoyment of different forms of arts even if the student is not an artist or does not have an ability to draw/paint. In addition, this course fosters and supports students’ development of oral and written presentation and communication, critical and analytical thinking, and multicultural perspectives.

This course does not require students to have any prerequisite experience in art theory or practice. Rather, it is a beginning-level course to help students familiarize themselves with the different types of arts, as well as learn how to observe, appreciate, speak, write intellectually about art. Furthermore, the course helps students to think about how art can be integrated and applied in their daily lives and their own fields of interest.

MUSI1010- Music Appreciation

Credits: 1

Prerequisites: None

This course offers students opportunities to learn about how music is created and how it evolves over time; it would enrich students’ musical sense, experience, and enjoyment of all types of music even if the student is not a musician. In addition, this course fosters and supports students’ development of oral and written presentation and communication, critical and analytical thinking, and multicultural perspectives.

Specifically, students taking this course will have the opportunity to explore the history of music, from the primitive musical forms through contemporary pieces around the world. Forms and genres of music include classical, jazz, theatrical music, gospel, folk, soul, blues, Latin rhythms, country, rock & roll, and hip hop. Various arrays of Vietnamese music (traditional, contemporary, theatrical, V-pop) are also discussed in this course. The course explores the relationship between music and people’s everyday life and social movements, and its cultural significance. Digital music and the evolution of the Internet and AI impacting the music industry, music distribution, and global music access are also an important part of this course.

This course does not require students to have any prerequisite experience in musical theory or performance, i.e. students are not required to be able to sight-read sheet music or play any musical instrument. Rather, it helps students become an active and intellectual music listener, as well as it helps students to think further on how music can be integrated and applied in the daily lives and their own fields of interest. This course is delivered in a class and outside class environment if appropriate.

VCOR1012A/B: OASIS - Orientation, Advising, Skills, Identity & Diversity, and Spirit of Pay it Forward

Non-credit

Pre-requisite: NA

OASIS, which stands for Orientation, Advising, Skills, Identity & Diversity, and Spirit of Pay it Forward, is an integral, non-credit-bearing mandatory component of the Co-curriculum Program and plays an important role as one of the graduation criteria.

OASIS is a distinctive signature program of VinUni that holds a registered trademark. Its primary objective is to cultivate a self-leadership mindset and equips students with essential skills, facilitating their transformation from high school students into effective university scholars, responsible global citizens, and be ready for future career. OASIS is implemented in the first 4 years of bachelor's degree to ensure there is enough time for students to reflect and practice their own self-leadership development, especially in developing essential qualities for work and life, including self-confidence, self-esteem, self-determination, and self-control.

COSL1010: Community Service Learning

Credits: 3

Pre-requisite: none

VinUniversity aims to nurture students to become both competent professionals and responsible citizens making contributions to their professions and the community. Community Service Learning (CSL) provides students with the opportunities to serve the community and to learn how to apply their professional knowledge in bettering the lives of the public. As part of CSL, students must take the 1 credit Introduction to Service-Learning course (equivalent to 15 hours) and fulfill the remaining 30 hours of CSL doing independent volunteer work.

CSL is increasingly recognized as a method for educating students to become socially responsible citizens. Many universities over the world have incorporated CSL in their academic undergraduate programs to varying degrees and in a variety of forms. CSL can be a differentiating factor for VinUni students as they become global citizens. "Service-learning is a form of experiential education in which students engage in activities that address human and community needs, together with structured opportunities for reflection designed to achieve desired academic learning outcomes" (Service-Learning Essentials, Jacoby 2014; pg.2). Note: Activities must primarily take place off VinUni campus and within the community.

All undergraduate students are required to first take the 1-credit bearing course entitled: Introduction to Service Learning and then do volunteer work or continuing education/independent study to complete 30 + hours of an independent CSL activity (i.e., volunteer with a local NGO).

2.4.2 College Core Courses

ACCT2010: Introduction to Financial Accounting

Credits: 3

Prerequisites: None

Comprehensive introduction to financial accounting concepts and applications. Focuses primarily on recording and communicating financial information for use by external users such as investors, creditors and regulators, and is intended to provide a basic understanding of the accounting cycle, elements of financial statements, Generally Accepted Accounting Principles. (GAAP), International

Financial Reporting Standards, and financial statement interpretation (IFRS). Topics include accounting for inventory, receivables, depreciation, bonds, equity, and cash flows.

ACCT2020: Introduction to Managerial Accounting

Credits: 3

Prerequisites: None

This course provides an introduction to the basic concepts, analyses, uses, and procedures of accounting and control used by internal company managers when they are faced with planning, directing, controlling, and decision-making activities in their organization. Topics covered focus on the relationship between strategy and decision-making, and include product and service costing, budget setting, decision-making, profitability analysis, pricing, and performance measurement.

ECON1015: Managerial Economics

Credits: 3

Prerequisites: None

This course provides an overview of economic tools and analytic approaches available to the manager for business decision making. It includes such topics as pricing, forecasting, demand analysis, production and cost analysis, and macroeconomic policy as it affects the business environment. The purpose of this course is to develop an economic perspective that is appropriate for students aspiring to manage business units or entire companies in a wide variety of industries.

LAW2010: Business Law

Credits: 3

Prerequisites: None

This is an introductory course dealing with legal principles and procedures and an introduction to contract law. Along with learning the basics of our legal foundation, case studies will be used to apply knowledge gained. Every day of our lives we are involved in business transactions: when we buy a newspaper, a meal, groceries, an automobile, or write a check. The primary purpose of this course, therefore, is to develop an understanding of the legal framework of business- the basic principles of the law that apply to business transactions. The course will equip you with the necessary knowledge and ability to use various tools for analysis and problem-solving.

MARK1010: Marketing

Credits: 3

Prerequisites: None

The course covers:

- How customers behave and, in particular, what motivates their purchasing decisions.
- The components of an organization's strategic marketing program including how to plan, price, promote, and distribute goods, services, ideas, people, and places.
- Marketing's relationship to other departments within the firm and to factors outside the organization, such as the economy, competition, suppliers, and political-legal groups.

The application of marketing principles to "for-profit" companies and to "not for profit" businesses.

MANA3030: Organizational Behavior

Credits: 3

Prerequisites: none

This course guides students in exploring how members of organizations think, feel, and behave both on the job and in their interactions with others at the individual, team, and organizational levels. Organizational Behavior (OB) is an applied field of study, meaning that the theories and concepts students learn are directly applicable to their own productivity and well-being, teamwork, understanding of organizations, and ultimately, their career success. Although the course will primarily focus on work-related contexts, students will find that the course concepts have valuable applications to various organizations such as non-profits, student teams, social clubs, and religious or political groups.

MANA3040: Human Resource Management

Credits: 3

Prerequisites: none

This course provides a general introduction to concepts and topics in human resource management (HRM). It covers theories and applications involved in effectively managing people in organizations, including strategic HRM, work design, staffing, training, performance management, compensation, and international HRM. The knowledge gained in this course can be applied in small, medium, and large firms, as well as non-profits.

FINA2010 Financial Management

Credits: 3

Prerequisites: ACCT2010

This course aims to cover the basic concepts of financial management that are of primary concern to corporate managers. The course provides necessary knowledge related to net present value, stock and bond valuation, risk and return, dividend policy, capital budgeting, cost of capital, and working capital management. Upon completion of this course, students will be able to understand the considerations needed to make financial decisions of a firm.

The format of this course is primarily lecture and tutorial with real-world case studies and guest lectures to build the linkage with business operations and to gauge your understanding of the material. At the end of the course, students will participate in a marked simulation to apply their knowledge to make various financial decisions for a hypothetical firm. All class activities are expected to be delivered offline on campus.

MANA4010: Strategic Management

Credits: 3

Prerequisites: none

This course develops concepts and analytical frameworks for developing and adapting business strategies. The perspective adopted is that of the general manager who has overall responsibility for the performance of the firm or of a business unit within the firm. Such a manager needs to understand the basis for the current performance of the firm and to identify those changes (inside or outside the firm) that are most likely to affect future performance adversely or that provide opportunities for the firm to improve its performance. The manager must then use the firm's resources to formulate and implement strategies to compete successfully in its new environment. The strategy must define the scope of the firm's activities, the logic through which the activities result in better performance, and what it is about the firm that allows it to better carry out those activities than its competitors. The complexity of today's (and tomorrow's) competitive environment dictates that strategy cannot be the domain of top managers alone. In particular, functional specialists and mid-level managers will be challenged increasingly to think strategically when confronting day-to-day issues, and to ground operational contributions in the strategic realities of the business. Our aim is to increase your ability to take the initiative and assume a leadership role in your company, no matter what your formal position might be. One way to do this is through cultivating the ability to make well-grounded and uncommonly insightful recommendations as to how the business actually is or should be competing.

OLSM 3010: Supply and Operations Management

Credits: 3

Prerequisites: STAT2020 or STAT2010

This course provides three fundamental OM skills: Process Analysis, Inventory Management, and Quality Control. Process Analysis covers the evaluation of the performance of business processes, as well as how to identify opportunities for improvement. Inventory Management teaches how to recognize the different types of inventories in a supply chain and the reasons for their accumulation, as well as tools for deciding how much inventory a business should hold under different circumstances. Finally, Quality Control teaches how to measure and control the quality of the output of a business process. Throughout the course, the course also covers the more advanced topics of Queuing (how to measure and reduce waiting times), Revenue Management (how to manage prices and product availability), and Supply Chain Coordination (how to establish mutually beneficial relationships among partners in a supply chain).

BANA 3050: Management Information System**Credits: 3***Prerequisites: None*

This course covers the fundamental concepts of Management Information Systems (MIS) and their application in modern business operations. Over the last decade, the entire world has seen constant changes in technology, management, and business. In this course, we will teach students the fundamentals of the role and importance of information systems in general, and digital firms in particular, in today's society. The course covers new concepts in information technology innovation, new business models, the expansion of E-commerce, mobile computing, and big maturing data and cloud computing solutions. We will learn how to use these changes to design and develop business MIS solutions. This course will also cover global IT network management, knowledge management with IT, E-Commerce, E-Business, and related security and ethical issues. Please keep in mind that the emphasis of this course is "business first, technology second," a viewpoint that emphasizes how MIS/IT can improve business operations and meet business requirements.

STAT2020: Business Statistics**Credits: 3***Prerequisites: None*

In this course, the students are introduced to the subject of business statistics to include the need for quantitative analysis in business, the basic procedures in problem solving, and the sources and types of data used by business firms using business application software. Basic probability concepts and normal probability distribution are used by the student to solve real world business problems which involve business applications.

2.4.3 Discipline/BBA Core Courses**MATH1040: Business Mathematics****Credits: 3***Prerequisites: None*

The course covers differentiation of algebraic and transcendental functions; applications of the derivative, differentials, indefinite integrals, definite integrals; and applying these concepts to problem solving and "real world application".

MANA 1010: Introduction to Business Management**Credits: 3***Prerequisites: None*

Provides an overview of management and business. Human resource, marketing, finance, and strategy concerns are addressed with consideration paid to current issues such as technological innovation and its impact on operations, globalization, ethics, teamwork, leadership, and entrepreneurship. Opportunity to deliver an integrative group project.

OLSM 4300: Project Management**Credits: 3***Prerequisites: None*

This course explores the stages of managing a project, including project initiation, planning, scheduling, implementation and control, using quantitative and qualitative methods. This course introduces the tasks and challenges fundamental to project management, the vital function of managing complex projects across multiple, and even global functions. Successful project managers possess the skills necessary to manage their teams, schedules, risks, and resources to produce a desired outcome. The methodologies and philosophies of the Project Management Institute (PMI) are discussed and following this course, students are encouraged to work towards the Certified Associate in Project Management (CAPM) certification.

MANA4150: Business Research Methods**Credits: 3****Prerequisites:** STAT2020, BANA3050

Building on Principles of Research Design, this course aims to extend and deepen the understanding of different research approaches and methodologies in order to prepare students for their own research projects in their business discipline. This course will assist students in identifying, discussing and formulating a research problem, in selecting and applying appropriate research approaches and methods of inquiry (both quantitative or qualitative), and in presenting their results. Successful completion of this course should be sufficient for students to undertake a research project.

2.4.4 Finance Major Courses**FINA3010: Corporate Finance****Credits: 3****Prerequisites:** FINA2010

Builds on the prerequisite courses of financial accounting and financial reporting. The course focuses on the mathematics of finance, valuation, and the economics of managerial decisions, corporate financial policy, risk management, and investments. Topics include applications of discounting techniques, evaluation of capital expenditures, estimation of cost of capital, bond and stock valuation, portfolio theory, asset-pricing models, and capital-structure decisions. The course emphasizes valuation skills as a means to bring together the cost of capital, financing, and operating issues faced by a firm. Students come to understand the financial impact of managerial decisions, know how to differentiate decisions that increase the value of a firm, and know how to properly evaluate investment and financing decisions. They also learn standard techniques of financial analysis, such as discounted cash-flow valuation, capital budgeting, risk analysis, and estimation of the cost of debt and equity.

FINA3030: Behavioral Finance**Credits: 3****Prerequisites:** FINA3010 or FINA2010

This course is designed to provide students with both theoretical and practical understandings of behavioral finance. This course introduces the concepts of psychological biases and how such biases affect the financial decisions of investors, fund managers, as well as firm managers, and ultimately lead to market anomalies. The ultimate goal is to allow students to effectively make financial decisions.

FINA4010: Futures, Options and Financial Derivatives**Credits: 3****Prerequisites:** FINA3010 or FINA2010

This course covers the pricing of derivatives and how derivatives can be used for the purpose of risk management and speculation. A portion of this course involves the use of spreadsheets or other computer programs.

FINA4040: Portfolio Management**Credits: 3****Co-requisites:** FINA4010

The focus of this course is on the examination and valuation of the major investment vehicles and strategies popular today. In particular, we will consider how investors allocate their financial assets by forming, managing, and evaluating portfolios containing instruments such as stocks, bonds, futures and option contracts, and mutual funds.

FINA3050: Applied Econometrics**Credits: 3****Prerequisites:** STAT2020 or STAT2010

Introduction to the theory and application of econometric techniques. Emphasis is on both development of techniques and applications of econometrics to economic questions. Topics include estimation and inference in bivariate and multiple regression models, instrumental variables, regression with qualitative information, heteroskedasticity, and serial correlation.

Students are expected to apply techniques through regular empirical exercises with economic data.

Credits: 3

FINA4100: Fixed Income Securities and Interest Rate Options

Prerequisites: FINA4010 (or FINA2010 for AY24-25 only)

Designed to study the pricing, hedging, and risk management of fixed-income securities, interest rate and credit derivatives. Topics include the term structure of interest rates, interest rate swaps (caps, floors, collars), credit risk, corporate bond valuation, and credit derivatives. The method of instruction is lectures and discussion, with computer illustrations. A secondary theme of the course is the use of models in practice for risk management.

FINA3100 FinTech: Shaping the Financial World

Credits: 3

Prerequisites: 3rd or 4th year students

This course is for students wishing to explore the ways in which new technologies are disrupting the financial services industry—driving material change in business models, products, applications and customer user interface. Amongst the significant technological trends affecting financial services into the 2020's, the class will explore AI, deep learning, blockchain technology, and open APIs. We will then turn to four sectors of specific opportunities: payments, credit, trading and risk management. We will explore the competitive and strategic landscape amongst FinTech start-ups, incumbents from big finance and big tech in the U.S., China, India, and Europe. Students will gain an understanding of the key technologies, market structure, participants, regulations and the dynamics of change being brought about by FinTech.

2.4.5 Marketing Major Courses

MARK3010: Consumer Behavior

Credits: 3

Prerequisites: MARK1010

When does spending money give consumers happiness, not emotional pain? Why are many female-targeted products sold at a higher price than male-targeted ones? What makes a default option so important than other options available to consumers? The consumer mind is often called a black box; it is not easy to fully understand how they think, feel, and (consciously and unconsciously) respond to market information. This course is designed to take you a step closer to the consumer black box and explore fascinating, multi-faceted aspects of consumer psychology and behavior. It will take you through a journey focusing on core psychological and social issues of consumer behavior - what motivates people (not) to purchase, what influences on consumer perceptual processes and sensory experience, which design thinking approach to consumer insights, how consumer memory works and is distorted, how to engineer behavioral changes, how to increase consumer happiness through spending, how to create meaningful engagement with AI, robots, and evolving social media, and so forth. This course thus aims to make you a savvier consumer in your own day-to-day life, and a manager and public policy maker who truly understands how to better design marketing strategies and policies to influence consumer behavior.

MARK3020: Digital Marketing

Credits: 3

Prerequisites: MARK1010

The aim of the Digital Marketing Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success; to develop a digital marketing plan; to make SWOT analysis; to define a target group; to get introduced to various digital channels, their advantages and ways of integration; how to integrate different digital media and create marketing content; how to optimize a Website and SEO optimization; how to create Google Ad Words campaigns; social media planning; to get basic knowledge of Google Analytics for measuring effects of digital marketing and getting insight of future trends that will affect the future development of the digital marketing. The application of the gained knowledge, skills and competences will help future managers in forming digital marketing plan in order to manage a

digital marketing performance efficiently.

MARK4010: Brand Management

Credits: 3

Prerequisites: MARK1010

This course will focus on the art and science of branding as a fundamental element of marketing strategy. In our global economy, product and service offerings can be replicated by competing firms, while the knowledge and attitudes consumers have about brands is not easily duplicated. Therefore, many companies recognize that the investment they make in the creation and communication of their brand will become a strategic differentiator in the future. Students will get hands-on experience with strategies, frameworks, and specific tactics for building, leveraging, and defending strong brands in any industry. All aspects covered will be in the context of actual applications of brand concepts to real-world challenges. Discussions will focus on current opportunities and challenges facing brand managers in a variety of industries and markets.

BANA4010: Data Communication and Visualization

Credits: 3

Prerequisites: 3rd or 4th year students

Firms are collecting extensive information (Big Data!) about consumers' choices under different scenarios, but few firms have the expertise to intelligently act on such information. In this course, students will learn how to use state-of-the-art data tools (R, Python, Tableau) to collect, analyze, visualize and communicate data. A special emphasis will be placed on understanding how to display data for precise, effective, and quick analysis. Outcome 1: Develop a better understanding of quantitative marketing Outcome 2: Demonstrate state-of-the-art data visualization tools Outcome 3: Explain the value of testing and experimentation Outcome 4: Communicate and defend their insights Outcome 5: Critically examine and build upon the recommendations of classmates, both quantitatively and qualitatively

MARK4040: Marketing Research

Credits: 3

Prerequisites: MARK1010

This course explores the strategies and analytical techniques employed to address both classical and contemporary problems faced by retailers. Case study analysis provides a principal pedagogical approach. Cases come from a broad spectrum of retail sectors: food, mass, fashion, on-line, international. Project required. Selected retail executives will participate.

MARK4100: Marketing Strategy

Credits: 3

Prerequisites: MARK1010

The process of finding, capturing, and retaining customers is perhaps the single most important contributor to a business's success. Doing so requires not only great products, but an effective marketing strategy based on a keen understanding of how those products fit into customers' lives relative to competition. The four main modules of this course deal with the process of developing a firm's product strategy; building a viable competitive strategy; managing customer relationships; and effective allocation of marketing resources. The material will be covered via lectures, case presentations and discussions, and talks by guest speakers. This course focuses on strategic marketing planning at the product group/senior executive level for the development of competitive marketing strategies through analysis of a firm's external environment. Enrolled students will apply the concepts and methods to build a comprehensive marketing strategy plan for an actual product of their choosing over the course of the semester. This course will be useful for those students who wish to gain a deeper knowledge of marketing in their path toward becoming general managers and consultants.

CISM2020: Big Data Management for Revenue Enhancement**Credits: 3**

Prerequisites: STAT2020 or STAT1010 (or MARK3020 or BANA3050 for AY24-25 only)

Introduces the principals and functions of relational database management systems (DBMS) and their business application. Students will explore both logical and physical database designs and develop a clear understanding of the concepts and terminology related to DBMS. A small relational database will be designed, and students will learn to run SQL queries. Students will learn a set of skills to describe what happened in the past using queries, descriptive statistics, data visualization, and some data mining techniques. Excel add-ins and other DBMS software may also be employed.

2.4.6 Entrepreneurship Major Courses**ENTR3010: Entrepreneurship Perspectives****Credits: 3**

Prerequisites: None

This course is intended to distinguish between entrepreneurship and small business management. Emphasis will be placed on the integration of key management principles from prerequisite courses. A real-world case study will be used as the lens through which students will develop an operational business plan. Readings, videos and other reference materials from practitioners, academics and business leaders will be used to make the class reflective of and relevant to the current business environment.

MANA3110: Corporate Entrepreneurship**Credits: 3**

Prerequisites: none

This is an overview course on corporate entrepreneurship. It is not designed to cover all of the aspects of the corporation that affect the firm's organization, strategy and performance, but rather is designed to introduce students to some of the core concepts and analytical tools used in corporate entrepreneurship as part of the overall corporate strategy to renew a company's product lines or services, or offer totally new products and services, which can include new technologies, major new markets entered, and importantly, new ventures created within or spun off by the company. Specifically, the course will focus on four broad areas:

- Company needs for entrepreneurial behaviors
- People required for entrepreneurial behaviors
- How the firms capitalize on entrepreneurial behaviors
- How firms develop and sustain competitive advantage through corporate entrepreneurship
- Conducting and writing an entrepreneurial assessment of several mature companies

MANA3150: Designing New Ventures**Credits: 3**

Prerequisites: none

Designing New Ventures is a comprehensive introduction to the key aspects of envisioning, starting and running a new business. New Ventures focuses both on concepts and frameworks in entrepreneurship and on "doing" entrepreneurship. Students will form teams, ideate new businesses, complete customer development, construct business models and work towards defining minimum viable products. Topics covered will include definition of the market, sales and distribution, competition, hiring and management of people, cash flow and financial management, making compelling pitches and raising capital. The course culminates in a capstone project of writing a business plan and presenting it to a group of entrepreneurs and investors.

MANA3130: Entrepreneurial Finance**Credits: 3****Prerequisites:** FINA2010 (or FINA3010)

This course examines venture capital and private equity firms as an important category of financial institutions. Private equity is an umbrella covering venture capital, growth equity, and buyout firms. These entities play a major role in providing capital to startup companies, those in the growth industries and medium-sized entities that are in the process of restructuring. Also, private equity firms supply funding to buyout initiatives. The primary focus of the course is on financial, economic, and legal issues that develop between general and limited partners and between private venture capital firms and the startup companies in which they invest. More specifically, the course will explore the following processes: (1) how venture capital firms raise capital; (2) how they deal with entrepreneurial companies in which they invest; (3) how they exit investments; and (4) how new frontiers are reshaping the private equity business.

MANA4100: Entrepreneurial Marketing and Strategy**Credits: 3****Prerequisites:** MARK1010

The course is focused on the tools and frameworks that assist a startup entrepreneur in exploring the feasibility of a new idea. After establishing an understanding of the funding process for new ventures, students will learn about and practice market research techniques involving both formal (survey, focus group) and informal (expert interviews, social media) ways to understand the adoption behavior and urgent needs/wants of prospective customers. In addition, participants will learn how to take findings from market research to formulate business models and strategies. In the final seven weeks of the course, students will participate in teams using a computer platform that simulates running a startup in a team setting.

- Outcome 1: After establishing an understanding of the funding process for new ventures, students will learn about and practice market research techniques involving both formal (survey, focus group) and informal (expert interviews, social media) ways to understand the adoption behavior and urgent needs/wants of prospective customers.
- Outcome 2: Learn how to take findings from market research to formulate business models and strategies.
- Outcome 3: Participate in teams using a computer platform that simulates running a startup in a team setting.

MANA 4000: Business Model Innovation and Design**Credits: 3****Prerequisites:** none

The movement towards a service-based economy has coincided with a fundamental shift in technology and manufacturing ventures to a business model and plan in which the value proposition and customer experience has become central. As a result, the service component of products, based on the value they provide to consumers, has become dominant. Additionally, business modeling for service-based businesses is inherently different from for product or technology ventures. Students interested in starting service-based companies as well as those interested in developing service-based business models for technology and new product startups will find this course relevant and useful. This is an experientially based course. Students will be engaged in the process of business model and business plan development throughout the semester.

CISM2020: Big Data Management for Revenue Enhancement**Credits: 3****Prerequisites:** STAT2020 or STAT1010 (or MARK3020 or BANA3050 for AY24-25 only)

Introduces the principals and functions of relational database management systems (DBMS) and their business application. Students will explore both logical and physical database designs and develop a clear understanding of the concepts and terminology related to DBMS. A small relational database will be designed, and students will learn to run SQL queries. Students will learn a set of skills to describe what happened in the past using queries, descriptive statistics, data visualization, and some data mining techniques. Excel add-ins and other DBMS software may also be employed.

2.4.7 Business Analytics Major Courses

CECS1030: Computational and Algorithmic Thinking

Credits: 3

Prerequisites: None

This course introduces computational and algorithmic thinking for students with no computing background. Explains computer organization, networks, and architectures. Emphasizes understanding of key computational concepts such as abstractions, algorithms, efficiency, correctness and the basics of visual programming. Covers main principles of algorithmic problem solving, such as iteration, recursion, searching, and sorting, and concepts such as concurrency and randomness. Introduces the main principles of artificial intelligence and data science. Discusses computational thinking in economics, medicine and healthcare, neuroscience and sports, and examines security, privacy and ethical concerns. In laboratories, students solve computer science problems, with the guidance of staff.

Credits: 3

BANA3010: Data Driven Analytics

Prerequisites: STAT2020 or STAT1010

The practice of business is changing. Due to increasing desktop computing power and companies amassing large amounts of data, business decisions are becoming more and more data based. This holds in many sectors such as in internet marketing and retailing where the only interaction with the customer is in digital form. This course aims at conveying some core principles of business analytics such as testing, ANOVA, linear regression, introduction to predictive models. This course is very hands-on, and emphasis will be placed on solving real analytic problems using real data using R-programming language.

Credits: 3

BANA3020: Introduction to Programming and Python

Prerequisites: MATH1040

Programming and problem solving using a popular programming language. Emphasizes principles of software development, style, and testing. Topics include procedures and functions, iteration, recursion, arrays and vectors, strings, an operational model of procedure and function calls, algorithms, exceptions, object-oriented programming, and GUIs (graphical user interfaces). Weekly labs provide guided practice on the computer, with staff present to help. Assignments use graphics and GUIs to help develop fluency and understanding.

BANA4020 Computational Machine Learning for Business Analytics

Credits: 3

Prerequisites: BANA3020

Learn and apply key concepts of modeling, analysis and validation from machine learning, data mining and signal processing to analyze and extract meaning from data. Implement algorithms and perform experiments on images, text, audio and mobile sensor measurements. Gain working knowledge of supervised and unsupervised techniques including classification, regression, clustering, feature selection, and dimensionality reduction.

BANA4040: Predictive Analytics

Credits: 3

Prerequisites: BANA 3010 or BANA 3020

Prediction of future is a core task in business. This course covers cross-sectional prediction and time series forecast (time series decomposition, exponential smoothing, ARMA, etc.)

CISM2020: Big Data Management for Revenue Enhancement

Credits: 3

Prerequisites: STAT2020 or STAT1010 (or MARK3020 or BANA3050 for AY24-25 only)

Introduces the principals and functions of relational database management systems (DBMS) and their business application. Students will explore both logical and physical database designs and develop a clear understanding of the concepts and terminology related to DBMS. A small relational database will be designed, and students will learn to run SQL queries. Students will learn a set of skills to describe what happened in the past using queries, descriptive statistics, data visualization, and some data mining techniques. Excel add-ins and other DBMS software may also be employed

BANA4010: Data Communication and Visualization**Credits: 3**

Prerequisites: STAT2020 or STAT1010 (or MARK3020 or BANA3050 for AY24-25 only)

Information visualization strategies and associated software, emphasizing communication to diverse audiences. Select between geospatial (GIS) and qualitative data foci. Develop graphics and/or multimedia products supporting research projects in concurrent courses. Compile iterative digital portfolio. Outcome 1: Students will be able to select and create the most appropriate information display strategy (e.g., graphs, maps, infographics, matrices and/or multimedia pieces), accompanying text and formatting details for a given data objective and audience. Outcome 2: Students will be able to effectively employ a broad range of visual communication techniques in publishable elements to support and enhance a field research project in the natural or social sciences.

2.4.8 Operations and Supply Management Major Courses**MANA3200: Managing for Service Excellence****Credits: 3**

Prerequisites: OLSM3010

This course provides an in-depth understanding of service excellence and its critical role in achieving customer satisfaction and loyalty. It focuses on service design, quality management, and customer relationship strategies, equipping students with tools to manage and innovate in service-oriented businesses.

Credits: 3**OLSM3110: Total Quality Management**

Prerequisites: OLSM3010

Total quality management principles and practices, tools and techniques, implementation of continuous quality improvement programs, links to manufacturing and competitive strategies. Six Sigma and statistical quality control.

BANA3010: Data Driven Analytics**Credits: 3**

Prerequisites: STAT2020 or STAT1010

The practice of business is changing. Due to increasing desktop computing power and companies amassing large amounts of data, business decisions are becoming more and more data based. This holds in many sectors such as in internet marketing and retailing where the only interaction with the customer is in digital form. This course aims at conveying some core principles of business analytics such as testing, ANOVA, linear regression, introduction to predictive models. This course is very hands-on, and emphasis will be placed on solving real analytic problems using real data using R-programming language

OLSM3500: Operations Planning and Control**Credits: 3**

Prerequisites: OLSM3110

This course helps students in the area of Operations & Supply Chain Management to develop an understanding of the following tangible and practical skills that are valued by employers:

- Communicate professionally including using the correct terminology of business and the profession
- Understand the structure of operations planning and control systems in a variety of applications
- Understand and apply the conceptual and analytical tools for improved operational decision making
- Solve problems, analyze situations, take corrective action and make managerial recommendations related to operations areas of forecasting, the management of inventory and capacity, and scheduling to meet independent and dependent demand
- Practice making operations planning and control decisions.

OLSM3510: Sourcing and Distribution Planning**Credits: 3****Prerequisites:** OLSM3110

This course serves as an introduction to the organization and operations of the procurement function inside a global world-class companies Supply Chain organization. We will explore how superior sourcing and distribution planning is linked directly to the competitive success of the company. The course will focus on the fundamental tools, techniques and processes deployed in today is market and identify ways a company's supply chain organization can create both value to the shareholder and in the end to the customer. We will also discuss the ethical, contractual and legal issues faced by procurement, with a focus on the expanding strategic nature of the role of the supply chain organization. Students who take this course will be prepared for entry-level procurement and sourcing positions in global companies.

OLSM4250: Global Supply Chain Management and Strategy**Credits: 3****Prerequisites:** OLSM3110

The course focuses on the strategic and operational use of supply chain technologies such as transportation management systems, warehouse management systems, and inventory management systems, along with hardware and other applications. The objective of the class is to provide a strong knowledge and understanding of the technology used in logistics and supply chain management. Students are assigned to group projects to research and present how logistics technology works in their community, country or region.

OLSM4210: Technology and Product Innovation Management**Credits: 3****Prerequisites:** MARK1010

Technology, innovation and development of new products and services are essential for the success of any organization. At the same time, designing and launching new products is risky. Managing the new product development therefore involves identifying new product ideas that have great potential and lowering the risk of their failure. This course discusses the stages in the new product development process and avenues for making the process more productive. Specific topics covered include creative techniques for idea generation, designing new products and services using analytical techniques, sales forecasting, testing, and tactics and strategies for new product launch. The course uses lectures, cases, and outside speakers. Moreover, the course includes a project wherein student teams will use the creativity techniques covered in this class to come up with new product ideas and perform a concept test in order to evaluate their feasibility. The course has a quantitative focus and delves on issues that are very relevant to managers on a day-to-day basis. The course will be especially useful for those interested in product/brand management, management consulting, and entrepreneurship.

2.4.9 Hospitality Leadership**HADM1000: Introduction to Hospitality & Tourism Management****Credits: 3****Prerequisites:** None

This course is an introduction to hospitality and tourism management, including an overview of management in the hospitality industry and professional opportunities. The concepts and practices of hospitality management are examined and discussed. The scope and forms of hospitality and tourism organizations are reviewed, as well as trends within these organizations.

Credits: 3

HADM1010: Fundamentals in Foodservice Management

Prerequisites: *None*

This course provides students with the knowledge and practical skills for effective foodservice operations. It introduces the principles of hygiene and food safety, covers global service and beverage styles, examines food production principles, culinary techniques, equipment functions and kitchen organization, and provides a guide to front-of-house operations, including reservations taking, service sequencing, and payment handling. By integrating theory and practice, students acquire professional, social, and intellectual skills and knowledge needed for food and beverage operations.

HADM2010: Revenue Management Principles and Practices

Credits: 3

Prerequisites: *None*

This course first introduces Revenue Management (RM) concepts and principles, before showing how to effectively implement RM techniques. Emphasis will be placed on integrating techniques and information technology. While the course focuses on implementation of RM in hotels, other application areas in travel and retail will be discussed. In addition, students will be expected to express technical revenue management terms in clear, managerial language.

HADM1020: Fundamentals in Hotel Operations

Credits: 3

Prerequisites: *None*

This course is designed to introduce students to the hotel industry, the organizational structure and operational mechanics of how key departments within an individual hotel operate. Understanding the scope of the industry involves identifying the major organizations, their brands and their market segments. Students will learn about hotel operations and how activities between key departments (front office, housekeeping, food & beverage, etc.) are coordinated. By completing this course, students will acquire the abilities to conduct hotel industry analytics, hotel math fundamentals, property level benchmarking (STAR Reports), and industry performance reports.

MARK3020: Digital Marketing

Credits: 3

Prerequisites: *MARK1010*

This course examines innovations and trends in new media, and ways to leverage them towards the goal of maximizing revenue. Students will consider how new media can improve marketing efforts by managing customer expectations and enhancing the consumer experience and discuss how to measure the success of those efforts.

MANA3200: Managing for Service Excellence

Credits: 3

Prerequisites: *OLSM3010*

World-class service organizations deeply understand the needs and behaviors of their customers, and design, manage, and improve their operating models accordingly. This course investigates the distinct challenges inherent in leading service operations, which make up more than 63% of the global economy. In this course, students learn how to design distinctive and sustainable service strategies, how to manage customers and employees, how to develop a cohesive service culture, how to fund service excellence, how to leverage big data to enhance performance, and how to reshape their organizations to suit evolving consumer needs and changing competitive landscapes. The course draws upon cutting edge research and examples from a broad array of industries, including business services, entertainment, financial services, food services, government, healthcare, hospitality, retail, and transportation.

HADM3030 Hospitality Planning and Development

Credits: 3

Prerequisites: *none*

Students are introduced to the issues and opportunities inherent in the development and planning of hospitality facilities, specifically hotels and restaurants. Course components include the project development sequence, conceptual and space planning, architectural design criteria, construction management, and the interpretation of architectural design and consultant drawings. There is an emphasis on setting appropriate facilities requirements, understanding industry practice, and implementing properties decisions within a balanced design, operations, and financial framework.

2.4.10 Minors

The College of Business and Management does not require students to complete a minor. However, a minor allows you to take advantage of the extensive offerings across the university. There are a few rules to keep in mind when pursuing a minor. Similar to majors, you must complete all upper-division courses for a minor at VinUni, you may not take any minor requirements on a Pass/No Pass basis, and you must earn a minimum 2.0 GPA in all courses required for the minor. The requirements of most minors are straightforward. However, just like majors, some minors require careful sequencing of courses. If you have any questions about the requirements to complete 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					
Vin Uni Graduate Attributes	PLG1 - Graduates will have an understanding of ethical action, integrity, responsibility and the obligations of being a business professional.	PLG2 - Graduates will have independence of mind in decision making and opinion forming, working either individually or within a team.	PLG3 - Graduates will have a knowledge of the broad business environment and specific business specialties and an applied understanding of its integration in business generally.	PLG 4 - Graduates will be capable of identifying, analysing and evaluating business data from diverse sources in decision making.	PLG 5 - Graduates will have an understanding of the role of Vietnamese history and culture in the evolution of the Vietnamese business environment.	PLG 6 - Graduates will have a broad understanding of the Vietnamese economy and its relativity to global economies.
EMPATHY	✓		✓		✓	✓
EXCEPTIONAL CAPABILITIES		✓	✓	✓	✓	✓
CREATIVITY		✓		✓		
LEADERSHIP	✓	✓			✓	✓
ENTREPRENEURSHIP MINDSET	✓	✓			✓	✓

Appendix 2: RUBRICS FOR EACH LEARNING GOALS

Program Learning Goal 1 (PLG1): Graduates will have an understanding of ethical action, integrity, responsibility and the obligations of being entrepreneurially minded business professionals.

PLO 1.1: Have an awareness of ethical principles and practices of entrepreneurially minded business professionals.

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Identify ethical principles and practices for application: Identify the relevant ethical principles and practices for the situation.	Fails to exhibit an awareness of ethical principles and practices nor their potential incidence in business.	Exhibits an awareness of ethical principles and practices and their potential application in business.	Demonstrates a clear understanding of ethical principles and practices and their consistently correct application in business.

PLO 1.2: Identify issues of integrity and appropriate courses of action in a business setting

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Identify situation when integrity issue arises and action to be taken to maintain integrity: <i>Distinguish situations in which an integrity challenge arises and the relevant integrity action for application in the situation.</i>	Fails to exhibit an awareness of situations giving rise to integrity issues nor the potential actions required to maintain integrity in business.	Exhibits an awareness of situations giving rise to integrity issues and the potential actions required to maintain integrity in business.	Demonstrates a clear understanding of situations giving rise to integrity issues and the requisite actions required to maintain integrity in business.

PLO 1.3: Have an understanding of the role and responsibilities of being an entrepreneurially-minded business professional

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Rationalize the role and responsibility of the entrepreneurially-minded business professional in the situation where a challenge to professionalism occurs: <i>Consider range of outcomes and logically comprehend.</i>	Fails to exhibit an awareness of the role and responsibility of the entrepreneurially-minded business professional nor the possible courses of action should a challenge to professionalism occur.	Exhibits an awareness of the role and responsibility of the entrepreneurially-minded business professional and the possible courses of action should a challenge to professionalism occur.	Demonstrates a clear understanding of the role and responsibility of the entrepreneurially-minded business professional and the appropriate course of action should a challenge to professionalism occur.

Program Learning Goal 2 (PLG2): Graduates will have independence of mind in decision making and opinion forming, working either individually or within a team

PLO 2.1: Have an understanding of the importance of individual opinion for a business professional

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Rationalize the application of independence of mind in a situation where independence of mind may be required: <i>Consider range of option and logically comprehend.</i>	Fails to understand or model independence of mind in situations where required.	Understands and models independence of mind in situations where required.	Logically comprehends and actively models independence of mind in situations where required.

PLO 2.2: Be capable of leading and participating in teams to achieve tangible outcomes

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Apply team skills to making collective decisions: <i>Articulate principles and practice of team work to decision making.</i>	Demonstrates a lack of contribution to the team and does not facilitate a collaborative team environment.	Demonstrates a contribution to the team and facilitates a collaborative team environment.	Demonstrates an active contribution to the team and positively facilitates a collaborative team environment.

PLO 2.3: Demonstrate effective interpersonal skills

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Exhibit an awareness of the effectiveness of verbal and non-verbal communication skills applied: <i>Consider the impact of verbal and non-verbal communication upon the recipient.</i>	Fails to demonstrate verbal and non-verbal communication skills.	Demonstrates verbal and non-verbal communication skills.	Effectively applies verbal and non-verbal communication skills.

Program Learning Goal 3 (PLG3): Graduates will have a knowledge of the broad business environment and specific business specialties and an applied understanding of their integration in business generally

PLO 3.1: Have a comprehension of core business knowledge

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Comprehends core business processes such as accounting, economics, finance, information processing technology, management, marketing and quantitative methods: <i>Articulate the basis of such core business processes.</i>	Fails to understand the core business processes nor their interactions.	Understands each business process and appreciates that interactions exist between each.	Logically comprehends each core business process and fully understands their respective interactions.

PLO 3.2: Exhibit a detailed understanding of business-specialty knowledge

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Comprehend business specialties, occupation and strategy: <i>Articulate the basis of such business specialty principles.</i>	Fails to understand key business specialty principles nor their interactions.	Understands business specialties and appreciates that interactions exist.	Logically comprehends each business specialty principle and fully understands their respective interactions.

PLO 3.3: Be capable of modelling the soft skills required in the business environment and profession

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Comprehend the practice of presentation, co-operative working, public speaking, persuasion and influencing and leadership skills: <i>Demonstrate such skills.</i>	Fails to demonstrate soft skills in professional interactions.	Demonstrates soft skills in professional interactions.	Effectively applies the full range of soft skills in professional interactions.

Program Learning Goal 4 (PLG4): Graduates will be capable of identifying, analyzing and evaluating business data from diverse sources in decision making

PLO 4.1: Be capable of applying evidence-based reasoning

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Identify, analyze, evaluate and rationalize evidence and draw conclusions from such evidence: <i>Present a logical route from identification to conclusion which is evidentiary based.</i>	Fails to identify, analyze and evaluate evidence in order to draw rationally based conclusions.	Capable of identifying, analyzing and evaluating evidence in order to draw rationally based conclusions.	Confidently synthesizes evidence to draw rationally based conclusions.

PLO 4.2: Apply interdisciplinary knowledge appropriately in a business context

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Identify, analyze and rationalize relevant discipline knowledge to draw inter-disciplinary conclusions in a business context: <i>Consider range of discipline knowledge and logically comprehend.</i>	Fails to understand knowledge from relevant disciplines nor that interactions exist.	Understands knowledge from relevant disciplines and appreciates that interactions exist.	Logically comprehends knowledge from relevant disciplines and fully understands the various interactions.

PLO 4.3: Have an understanding of the roles of fact, supposition and assumption in the decision-making process

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Identify and rationalize the contribution of each of fact, supposition and assumption to decision making: <i>Consider range of fact, supposition and assumption and logically comprehend.</i>	Unable to distinguish facts from suppositions from assumptions nor to address the relevance of each in decision making.	Ability to distinguish facts from suppositions from assumptions and exhibit awareness of the relevance of each in decision making.	Capable of practically distinguishing facts from suppositions from assumptions and consciously considers relevance of each in decision making.

Program Learning Goal 5 (PLG5): Graduates will have an understanding of the role of Vietnamese history and culture in the evolution of the Vietnamese business environment

PLO 5.1: Have a broad understanding of the structure of the Vietnamese business environment

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Comprehend the interaction of the Vietnamese economy and the Vietnamese business environment: <i>Articulate the economic/capital/financial markets interaction in contemporary Vietnam.</i>	Fails to understand the role and contribution of the economy, capital and financial markets to the business environment in Vietnam nor that interactions exist.	Understands the role and contribution of the economy, capital and financial markets to the business environment in Vietnam and appreciates that interactions exist.	Logically comprehends the role and contribution of the economy, capital and financial markets to the business environment in Vietnam and fully understands the various interactions between each.

PLO 5.2: Have an awareness of how Vietnamese history and culture impact upon the Vietnamese business environment

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Comprehend the role of colonial market structures and contemporary government structures on the contemporary business environment: <i>Identify colonial market structures and contemporary government structures and assess their role in today's business environment.</i>	Fails to understand the contributions of colonial market and contemporary government structures to Vietnam's business environment nor that interactions exist.	Understands the contributions of colonial market and contemporary government structures to Vietnam's business environment and appreciates that interactions exist.	Logically comprehends the contributions of colonial market and contemporary government structures to Vietnam's business environment and the various interactions between each.

PLO 5.3: Exhibit an understanding of the relationship between Vietnamese political structures and the structure and operation of the Vietnamese business environment

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Comprehend the role of Vietnamese central government and local government in the regulation and operation of businesses: <i>Identify government's role in today's real estate market regulation and operation.</i>	Fails to understand the contributions of central and local government to Vietnam's business environment nor that interactions exist.	Understands the contributions of central and local government to Vietnam's business environment and appreciates that interactions exist.	Logically comprehends the contributions of central and local government to Vietnam's business environment and the various interactions between each.

Program Learning Goal 6 (PLG6): Graduates will have a broad understanding of how the Vietnamese economy relates to all economies in the Asia Pacific Economic Cooperation (APEC) region including the US, China, Japan and ASEAN

PLO 6.1: Demonstrate an awareness of the key characteristics of APEC economies

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Comprehend the characteristics of the Vietnamese economy in the APEC economies: <i>Articulate the role of the Vietnamese economy in the APEC economies.</i>	Fails to understand the characteristics of the Vietnamese economy in the APEC economies nor that interactions exist.	Understands the characteristics of the Vietnamese economy in the APEC economies and appreciates that interactions exist.	Logically comprehends characteristics of the Vietnamese economy in the APEC economies and the various interactions between each.

PLO 6.2: Have an understanding of the interaction of the Vietnamese economy and APEC economies.

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Comprehend the structure and operation of the Vietnamese economy in APEC economies: <i>Articulate the real estate, capital and financial markets structure and operation in western countries.</i>	Fails to understand the structure and operation of the Vietnamese economy in APEC economies nor that interactions exist.	Understands the structure and operation of the Vietnamese economy in APEC economies and appreciates that interactions exist.	Logically the structure and operation of the Vietnamese economy in APEC economies and the various interactions between each.

PLO6.3: Exhibit an awareness of the differences between the structure of the Vietnamese economy and the structures of APEC economies

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Comprehend the structure, operation and interaction between the Vietnamese economy and APEC economies: <i>Articulate the overlaps and gaps between the Vietnamese economy and APEC economies.</i>	Fails to understand the respective structures and operation of the Vietnamese economy and APEC economies nor that interactions exist.	Understands the respective structures and operation of the Vietnamese economy and APEC economies and appreciates that interactions exist.	Logically comprehends the respective structures and operation of the Vietnamese economy and APEC economies and the various interactions between each.