



CURRICULUM STRUCTURE

PROGRAM CODE: 7340101

BACHELOR OF BUSINESS ADMINISTRATION

Applicable for the Cohort 2024

*(Released along with Decision No. 494/2024/QĐ-VUNI dated September 16th, 2024
by Provost of VinUniversity)*

The Curriculum Framework has been reviewed and validated by Cornell University



Records of change

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1.0	14/9/2024	14/9/2024	Developed by: Curriculum Review Taskforce Reviewed by: CBM Academic Committee, College Dean; VinUni Scientific and Educational Committee Approved by: Provost	First release for Cohort 5

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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	VINCORE	35	29.1%
I.1	Character	10	8.3%
I.2	Career	10	8.3%
I.3	Connections	15	12.5%
II	PROFESSIONAL EDUCATION	63	52.5%
II.1	BBA Core Requirement	42	35.0%
II.2	Major (Discipline) Requirement	21	17.5%
III	ELECTIVES – PRACTICE – GRADUATION PROJECT	22	18.3%
<p><i>Students may choose different paths based on their interest and professional development plan.</i></p> <p>Pathway A: For students who takes Business Internship Path, they will take at least 13 credits of electives/minor, 03 credits of Practice/Internship, and a graduation thesis (06 credits)</p> <p>Pathway B: For students who takes Industrial Placement Path, they will take at least 10 credits of electives/minor, and 06 credits of Industrial Placement and 06 credits of Capstone project</p>			
III.1a	PATHWAY A	16	13.3%
	<i>Electives/Minor</i>	<i>13</i>	<i>10.8%</i>
	<i>Practice/Internship</i>	<i>3</i>	<i>2.5%</i>
III.1b	PATHWAY B	16	13.3%
	<i>Electives/Minor</i>	<i>10</i>	<i>8.3%</i>
	<i>Industrial Placement</i>	<i>6</i>	<i>5.0%</i>
III.2	Graduation Thesis/Capstone Project	6	5.0%
	TOTAL (minimum)*	120	100%

Note: () Students are required to complete a minimum of 120 earned credits to graduate. They have the option to take up to 132 earned credits within the allowed timeframe without incurring additional tuition fees.*

2.2 Courses and Credit Distribution by Courses

No.	Name of Courses	Total credits
I	VINCORE	35
I.1	CHARACTER	10
I.1.1	Enterprise and Innovation	4
ENTR1022	Agile Innovation and Entrepreneurship	2
IDEA1010/11/12/X	Big Ideas: X <i>(The IDEA1010/11/12 series, titled 'Big Ideas (X)' will have its course code and title defined each semester, allowing the course content to align with the key themes and innovative design concepts)</i>	2
I.1.2	Leadership Mindset	2
LEAD1031	Leadership and Teambuilding Boot Camp	2
I.1.3	Civic Responsibility	2
VCOR1030	National Defense Education	165 hours
LAW1010	Introduction to Law	2
I.1.4	Ethics	2
	<i>Choose one out of the following courses</i>	
CAS2010	Applied Ethics	2
MANA3021	Business Ethics <i>(Recommended for CBM students)</i>	2
NURS3240	Medical Ethics	2
TECH1010	Technology Ethics	2
I.1.5	Community Service Learning	
COSL1010	Community Service Learning	45 hours
I.2	CAREER	10
I.2.1	Working with the Brain	2
THINK1010	Critical and Creative Thinking	2
I.2.2	Working with Technology	4
CECS1031	Computational Thinking	2
	<i>Choose one out of the following courses</i>	
CECS1050	Introduction to Data Literacy	2
CECS1040	Introduction to AI Literacy	2
I.2.3	Working with Others	4
ENGL1030	Academic and Professional Writing	2
	<i>Choose one out of the following courses</i>	
ENGL1040	Interpersonal and Multimedia Communication	2
MANA1011	Introduction to Managing Skills <i>(Recommended for CBM students)</i>	2
I.2.4	Working with the Self	
VCOR1012A/B	OASIS (Orientation, Advising, Skills, Identity & Diversity and Spirit of Pay-it-Forward)	45 hours
VCOR1021/22	Healthy Lifestyle	45 hours
I.2.5	Internship	
	Internship <i>Refer to section III.2a and III.2b for more details</i>	
I.3	CONNECTIONS	15
I.3.1	Integrated Vietnam Studies	11

HASS1010	Marxism-Leninism Philosophy (Philosophy, Science and Society)	3
HASS1020	Marxism-Leninism Political Economy (Global Political Economy)	2
HASS1030	Scientific Socialism (Politics and Social Change)	2
HASS1041/42	Ho Chi Minh Ideology (Vietnam: History and Cultures II)	2
HASS1050	History of the Communist Party (Vietnam: History and Cultures I)	2
I.3.2	Sustainability and Global Citizenship	2
	<i>Choose one out of the following courses</i>	
HASS1070	Cross-Cultural Navigation	2
HASS1100	Introduction to International Relations	2
SUST1010	Humans and Environmental Intelligence	2
SUST1020	Social Science and Sustainability	2
UROF	(Undergraduate Research Opportunity Program)/ Independent Student Project <i>(*)The UROF course code will be assigned based on the respective College, allowing for discipline-specific research experiences that align with the academic and research priorities of each College</i>	2
I.3.3	Creative Arts	2
	<i>Choose one out of the following courses</i>	
ARTS1030	Arts Appreciation and Application	2
PERF1010	Artistic Performance and Application	2
I.3.4	Global Experience	
	Students are encouraged to explore short-term study abroad exchange opportunities, facilitated by the Global Exchange Office, to broaden their global understanding and academic experience through partnerships with international institutions	<i>Optional & Non-credit</i>
II	PROFESSIONAL EDUCATION	63
II.1	BBA Core Requirement	42
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 Operations Management (HADM2040)</i>	3
OLSM4300	Project Management	3
MATH1040	Business Mathematics	3

No.	Name of Courses	Total credits
II.2	Major (Discipline) Requirement	21
	<i>One Major is required.</i> Students can choose any one among all concentrations offered to BBA; or can propose an individually designed concentration. 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	
III	ELECTIVES - PRACTICE - GRADUATION PROJECT	22
III.1	Electives/Minors	10-15
	Students are required to take a minimum of 10 credits of electives, or 15 credits if they wish to pursue a minor.	10
III.2a	Practice (Internship)	3
GENB1870	Business Summer Internship <i>Prerequisite: GENB0870</i>	3
GENB0870	Internship Orientation	<i>Non-credit (10 hours)</i>
III.2b	Practice (Industrial Placement)	6
GENB0870	Internship Orientation	<i>Non-credit (10 hours)</i>
GENB4871	Industrial Placement <i>Prerequisite: GENB0870</i>	6
III.3	Graduation Thesis/Capstone	6
GENB4900	Dissertation – <i>prerequisite GENB1870 (from AY25-26: GENB1870 and MANA4150/MARK4040/FINA3050)</i>	6
GENB4970	Capstone Project – <i>prerequisite GENB4870 or GENB1870</i>	6
	TOTAL Accumulate at least	120

*X: course code will be provided later

Note: The VinCore Curriculum applies for cohort 2024 and onward to replace the GenEd Curriculum, adheres to the **Decision No. 475/2024/QĐ-VUNI**, dated September 4th, 2024, by the Provost of VinUniversity.

() 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	
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	
4	MARK4010	Brand Management	3	
5	BANA4010	Data Communication & Visualization	3	
6	MARK4100	Marketing Strategy	3	<i>Cross-listed with MANA4100 Entrepreneurial Marketing and Strategy</i>
7	CISM2020	Big Data Management for Revenue Enhancement	3	

(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	
4	MANA3150	Designing New Ventures	3	
5	MANA4100	Entrepreneurial Marketing and Strategy	3	<i>Cross-listed with MARK4100 Marketing Strategy</i>
6	MANA4000	Business Model Innovation and Design	3	
7	CISM2020	Big Data Management for Revenue Enhancement	3	

(4) Business Analytics			Total	Note
No	Course Code	Course Name	21	
1	BANA3010	Data Driven Analytics	3	
2	BANA3020	Introduction to Programming and Python	3	<i>Cross-listed with COMP1010 Introduction to Programming and Python (by CECS)</i>
3	BANA4020	Computational Machine Learning for Business Analytics	3	
4	BANA4040	Predictive Analytics	3	
5	BANA4010	Data Communication & Visualization	3	
6	CISM2020	Big Data Management for Revenue Enhancement	3	<i>Cross-listed with CISM2010 Database Concepts and Skills for Big Data</i>
7	BANA4030	Advanced Machine Learning for Business Analysts	3	

(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	
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 (2023)			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	
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	

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

2.2.2 Minors and their required courses

Minors are subject to change and are dependent on their availability.

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	Supply and 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 <i>(CHS offers for CBM students)</i>			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 <i>(CECS offers for BBA students)</i>			Total
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No	Course code	Course name	17
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 <i>(CAS offers for all VinUni students)</i>			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 <i>(CAS offers to all VinUni students)</i>			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 take Business Internship Path (Students can register for electives starting from the first year if they are eligible for the course). A sample planner as below:

	CODE	Sem 1	Credits	Note		CODE	Sem 2	Credits	Note
Year 1		Sustainability and Global Citizenship (Selective)	2	VinCore	Year 2	HASS1010	Marxism-Leninism Philosophy (Philosophy, Science and Society)	3	VinCore
	ENTR1021	Agile Innovation and Entrepreneurship	2	VinCore		ENGL1031	Academic and Professional Writing	2	VinCore
	VCOR1021	Healthy Lifestyle 1	0	VinCore		VCOR1022	Healthy Lifestyle 2	0	VinCore
	MANA3021	Business Ethics	2	VinCore		COSL1010	Community Service Learning	0	VinCore
	VCOR1011	OASIS	0	VinCore		BANA3050	Management Information System	3	BBA Core
	MANA3030	Organizational Behavior	3	BBA Core		STAT2020	Business Statistics	3	BBA Core
	MARK1010	Marketing	3	BBA Core		ACCT2010	Introduction to Financial Accounting	3	BBA Core
						VCOR1030	National Defense Education (During summer semester - tentatively)	0	VinCore
	Total Credit		12		Total Credit		14		
	CODE	Sem 1	Credits	Note	CODE	Sem 2	Credits	Note	
Year 2	HASS1041	Ho Chi Minh Ideology (Vietnam: History and Cultures II)	2	VinCore	HASS1030	Scientific Socialism (Politics and Social Change)	2	VinCore	
	MANA1011	Introduction to Managing Skills	2	VinCore	HASS1020	Marxism-Leninism Political Economy (Global Political Economy)	2	VinCore	
	LAW1010	Introduction to Law	2	VinCore	MATH1040	Business Mathematics	3	BBA Core	
	IDEA1010/11/12	Big Ideas	2	VinCore	ACCT2020	Introduction to Managerial Accounting	3	BBA Core	
	OLSM3010	Supply and Operation management	3	BBA Core	LAW2010	Business Law	3	BBA Core	
	FINA2010	Financial Management	3	BBA Core		Major 1	3	MAJ	
	ECON1015	Managerial Economics	3	BBA Core					
		Total Credit		17		Total Credit		16	

	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	VinCore
	THINK1010	Critical and Creative Thinking	2	VinCore
	CECS1031	Computational Thinking	2	VinCore
		Creative Arts (Selective)	2	VinCore
	OLSM4300	Project Management	3	BBA Core
	MANA3040	Human Resource Management	3	BBA Core
		Major 2	3	MAJ
		Total Credit	17	
	CODE	Sem 1	Credits	Note
Year 4		Major 5	3	MAJ
		Major 6	3	MAJ
		Minor/Elective 2	3	ELT
		Minor/Elective 3	3	ELT
		Minor/Elective 4	3	ELT
		Total Credit	15	

	CODE	Sem 2	Credits	Note
		Working with Technology (Selective)	2	VinCore
	LEAD1030	Leadership and Teambuilding Boot Camp	2	VinCore
	MANA4010	Strategic Management	3	BBA Core
		Major 3	3	MAJ
		Major 4	3	MAJ
		Minor/Elective 1	3	ELT
	GENB0870	Internship Orientation	0	INT
	GENB1870	Business Internship (During summer semester)	3	INT
		Total Credit	19	
	CODE	Sem 2	Credits	Note
		Major 7	3	MAJ
		Minor/Elective 5	3	ELT
	GEN4900/GEN4970	Graduation Dissertation/Capstone	6	GRA
		Total Credit	12	

2.3.2 For students who take Industrial Placement Path (Students can register for electives starting from the first year if they are eligible for the course). A sample planner as below:

	CODE	Sem 1	Credits	Note
Year 1		Sustainability and Global Citizenship (Selective)	2	VinCore
	ENTR1021	Agile Innovation and Entrepreneurship	2	VinCore
	VCOR1021	Healthy Lifestyle 1	0	VinCore
	MANA3021	Business Ethics	2	VinCore
	VCOR1011	OASIS	0	VinCore
	MANA3030	Organizational Behavior	3	BBA Core
	MARK1010	Marketing	3	BBA Core
		Total Credit	12	
	CODE	Sem 1	Credits	Note
Year 2	HASS1041	Ho Chi Minh Ideology (Vietnam: History and Cultures II)	2	VinCore
	MANA1011	Introduction to Managing Skills	2	VinCore
	LAW1010	Introduction to Law	2	VinCore
	IDEA1010/11/12	Big Ideas	2	VinCore
	OLSM3010	Supply and Operation management	3	BBA Core
	FINA2010	Financial Management	3	BBA Core
	ECON1015	Managerial Economics	3	BBA Core
		Total Credit	17	

	CODE	Sem 2	Credits	Note
	HASS1010	Marxism-Leninism Philosophy (Philosophy, Science and Society)	3	VinCore
	ENGL1031	Academic and Professional Writing	2	VinCore
	VCOR1022	Healthy Lifestyle 2	0	VinCore
	COSL1010	Community Service Learning	0	VinCore
	BANA3050	Management Information System	3	BBA Core
	STAT2020	Business Statistics	3	BBA Core
	ACCT2010	Introduction to Financial Accounting	3	BBA Core
	NDE1010	National Defense Education (During summer semester)	0	VinCore
		Total Credit	14	
	CODE	Sem 2	Credits	Note
	HASS1030	Scientific Socialism (Politics and Social Change)	2	VinCore
	HASS1020	Marxism-Leninism Political Economy (Global Political Economy)	2	VinCore
	MATH1040	Business Mathematics	3	BBA Core
	ACCT2020	Introduction to Managerial Accounting	3	BBA Core
	LAW2010	Business Law	3	BBA Core
		Major 1	3	MAJ
		Total Credit	16	

	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	VinCore
	THINK1010	Critical and Creative Thinking	2	VinCore
	CECS1031	Computational Thinking	2	VinCore
		Creative Arts (Selective)	2	VinCore
	OLSM4300	Project Management	3	BBA Core
	MANA3040	Human Resource Management	3	BBA Core
		Major 2	3	MAJ
		Total Credit	17	
	CODE	Sem 1	Credits	Note
Year 4		Major 5	3	MAJ
		Major 6	3	MAJ
		Major 7	3	MAJ
		Minor/Elective 2	3	ELT
		Minor/Elective 3	3	ELT
		Minor/Elective 4	3	ELT
		Total Credit	18	

	CODE	Sem 2	Credits	Note
		Working with Technology (Selective)	2	VinCore
	LEAD1030	Leadership and Teambuilding Boot Camp	2	VinCore
	MANA4010	Strategic Management	3	BBA Core
		Major 3	3	MAJ
		Major 4	3	MAJ
		Minor/Elective 1	3	ELT
		Total Credit	16	
	CODE	Sem 2	Credits	Note
	GENB0870	Internship Orientation	0	INT
	GENB4870	Industrial Placement	6	INT
	GEN4970	Graduation Capstone	6	GRA
		Total Credit	12	

Note: Green text represents VinCore Courses.

2.4. Course Descriptions

2.4.1 VINCORE Courses

ENTR1022 Agile Innovation and Entrepreneurship

2 credits

Pre-requisite: None

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

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

IDEA1010 Big Ideas

2 credits

Pre-requisite: N/A

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

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

LEAD1031 Leadership and Teambuilding Bootcamp

2 credits

Pre-requisite: None

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

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

VCOR1030 National Defense Education

Hours: 165

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

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

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

LAW1010 Introduction to Law

2 credits

Pre-requisite: N/A

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

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

CAS2010 Applied Ethics

2 credits

Pre-requisite: N/A

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

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

MANA3021 Business Ethics

2 credits

Pre-requisite: N/A

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

1. Understand and explain the relevance of values applied to business, such as integrity, accountability, transparency, respect for stakeholders, corporate social responsibility (CSR), fairness, and compliance)
2. Identify business practices that produce unethical behavior or harm to the individual, society, or environment
3. Apply relevant ethical theories to moral dilemmas in the context of business
4. Evaluate different responses to ethical practice in business and justify an opinion based on ethical theory

NURS3240 Medical Ethics

2 credits

Pre-requisite: N/A

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

1. Understand and explain the relevance of principles and values applied to healthcare, medical research, and health policy, covering topics such as respect for patients, beneficence and non-maleficence, justice, and honesty and transparency)
2. Identify medical practices that produce unethical behavior or harm to patients, the profession, society, or the environment
3. Apply relevant ethical theories to moral dilemmas in the context of medical treatment

4. Evaluate different responses to ethical practice in medicine and justify an opinion based on ethical theory
5. Understand the influence of religious ethics in patient treatment and decision-making

TECH101 Technology Ethics

2 credits

Pre-requisite: N/A

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

1. Understand and explain the principles and values applied to technology, including privacy and data protection, algorithmic fairness and bias, digital inclusion, accountability and transparency, sustainability, and ethical AI and machine learning)
2. Identify uses of technology that produce unethical behavior or harm to users, society, or the environment
3. Apply relevant ethical theories to moral dilemmas involving technology
4. Evaluate different responses to ethical practice in technologies and justify an opinion based on ethical theory

COSL1010 Community Service Learning

45 hours

Pre-requisite: None

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

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

THINK1010 Critical and Creative Thinking

2 credits

Pre-requisite: None

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

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

CECS1031 Computational Thinking

2 credits

Pre-requisite: N/A

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

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

CECS1050 Introduction to Data Literacy

2 credits

Pre-requisite: N/A

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

1. Read, understand, create, and communicate data as information.
2. Analyze and visualize data using tools like Excel and Python.

3. Understand the importance of data in business strategy and apply data-driven insights for decision-making.
4. Develop skills to improve data collection designs and ensure data quality.
5. Utilize statistical methods and probability to interpret, present and effectively tell stories about data.

CECS1040 Introduction to AI Literacy

2 credits

Pre-requisite: N/A

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

1. Understand basic AI principles, including machine learning and neural networks.
2. Use AI tools like ChatGPT for work and study tasks.
3. Recognize ethical implications, such as data privacy and algorithmic bias.
4. Apply AI to improve efficiency and innovation in academic and professional settings.
5. Design and evaluate user interfaces for better human-AI interaction

ENGL1030 Academic and Professional Writing

2 credits

Pre-requisite: NA

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

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

ENGL1040 Interpersonal and Multimedia Communication

2 credits

Pre-requisite: N/A

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

1. Identify and explain the fundamental concepts, scope, and diversity of oral and visual communication.
2. Identify communication expectations based on an understanding of different professional audiences and contexts and apply this knowledge in delivering communication.
3. Demonstrate responsible, ethical, and respectful attitudes as the field undergoes disruptive changes fueled by rapid technological advancements.
4. Develop your own oral communication skills in key situations, from speeches to conversation, discussion, giving feedback.
5. Grow your skills in developing digital content for multimedia, including presentations, pitches, blog posts, viral videos, podcasts, and basic media management.

MANA1011 Introduction to Managing Skills

2 credits

Pre-requisite: N/A

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

1. Apply the SMART technique to define specific, measurable, achievable, relevant, and time-bound goals, ensuring clarity and focus on their objectives.
2. Develop skills to effectively organize tasks and prioritize them based on importance and urgency, facilitating efficient and systematic progress towards achieving objectives.

3. Understand how to assign tasks based on team members' individual strengths, skills, and expertise, ensuring optimal use of resources, and enhancing team performance.
4. Learn to create and manage project schedules, monitor progress, and employ motivational techniques to keep team members engaged and productive, overcoming challenges and maintaining momentum.
5. Acquire the ability to give professional, accurate, and timely feedback, fostering a positive energy and environment within the team.

OASIS

45 hours

Pre-requisite: NA

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

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

VCOR1021/22 Healthy Lifestyle

45 hours

Pre-requisite: None

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

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

Internship

Credit: Depending on College Program

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

1. Develop work habits, skills and attitudes necessary for job success
2. Identify, record, and carry out performance objectives (agreed upon by the employer, or supervisor) related to their job assignment
3. Develop communication, interpersonal and other critical skills needed to function successfully in the role and similar roles
4. Develop industry-specific technical skills and knowledge needed to function successfully in the role and similar roles
5. Acquire employment contacts leading directly to a full-time job following graduation from college.

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

Pre-requisite: NA

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

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

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

Pre-requisite: NA

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

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

HASS1030 Scientific Socialism (Politics and Social Change)

2 credits

Pre-requisite: NA

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

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

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

2 credits

Pre-requisite: NA

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

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

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

Pre-requisite: NA

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

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

HASS1070 Cross-Cultural Navigation 2 credits

Pre-requisite: None

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

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

HASS1100 Introduction to International Relations 2 credits

Pre-requisite: NA

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

1. Know the main actors, structures, and processes of international relations
2. Understand the basic theoretical principles of international relations and compare the competing underlying frameworks on human and social nature
3. Identify the respective objectives of international organizations in international politics, collaboration, and cooperation
4. Explore a case study, problem-solving scenario or dilemma involving international relations and devise a strategy/solution supported by theory and solid argumentation
5. Critically assess alternative strategies and points of view on complex scenarios requiring international relations

ARTS1030 Art Appreciation and Application 2 credits

Pre-requisite: NA

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

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

PERF1010 Artistic Performance and Application

2 credits

Pre-requisite: NA

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

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

Study Abroad

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

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

2.4.2 BBA 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.

Credits: 3**MANA3030: Organizational Behavior****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.

Credits: 3**MANA3040: Human Resource Management****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 concerns 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.

Credits: 3

MANA4010: Strategic Management

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.

Credits: 3

OLSM 3010: Supply and Operations Management

Prerequisites: STAT2020 or STAT1010

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.

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”.

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.

2.4.3 Finance Major Courses

FINA3010: Corporate Finance

Credits: 3

Prerequisites: FINA2010 (None for cohort 2021)

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.

Credits: 3

FINA3030: Behavioral Finance

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.

Credits: 3

FINA4010: Futures, Options and Financial Derivatives

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 STAT1010

This course provides an introduction to the econometric techniques utilized for analyzing data sets in the fields of economics, business, and finance. It builds upon fundamental principles of statistics, inference, and regression covered in introductory statistics courses. The primary focus is to develop an understanding of the methods involved, employ statistical software to derive results, and subsequently interpret and comment on the findings. The course begins with a review of basic statistics, regression, and inference, and subsequently delves into multiple regression analysis. The remainder of the course explores panel regression analysis and regression models with dummy variables as the dependents. Throughout the course, there will be many empirical examples using a wide variety of data sets.

FINA4100: Fixed Income Securities and Interest Rate Options**Credits: 3****Co-requisites:** 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.

Credits: 3**FINA3100 FinTech: Shaping the Financial World****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.

2.4.4 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 savvy 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.

Credits: 3

MARK3020: Digital Marketing

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 plans in order to manage a digital marketing performance efficiently.

Credits: 3

MARK4010: Brand Management

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.

Credits: 3

BANA4010: Data Communication and Visualization

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 retailing 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.

2.4.5 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:

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

Credits: 3

MANA3150: Designing New Ventures

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.

2.4.6 Business Analytics Major Courses

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.

BANA3020: Introduction to Programming and Python

Credits: 3

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.

BANA 4030: Advanced Machine Learning for Business Analysts 3 credits

Prerequisites: BANA3020, BANA4020.

This course aims to introduce students to advanced materials in Machine Learning: neural network, ensemble methods, marketing analytics... Students will learn to apply the new techniques and concepts in business-oriented problems such customer segmentation, customer lifetime value prediction, recommender systems. The main programming tools for the course are Python, scikit-learn, tensorflow.

2.4.7 Operations, Logistics, 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.

OLSM3110: Total Quality Management Credits: 3

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:

- 2.4.7.1 Communicate professionally including using the correct terminology of business and the profession
- 2.4.7.2 Understand the structure of operations planning and control systems in a variety of applications
- 2.4.7.3 Understand and apply the conceptual and analytical tools for improved operational decision making
- 2.4.7.4 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
- 2.4.7.5 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's 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.

2.4.8 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.

HADM1010: Fundamentals in Foodservice Management

Credits: 3

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.

2.4.9 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.

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, analyzing 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 SPIRIT	✓	✓			✓	✓
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.