VINUNIVERSITY

CURRICULUM FRAMEWORK

PROGRAM CODE: 7810201

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT

Applicable for the Cohort 2021 - 2025

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

This curriculum framework has been reviewed and validated by Cornell University

Record of changes:

Version	Published date	Effective Date	Approved by	Description of changes
3	24/10/2023	24/10/2023	Developed by CBM academic committee Reviewed by: Program Director Approved by: Interim Dean	-Changing GenEd requirements for BBA & BSHM curriculum to match with corresponding versions of GenED programs. -Adding one more internship track -Adding three graduation tracks -Removing some pre-requisite of concentration courses -Updating course descriptions & list of minors. - Changing the Appendix 1: Mapping of VinUni EXEL graduate attributes and learning goals.
3.1	16/9/2024	16/9/2024	**Developed by**: Curriculum Review Taskforce **Reviewed by**: CBM Academic Committee, College Dean; VinUni Scientific and Educational Committee **Approved by**: Provost	- Updating course descriptions. - Changing some pre-requisites. - Updating cross-listed courses. - Removing Business Plan graduation track.

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1. PROGRAM OVERVIEW

1.1 Program Description

Name of The Program Degree:	Bachelor of Science in Hospitality Management (BSHM)
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 Vin University Hospitality Program is to provide a preeminent academic and professional education that will enable graduates to achieve senior executive careers within the hospitality industry in Vietnam and the greater region of Southeast Asia.

1.3 Program Learning Goals and Program Learning Objectives

Program Learning Goal 1 (PLG1): Graduates will have broad understanding of the professional competencies expected in the hospitality industry.

Program Learning Objectives (PLO)/Traits
PLO 1.1: Have a broad understanding of core business information and knowledge.
PLO 1.2: Have a good understanding of how to use numerical data.
PLO 1.3: Determine how to evaluate problems and implement strategic decisions.

Program Learning Goal 2 (PLG2): Graduates will know how to manage complex tasks working in teams among diverse hospitality organizations.

Program Learning Objectives (PLO)/Traits
PLO 2.1: Demonstrate effective oral communication and listening skills.
PLO 2.2: Be capable of effective written expression across genres and styles.
PLO 2.3: Exhibit those behaviors required to manage team tasks.
PLO 2.4: Be able to apply management principles in cultural contexts.

Program Learning Goal 3 (PLG3): Graduates will have demonstrated ethical hospitality leadership behaviors for a global society.

Program Learning Objectives (PLO)/Traits
PLO 3.1: Show awareness of ethical reasoning in a variety of business and social settings.
PLO 3.2: Demonstrate those attributes expected of hospitality executives.
PLO 3.3: Be capable of leadership behaviors appropriate for a global and just society.

Program Learning Goal 4 (PLG4): Graduates will know how to apply critical and strategic thinking in adaptation to emergent situations as hospitality leaders.

Program Learning Objectives (PLO)/Traits

PLO 4.1: Being able to comprehensively explore issues to formulate opinions

PLO 4.2: Understanding imagination, divergent thinking and risk taking.

PLO 4.3: Demonstrate how to analyze evidence that result in informed conclusions.

Program Learning Goal 5 (PLG5): Graduates will know the value of lifelong learning for professional and personal development for continuous improvement within the hospitality industry in Vietnam.

Program Learning Objectives (PLO)/Traits

PLO 5.1: Have an appreciation for purposeful learning on an ongoing basis to improve ones' knowledge and career skills, and to positively affect the hospitality industry and Vietnamese society.

PLO 5.2: Working to make a difference in the life of the industry, community, and that of the country.

2. CURRICULUM STRUCTURE

2.1 Curriculum Composition

No.	Curriculum Components	Number of Credits	Credit Distribution (%/Total Credits)
I	**GENERAL EDUCATION**	**30**	25.0%
I.1	University Core Requirement	10	8.3%
I.2	Distributional Requirement	17	14.2%
I.3	Co-curricular Learning	3	2.5%
II	**NATIONAL DEFENSE EDUCATION**	0	0.0%
III	**PROFESSIONAL EDUCATION**	**90**	75.0%
III.1	College Core Requirement	33	27.5%
III.2	Discipline Core Requirement	24	20.0%
III.3	Concentration Requirement	15	12.5%
III.4	Electives/Minor	3-9	2.5%-7.5%
III.5	Internship	3-9	2.5%-7.5%
III.6	Graduation Thesis/Capstone	6	5.0%
	TOTAL (minimum)*	**120**	100.0%

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

No.	Name of Courses	Total credits
I	**GENERAL EDUCATION (*)**	30
I.1	**University Core Requirement**	10
ENGL1010	Academic English 1 (1)	3
ENGL1020	Academic English 2	3
ENTR1020	Agile Innovation	2
LEAD1020	Organizational Behavior (3)	2
LEAD1030	Leadership Boot Camp	45 hours
VCOR1021	Healthy Lifestyle 1 (4)	22.5 hours
VCOR1022	Healthy Lifestyle 2 (4)	22.5 hours
I.2	**Distributional Requirement**	17
HASS1010	Marxism-Leninism Philosophy (Philosophy Science and Society) (5)	3

HASS1020	Marxism-Leninism Political Economy (Global Political Economy) (6)	2
HASS1030	Scientific Socialism (Politics and Social Change) (7)	2
HASS1041	Ho Chi Minh Ideology (Vietnam: History and Cultures II) (2)	2
HASS1050	History of the Communist Party (Vietnam: History and (2) Cultures I)	2
LAW1010	Introduction to Law (8)	2
ARTS1010\ MUSI1010	Arts group (Art or Music Appreciation) (9)	1
CECS1030	Computational and Algorithmic Thinking	3
I.3	**Co-curricular Learning**	3
VCOR1010 A\B	OASIS (Orientation-Advising-Academic Skills-Identity-Service Learning)	3
ENTR1010	Entrepreneurship Initiatives	45 hours
GLEX1010	Global Experience	45 hours
II	**NATIONAL DEFENSE EDUCATION** **(As required by the Government for Vietnamese citizens)**	165 hours
III	**PROFESSIONAL EDUCATION**	90
III.1	**College Core Requirement**	33
ACCT2010	Introduction to Financial Accounting	3
ACCT2020	Introduction to Managerial Accounting	3
MANA2020	Business Communication Skills for Managers	3
LAW2010	Business Law	3
ECON1010	Introductory Microeconomics	3
ECON1020	Introductory Macroeconomics	3
MANA3020	Business Ethics	3
FINA3010	Corporate Finance	3
MANA3010	Organizational Behavior and Human Resource Management *(Cross-listed with Organizational Behavior MANA3030)*	3
MARK1010	Marketing	3
STAT1010	Introduction to Business Statistics	3
III.2	**Discipline Core Requirement**	24
HADM1010	Fundamentals of Foodservice Management	3
HADM1020	Fundamentals in Hotel Operations	3
HADM1030	Tourism Destination Management of Vietnam & Region	3
HADM2010	Revenue Management Principles and Practices	3
HADM2030	Restaurant Operations and Management	3
HADM2040	Service Operations Management *(cross-listed with Supply and Operations Management OLSM3010)*	3
HADM3020	Sustainable Development Practices in Hospitality and Tourism	3
HADM3030	Hospitality Development and Planning	3

III.3	**Concentration Requirement**	15
One concentration is required. Students can choose all concentrations offered to BSHM or BBA; or can propose an individually designed concentration. The following is the list of concentrations offered by BSHM. The list of concentration courses is presented in Part 2.3.			
	1) Customer Experience Management	15
	2) Revenue Management	15
III.4	**Electives/Minors requirement**	3-9
It is recommended that students should take from 3-9 credits of elective\minor courses to meet the minimum requirement of credits for graduation (120 credits). The following is the list of minors offered to BSHM students. The list of minor courses is presented in part 2.4.			
	1. *Hospitality and Tourism*	15
	2. *Business Essentials*	15
	3. *Business Analytics*	15
	4. *Marketing*	15
	5. *Entrepreneurship*	15
	6. *Finance*	15
	7. *Healthcare Management*	15
	8. *Artificial Intelligence*	15
	9. *Communication*	15
	10. *Viet Nam studies*	15
III.5	**Internship requirement**	3-9
HADM1870 or GENB0870	Internship Orientation (required for all students)	10 hours
Students must complete at least one internship track listed as below.			
Track 1: Business Internship		3
HADM2870	Internship 1 *Pre-requisite: GENB0870 or HADM1870*	1.5
HADM3870	Internship 2 *Pre-requisite: GENB0870 or HADM1870*	1.5
Track 2: Work-placement program		9
GENB4870	Industrial Placement *Pre-requisite: GENB0870 or HADM1870*	6
GENB3871	Internship Integrated Training	3
III.6	**Graduation requirement**	6
Students must complete one graduation track listed as below.			
Track 1: Graduation Thesis		6
GENB4890	Graduation thesis Description: a research-based thesis *Prerequisite: GENB2870 & GENB3870* *Additional requirement: GPA>=3.6*	
Track 2: Capstone project (11)		6
GENB4892	Capstone project Description: A project report *Corequisite: GENB4870 & GENB3871*	

	TOTAL	120

Note:

(*) The GenED curriculum adheres to Decision /QD-VUNI dated 13/9/2021 on the establishment of the General Education program of VinUniversity.

(1) - must be taken in the first year, preferably offered in the second semester after Pathway students finish their study and meet the English language entry requirements.

(2) - to fulfill Vietnam Ministry of Education and Training (MOET)'s requirements for 2 courses: (i) Ho Chi Minh ideology, and (ii) History of the Vietnamese Communist Party.

(3) - As part of the VinUni Leadership Development Excellence. The OB course is a key element of the leadership program and the first-year experience.

(4) - to fulfil MOET's requirement of Physical Education. MOET requirement for physical education is a 3-credit course (45 hours) but not counted in total credits.

(5, 6, 7, 8) - to fulfil MOET's requirements on ideology & law education.

(9) Arts courses: Students can select either ARTS1010 or MUSI1010 to fulfill the art component requirement.

(10)- to fulfil MOET's requirement for National Defense Education, with 165 contact hours.

(11)- Student who wants to do capstone project, must register for Industrial Placement (GENB4870) & Internship Integrated Training (GENB3871).

(**)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.

(****) Special arrangements for GenEd courses that are no longer offered:

- For cohort 2021, students can take ENGL1011 to substitute for ENGL1010, and ENGL1020 will be recorded as "transfer grade".

- Students who complete LEAD1031 will be recognized to complete both LEAD1020 and LEAD1030. If the student only took LEAD1030, they would need to participate in a theory component assigned by the course instructor. They still need to register for LEAD1031 and then discuss with the course instructor about the additional assignment.

- Cohort 2021 students must complete 45 hours of Community Service and submit evidence to SAM. They are not required to take the course COSL1011 (3 credits)

- Students are recorded as completed requirement (CR) for GLEX1010 if they satisfy ONE of these options:

    a) a study exchange semester abroad

b) an immersion trip oversea (academic and/or cultural exchange or community service engagement).

c) a global internship

d) an internship opportunity with international or multinational companies in Vietnam.

e) completion of Cross-Cultural Navigation (HASS1070) course.

f) Involvement in international conferences and workshops, whether hosted by VinUni or other esteemed institutions, both in online and in-person formats. Engagement can take on various roles, including hosting, co-hosting, participating, and providing support for the event.

g) Other self-arranged global experience: submitting proof of similar experiences to SAM Student Success Platform. By the end of a semester, the faculty in charge of Cross-cultural navigation (CAS) can assess student's proofs and grade them.

- Completing the course ENTR1020: Agile Innovation means that the student has completed requirement (CR) for ENTR1010: Entrepreneurship Initiatives.

2.3 BSHM concentrations and their required courses

No	Course Code	Revenue Management Concentration Course Name	Total *15*
1	HADM2050	Pricing Strategies and Practices	*3*
2	MARK2060	Managing Channels of Distribution	*3*
3	MARK4050	Digital Marketing for Revenue Optimization *(cross-listed with Digital marketing MARK3020)*	*3*
4	MARK4060	Managing Revenue Strategy	*3*
5	CISM2020	Big Data Management for Revenue Enhancement *(Database Concepts and Skills for Big Data CISM2010)*	*3*

No	Course Code	Customer Experience Management Concentration Course Name	Total *15*
1	CEME1010	Customer Experience Management Essentials	*3*
2	CEME1020	Gastronomy Experience Design	*3*
3	MANA3100	Entrepreneurship and Small Business Management	*3*
4	ENTR1030	Leading Innovation Across Diversity	*3*
5	MANA4020	Strategic Experience Management *(cross-listed with Strategic Management MANA4010)*	*3*

2.4 Minors and their required courses

No	Course code	Course name	**1. Hospitality and Tourism** *CBM offers to all students* — Total: **15**

No	Course code	Course name	Total
		1. Hospitality and Tourism *CBM offers to all students*	**15**
1	HADM1000	Introduction to Hospitality & Tourism Management	3
2	HADM1010	Fundamentals of Foodservice Management	3
3	HADM2010	Revenue Management Principles and Practices	3
		Elective courses - Students can choose 2 courses from the below list	
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

No	Course code	Course name	Total
		2. Business Essentials *CBM offers to All students*	**15**
1	MANA1010	Introduction to Business Management	3
2	ACCT2010	Introduction to Financial Accounting	3
3	MARK1010	Marketing	3
		Elective courses - Students can choose 2 courses from the below list	
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

No	Course code	Course name	Total
		3. Business Analytics *CBM offers to All students*	**15**
1	BANA3050	Management Information System	3
2	BANA3010	Data Driven Analytics	3
3	OLSM3010	Operations Management	3

		Elective courses - Students can choose 2 courses from the below list	
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 CBM offers to All students			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 CBM offers to All students			Total
No	Course code	*Course name*	15
1	ACCT2010	Introduction to Financial Accounting	3
2	MARK1010	Marketing	3
3	ENTR3010	Entrepreneurship Perspectives	3
		Elective courses - Students can choose 2 courses from the below list	
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 CBM offers to All students			Total
No	Course code	*Course name*	15
1	ACCT2010	Introduction to Financial Accounting	3
2	FINA2010	Financial Management	3
3	FINA3010	Corporate Finance	3
		Elective courses - Students can choose 2 courses from the below list	
4	FINA3030	Behavioral Finance	3
5	FINA4010	Futures, Options, and Financial Derivatives	3
6	FINA4040	Portfolio Management	3

7	FINA3100	FinTech: Shaping the Financial World	3

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

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

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

10. Viet Nam studies (CAS offers to all VinUni students)			15
No	**Course code**	*Course name*	**15**
1	HASS1041	Vietnam History and Culture 1	2

2	HASS1050	Vietnam History and Culture 2	2
3	VIET1010	Vietnamese Language 1 (International Students)	3
4	ECON4011	Economic Growth and Development in Vietnam	3
5	HASS1091	Politics of Vietnam	3
6	ENTR4011	Entrepreneurship and Leadership	3
7	VIET4890	Capstone Project	2

2.5 Curriculum Planner

	YEAR 1			YEAR 2			YEAR 3			YEAR 4	
	SEM 1	SEM 2	Summer	SEM 1	SEM 2	Summer	SEM 1	SEM 2	Summer	SEM 1	SEM 2
GENED CORE	OASIS/ Healthy Lifestyle1/ Academic English 1/ Agile Innovation/ Introduction to law/	Healthy Lifestyle2/ Academic English 2/ Organizational Behavior/ Leadership Bootcamp/ HASS-1/ Computational and Algorithmic Thinking	National defense education\ Community Service Learning	HASS-2/ HASS-3	HASS-4		HASS-5\ Arts Appreciation	Global experiences			
Credit (27)	7	11		4	2		3				
BUSINESS COLLEGE CORE	Introductory Microeconomics/ Introduction to Business Statistics	/ Introductory Macroeconomics		Marketing/ Introduction to Financial Accounting/ Organizational Behavior and Human Resource Management	Corporate Finance/ Introduction to Managerial Accounting/		Business Communications Skills for Managers	Business Ethics/ Business Law			
Credit (33)	6	3		9	6		3	6			
DISCIPLINE CORE	Fundamentals in Hotel Operations	Fundamentals of Foodservice Management/ Internship Orientation		Restaurant Operations and Management	Service Operations Management/ Sustainable Development Practices in Hospitality and Tourism/ Revenue Management Principles and Practices		Tourism Destination Management of Vietnam & Region	Business Planning & Development in Tourism and Hospitality			
Credit (24)	3	3		3	9		3	3			
CONCENTRATION							Course #1 Course #2	Course #3 Course #4		Course #5	
Credit (15)							6	6		3	
ELECTIVES								Course #1		Course #2 Course #3 Course #4	

Credit (12)								3		9	
INTERNSHIP						Internship #1			Internship #2		
Credit (3)						1.5			1.5		
GRADUATION											Business Plan
Credit (6)											6
Total Credit (120)	16	17		16	17	1.5	15	18	1.5	12	6

Note:

✓ This is one possible plan for reference only. The real course list might differ by semester.

✓ Students should follow the study plan suggested by the College to ensure academic pace and progress.

2.6 Course Descriptions

2.6.1 General Education Courses

ENGL1010 Academic English 1 & ENGL1020 Academic English 2

Credit: 3 credits\course

Pre-requisites: 6.5 IELTS; 79-93 TOEFL iBT; or 175 B2 CEFR, or successful completion of Pathway Intermediate

The overall goal of the course is to develop students' English language competence and academic skills that enable them to be self-directed, independent learners in their disciplines at all colleges in VinUni, where English is the medium of instruction. Students in this program have the opportunity to sharpen their 4 English language skills (Reading, Listening, Writing, Speaking), and to refine their academic critical thinking skills, research skills, formal presentation skills and other oral communication skills.

HASS1010 – Marxism-Leninism Philosophy (Philosophy Science and Society)

Credit: 3

Pre-requisite: NA

Philosophy Science and Society is one of four courses in the General Education Program forming the ideology/national education component required for higher education curriculum as directed by the Ministry of Education & Training, Socialist Republic of Vietnam. These four courses are written to achieve the primary objective of helping students understand core values of both country and university through objective and critical academic lenses in a global context. As these courses will be taught in English to students for whom English is mainly a second language at VinUniversity, each course is designed to be delivered in the spirit of content-based language learning approach to help students both develop English language competency (focusing on speaking, listening and reading) and basic understanding of the content. Philosophy, Science & Society (PSS) provides students with a broad survey of key ideas in Philosophy, its relevance to society and the way we think we understand the world, or to put it broadly, "science." We begin the course with an overview of the role of Philosophy and Metaphysics as we embark on this journey of critically re-examining the way we look at our world. In the second part of the course, we take a deep dive into questions of Epistemology, based on which students can orient and develop their creative thinking, philosophy of humanity and action. We follow up with an exploration of trends that came into being with the "social turn" of epistemology found in the critical works of Thomas Kuhn and later in the burgeoning body of works clustered as Sociology of Science. Following this radical re-thinking, we return to the fundamental questions about humanity posed in Social Philosophy and Ethics, to round up our critical inquiry of the complex relationship among philosophy, science and society.

HASS1020 – Marxism-Leninism Political Economy (Global Political Economy)

Credit: 2

Pre-requisite: NA

Global Political Economy: Vietnam-Region-The World is one of four courses in the General Education Program forming the ideology/national education component required for higher education curriculum as directed by the Ministry of Education & Training, Socialist Republic of Vietnam. These four courses are written to achieve the primary objective of helping students understand core values of both country and university through objective and critical academic lenses in a global context. This course is designed to help students develop a critical lens to understand social reality and social issues, including pressing questions, such as: What is

Vietnam's place in the world? What are the opportunities and challenges for Vietnam in the current configuration of the global political economy? To do so, we begin with a brief introduction to the study of political economy, informed by different persuasions in Marx-Leninism, political science, economics, sociology, anthropology and history. Students will gain a nuanced understanding of this interdisciplinary field through hands-on workshops and exercises on the principles of scientific and logical arguments. The second part of this course will focus on specific issues related to globalization and international integration. In particular, we focus on the role of development, modernization, and regional development in Vietnam's prospects in the world. Our case studies pay special attention to the immediate regions surrounding Vietnam, namely ASEAN, East Asia (in particular, China) and South Asia. In the third and final part of this course, we examine the expressions of global inequality and consider how individuals and communities within Vietnam can move forward in an ever-globalizing world.

HASS1030 – Scientific Socialism (Politics and Social Change)

Credit: 2

Pre-requisite: NA

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

What can be learned?

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

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

Broad outlines

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

Medium of learning

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

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

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

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

Credit: 2

Pre-requisite: NA

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

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

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

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

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

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

Credit: 2

Pre-requisite: NA

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

Vietnam History and Culture (I) examines Vietnamese history and cultural production from its early origins to 1858 and the French Colonial project. The curriculum is divided into five units. We begin the curriculum by considering the study of both history and culture from theoretical perspectives and consider what these mean in the Vietnamese context. Just what are "History" and "culture"? What does it mean to be Vietnamese? In the second unit, we consider the ancient construction of Vietnamese history and cultural production. The third portion of the course

examines the Lý and Trần dynasties as well as the Ming Occupation. Fourth, we explore the movement of Vietnamese people southward and the Tây Sơn Rebellion. And finally, fifth, we assess the unification of Vietnam under the Nguyễn and what is to come.

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

ARTS1010 – Arts Appreciation

Credit: 1

Pre-requisite: NA

Art Appreciation is a one-credit elective course that provides a general introduction to the visual arts, media, techniques, and history. This course takes on interdisciplinary approaches to equip

students with a broad knowledge of the historical, practical, philosophical, cultural, and social contexts of the arts in order to help students gain the ability to articulate their understanding and interpretation of the arts. This course introduces students to aspects of arts research and curation, as well as elements, media, and methods used in creative processes. The application of the arts, especially visual arts in daily life and in the field of business, technology, and medicine is explored in this course. This course also aims to develop students' appreciation for Vietnam arts and visual art forms by providing them with opportunities to explore the diversity and richness of what Vietnam has to offer in terms of the arts.

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

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

MUSI1010- Music Appreciation
Credits: 1

Prerequisites: NA

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

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

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

VCOR1021/22 – Healthy Lifestyle 1, 2

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

Pre-requisite: None

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

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

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

LEAD1020 - Organizational Behavior

2 credits

Pre-requisites: *none*

This course introduces students theoretically and practically to key facets of leadership in organizations. It lays the foundations for students' preparation to being influential leaders who can effectively work in local and global teams. The course covers aspects of self-leadership through developing self-awareness, critical thinking, resilience, and developing a global mindset. It develops interpersonal leadership through addressing perspective taking and feedback management and strengthens team leadership skills through conflict management and ideation management. Students develop skills through theoretical lectures, case study analysis, individual and team assignments, and self-reflection.

LEAD1030 - Leadership Bootcamp

Non-credit (45 hours)

Pre-requisites: *none*

The intensive 4-week Boot Camp prior to first year instills foundational leadership values and skills into incoming students, while bringing the class together, building lasting cohesion, and creating esprit de corps. Students will learn and apply basic leadership concepts and skills through hands-on and experiential learning. Organized into individual and team-based events, the students will have to work individually and together to solve complex and dynamic problems taken from the military, government, and business sectors. This includes but is not limited to: conducting long distance land navigation, negotiating physical obstacle courses, analyzing leadership case studies, and much more. From developing self-awareness and thinking critically to innovating ideas and displaying resilience, students will learn critical elements of Self, Interpersonal, and Team Leadership. Following this course, students will gain a foundational understanding of key elements of leadership and better understand their strengths and how to effectively work in teams and organizations.

LAW1010- Introduction to Law

2 credits

Pre-requisites: *none*

This course is an introduction to the concept and role of law in which the main themes are 'what is law' and 'how does law work in contemporary society'. For an overview, this course considers the nature of the rule of law and its relationship with morality, ethics, politics, human rights and decision making through a critical exploration of topical issues. The course content is organized

into 4 components. The first part focuses on the notions of law, rules and legal systems to explore the law itself in social context and equip students with knowledge of different styles of states and national legal systems all over the world. Then, an introduction to Vietnamese civil law will be presented to help students gain familiarity with fundamental concepts of rights, obligations, entitlement, etc. as well as issues relating to contract formation, implementation and remedies in accordance with Vietnamese law. The third part analyzes law in a global context to examine legal relationships between subjects of international law, with respect to both private and public international law. Finally, students will delve deeper into different means of settling dispute, either at municipal courts or other international forums worldwide. On such a basis, students build a general knowledge of the law that will serve as a helpful foundation for understanding how the law interacts with other disciplines that they study and pursue in the future.

Different learning techniques will be utilized throughout the course including seminar style lecture, in-class discussion and group exercises with realistic or hypothetical cases to enable student to critically think and analyze like a lawyer. At the end of the course, students will have opportunities to engage themselves in a moot court competition to solve a civil dispute where they assume different roles of judges, lawyers, bailiff, claimant and respondent.

CECS1030 - Computational and Algorithmic Thinking

3 credits

Pre-requisites: none

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

VCOR1010A/B – (Orientation-Advising-Academic Skills-Identity-Service Learning)

Credits: 3

Pre-requisite: N/A

OASIS – an acronym of Orientation, Advising, Skills, Identity & Diversify, Service Learning – is a mandatory, 3-credit bearing course of the General Education Program.

It is offered through the students' residential colleges/dormitories, in collaboration with the General Education Program Committee. OASIS is a foundational course aimed to equip the first-year students with a proper understanding of the general nature, value, and requirement of university education. It is designed to assist students to successfully navigate through their new experience of university learning. It also forms a solid basis of support from which students may further develop their personal and professional excellence in the university. The Service-Learning component, while being integrated into OASIS could create a unique experiential learning component that integrates students' academic study with the meaningful community service: Students will go outside the classrooms and serve the community by applying their professional knowledge to different stakeholders.

ENTR1010 - Entrepreneurship Initiatives

Non-credit/45 hours

The entrepreneurship education program is a framework which provides undergraduate and graduate students with the knowledge, skills, and mindset to be successful not just in the context of a new venture but in a broad number of settings. While critical thinking and problem-solving skills are developed, the program also emphasizes tools required to "ask the right questions" and identify new issues at local, regional, and global levels. Through a combination of multi-disciplinary coursework, labs, and co-curricular activities, students are exposed to entrepreneurship, business and economics issues with emphasis on issues affecting innovation ventures. Students learn through the use of case studies, self-assessments, experiential exercises, readings, discussions, papers, and group activities. The core section of the program is accessible to students of all ages and backgrounds. Topics in this section include ideation, product development, team building, and finance for new ventures. Co-curricular activities in this section include making, hackathons, pitching, incubation, mentorships, internships, and company visits. Advanced students will focus on new ventures in specific industries including media, energy, health care, hospitality, and technology. Graduate level students will further focus on managing entrepreneurship in large organizations such as global corporations or cities. In addition to the co-curricular activities in the core section, advanced students also have access to acceleration and commercialization labs.

GLEX1010 - Global Experience

Non-credit/45 hours

The component is to expose students to different environments, cultures, histories, ways of life; form a basis for reflecting on students' understanding of their own social, cultural, environmental and political settings; and their discipline and/or profession- how it relates to the world, how and why it works as it does, its strengths and weaknesses, how it is practiced in different physical and socio-cultural settings, what the constraints are in different socio-cultural settings, and where it is headed. There are multiple ways for students to meet this requirement like Semester abroad/Community Service learning abroad, cross culture experiences, overseas summer program, etc.

2.6.2 College Core Courses

ACCT2010: Introduction to Financial Accounting   **Credits:** 3
Prerequisites: ECON1010

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: ACCT2010

This course introduces 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.

MANA2020: Business Communication Skills for Managers   **Credits:** 3
Prerequisites: *None*

This course aims to introduce students to business communication theories and principles used to conduct field research and to produce a business consulting report/plan and a variety of business documents. Drawing on business and management theories such as Porter's five-force model, SWOT analysis, and business plan/report writing strategies, students will learn how to manage a team project and conduct market research in a defined sector and market. In so doing, the course provides students with opportunities to explore how to use English as a market research tool for inquiry, learning, innovative thinking and communicating within their chosen industry.

LAW2010: Business Law   **Credits:** 3
Prerequisites: *None*

Business law is a section of code that is involved in protecting liberties and rights, maintaining orders, resolving disputes, and establishing standards for business concerns and their dealings with government agencies and individuals. Every state defines its own set of regulations and laws for business organizations. Similarly, it is also the responsibility of the business concerns to know the existing rules and regulations applicable to them. Business law plays a vital role in regulating business practices in a country. Every business concern, either large-scale or small-scale, is bound to comply with their respective legal regulations.

The aim of this unit is to enhance students' understanding of how business law is applied to the running of a business organization. Students will gain knowledge of business law and examine the impact of the law on business operations and decision making. Throughout the unit students will identify legal solutions available to business owners and assess their suitability. Their experiences in this unit will help them better understand the different areas of law that apply. They will be able to illustrate the impact of the law on normal business operations and when registering a company and inviting shareholders to invest in it. They will gain an understanding of the law in relation to market abuse and director responsibilities. Students will be able to recognize the application of employment law between employers and employees.

ECON1010: Introductory Microeconomics   **Credits:** 3
Prerequisites: *None*
This course is to provide an overview of microeconomics for business students for the first year. This is a basic and foundational course in microeconomics to support students majoring in business and management to access specialized subjects for the next school year, and also to help students remember, understand, and apply microeconomic knowledge to the decision-making process in management, the role of microeconomics in business administration. Students are equipped with the fundamentals of microeconomics to understand issues of economic activities in relation to the market and firm's behavior. Topics may include supply and demand, market efficiency and government interventions, production decisions, market structure, the organization of industry, and the impact of microeconomic variables on economic activity and business decision making.

ECON1020: Introductory Macroeconomics   **Credits:** 3
Prerequisites: *None*

This course is to provide an overview of macroeconomics for business students for the second year. This is a basic and foundational course in macroeconomics to support students majoring in business and management to access specialized subjects for the next school year, and also to help students remember, understand, and apply macroeconomic knowledge to the decision-making process in management, the role of macroeconomics in business administration. Students are equipped with the fundamentals of macroeconomics to understand issues of aggregate economic

activity in relation to the level, stability, and growth of national income. Topics may include the determination and effects of unemployment, inflation, balance of payments, deficits, and economic development, and how these may be influenced by monetary, fiscal, and other policies and the impact of macroeconomic variables on economic activity and business decision making.

MANA3020: Business Ethics   **Credits:** 3
Prerequisites: MANA3010 and ECON1010

This course focuses on ethical problems in business and organizational contexts. Topics include basic concepts of business and business ethics, the practices of business ethics to each type of stakeholders, and the challenges of business ethics. Students are expected to perform hands-on analysis with case studies. The course also aims to enable students with analytical and communication skills through in-class group activities that help address ethical problems in practice.

FINA3010: Corporate Finance   **Credits:** 3
Prerequisites: ACCT2010

This course focuses on practical applications related to financial decision making. Topics include the time value of money, bond and stock valuation, capital-budgeting decisions, the cost of capital and the capital-structure decision. Students are expected to perform hands-on analysis with case studies. The course also aims to help students develop analytical and communication skills through in-class group activities.

MANA3010: Organizational Behavior and Human Resource Management   **Credits:** 3
Prerequisites: none

This course provides a one-term introduction to basic organizational behavior concepts and their application in contemporary organizations. The field of organizational behavior focuses on issues related to human behavior and interpersonal relations within an organization. The course will include conceptual frameworks, case discussions, and skill-oriented activities. Topics include diversity in organizations, attitudes and job satisfaction, emotions and moods, personality and values, perception and individual decision making, motivation, group behavior, work teams, communication, leadership, power and politics, conflict and negotiation, the structure and culture of organizations, and organizational change.

MARK1010: Marketing   **Credits:** 3
Prerequisites: None
This course provides a comprehensive understanding of marketing and an opportunity to practice applications of marketing frameworks to real business problems. Students will explore concepts and theories of marketing and examine marketing tools to improve business decision making. Topics including strategic marketing planning, marketing environment, marketing mix, customer behavior, etc. will be addressed. By adopting a combination of various interactive activities such as discussions, case studies, and group projects, the instructor will challenge students to apply marketing frameworks taught in the class into analyzing real business environments, and further derive creative solutions. Through these, students will not only gain knowledge but will develop creative thinking capabilities that can lead to better business decision-making.

STAT1010: Introduction to Business Statistics   **Credits:** 3
Prerequisites: College Algebra

This introductory business statistics course is taught from the perspective of solving problems and making decisions within business contexts. Students learn introductory probability, as well as how to gather data, evaluate the quality of data, graphically represent data, and apply some fundamental statistical methodologies. Statistical methods covered include estimation and hypothesis testing relating to one- and two-sample problems of means, simple linear regression,

and multiple regression. Excel is used as the statistical computing software and the class uses a very hands-on approach.

2.6.3 Discipline Core Courses

HADM1010: Fundamentals in Foodservice Management   **Credits:** 3
Prerequisites: None

This course introduces food and beverage operations management through four major components: fundamental food composition and properties; food products and preparation; food safety; and the application of management concepts to food and beverage operations. Students prepare recipes, menus, and production schedules; critically evaluate foods; and are involved in projects in which they create menus, develop and standardize recipes, and calculate yield percentages and food cost.

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.

HADM1030: Tourism Destination Management of Vietnam and Region   **Credits:** 3
Prerequisites: None

This course will explore destination management in Vietnam and the greater region from the perspective of competitive success and long-term sustainability. It equips students with a comprehensive understanding of the elements, frameworks and practices of destination management. Students will develop an appreciation for the complexity of destination dynamics and the need for effective destination management. They will also learn how to apply a strategic and integrated approach to plan and manage all related elements (e.g., attractions, amenities, access, human resources, marketing) to deliver the optimal outcomes for the destination's diverse stakeholders.

HADM2010: Revenue Management Principles and Practices   **Credits:** 3
Prerequisites: None

Revenue Management course will help you engage effectively and fully with commercially available revenue management systems or to develop your own revenue management systems. The foundation of revenue management is required to optimally set prices as well as estimate and analyze future pricing decisions. You will start by exploring inventory control and traditional availability controls. You will then focus on variable pricing, dynamic pricing and how prices evolve over time. Use the techniques and revenue management strategy deals that Professor Anderson will introduce to evaluate and analyze set prices. Professor Anderson will also provide ways to handle online strategies to handle travel agencies on the internet.

HADM2030: Restaurant Operations and Management   **Credits:** 3
Prerequisites: None

Students will build upon prior knowledge of foodservice concepts, business principles, and

hospitality-management theories and apply them in an actual restaurant setting. The course covers issues and principles relevant to the restaurant industry, including market analysis, menu and service systems, and restaurant metrics. Students will have an opportunity to manage a restaurant and evaluate the process and outcomes.

HADM2040: Service Operations Management   Credits: 3
Prerequisites: *STAT 2020 or STAT1010*

Cross listed with Supply and Operations Management (OLSM3010)
Operations Management can broadly be defined as generating outputs from inputs in the optimal manner, where "optimal" depends on the situation and can, for example, indicate "at the lowest costs", "at the highest quality", "the fastest", etc. Firms can create a competitive advantage through proficient Operations Management. To do so, each firm must recognize and establish the strategic role of its operations within the organization, and it must execute this operations strategy in an efficient and effective manner. This course examines the strategic role of Operations Management, and we will discuss specific tools and techniques that any firm can use for the implementation of its strategic goals.

Beyond learning about a selection of concepts, tools, and techniques for managing operations, we hope that this course will help you form a new perspective – a perspective that focuses on the process by which organizations produce and deliver products and services. From this perspective, you may change the way you look at all types of business such as traditional companies, restaurants, hospitals, airlines, consulting companies, and government agencies. This outlook usually leads to a better appreciation of how much the overall competitiveness of these businesses depends on the way their operating systems are managed. Or said in other words, one becomes more sensitive to the strategic power of the operations function, and to the opportunities to create sustainable competitive advantage through effective operations.

Operations management decisions, despite their seemingly technical nature, are not the province of functional specialists. All managers – in finance, marketing, human resources, etc. – must understand how these decisions are made, and they must initiate, guide, and facilitate many of them themselves. A proficient understanding of operations management is mandatory in virtually all careers. For example, an investment banker who is savvy in operations management is more likely to spot the risks and opportunities inherent within a given set of market conditions. Similarly, a marketing manager who is well-versed in operations management is more capable of developing product concepts that leverage (rather than conflict with) established processes. As a final example, a finance manager is better able to evaluate proposals for capital investment and evaluate the longer-term prospects of a company relative to its competition.
All firms have an operations management function that transforms inputs into outputs. For example, in a hospital, the inputs are sick patients, and the outputs are (hopefully!) cured patients. In the 21st century, we have witnessed many companies entering and quickly dominating global markets through superior capabilities of their production and operations systems. They have managed to offer consistently better quality and service at lower prices and introduce more new products. These firms have truly optimized their transformation process – we will develop a framework that we will use to analyze a firm's business process flows. Then we will examine how the firm can best manage its supply chain (its interactions with upstream suppliers and downstream customers.

HADM3020: Sustainable Development Practices in Hospitality and Tourism   Credits: 3
Prerequisites: *None*
Students will gain an understanding of the different concepts and viewpoints of sustainable development in hospitality and tourism from an economic, environmental, and social perspective along with the positive and negative impacts of economic, natural, and cultural resources at a given property or destination. As future professionals and leaders, the course also introduces theories and

tools that enable students to analyze and make informed decisions that can enhance sustainable development practices.

HADM3030: Hospitality Development and Planning   **Credits:** 3
Prerequisites: MARK1010 and FINA2010 or FINA3010

This course explores the development and planning of hotels and restaurants including the project management sequence, conceptual and space planning, design criteria, construction management, with an introduction of architectural design and consultant drawings.

2.6.4 Concentration Courses

a. Revenue Management Concentration

HADM2050: Pricing Strategies and Practices   **Credits:** 3
Prerequisites: TBD

Revenue Management – "the art and science of selling the right product to the right customer at the right time for the right price" – is one of the youngest, and yet, most influential disciplines of Operations Research. It combines probabilistic modeling, optimization techniques and data analytics to determine how different firms should make capacity and price decisions. The field is based on a well-developed body of research, which has proved successful in practice across many industries; simultaneously however, with the advent of online commerce and increased use of smartphones, it is in the process of undergoing rapid transformation. The goal of this course is to provide an introduction to the theory and practice of revenue management, and also provide a glimpse of the frontiers of the field.

MARK2060: Managing Channels of Distribution   **Credits:** 3
Prerequisites: TBD

In the rapidly evolving digital age, understanding and effectively managing various online distribution channels is pivotal to the success of any hospitality business. This course delves into the intricacies of channel management, focusing on how to navigate the complex world of pricing, inventory allocation, and various sales approaches in the hospitality industry. Through a combination of theoretical knowledge and practical applications, students will be equipped to make informed decisions that maximize long-term revenue and contributions.

MARK4060: Managing Revenue Strategy   **Credits:** 3
Prerequisites: TBD

This course examines successful revenue management strategies and explores the role of forecasting relative to procurement, labor schedules and segment demand according to markets profiled and distribution channels.

MARK4050: Digital Marketing for Revenue Optimization   **Credits:** 3
Prerequisites: MARK1010

This course has two parts to it. In the first part the course introduces a broad array of mechanisms and techniques that constitute the paradigm of online marketing. The participants will not only learn the conceptual aspects of online marketing but also get hands-on experience on using several online marketing tools that are in sync with the recent business practices. In the 2nd part of the course, the focus is on the analytics part where the participants will learn to collect, clean and analyze online marketing data to get insights on online consumer behavior.

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

This course introduces the principles 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 use programming software. 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.

CEME1010: Customer Experience Management Essentials **Credits:** 3
Prerequisites: TBD

The idea of Customer Experience (CX) as a business strategy has had strong roots over the past 25 years. Research results from Harvard Business Review, Gartner, Forrester, and PWC show how CX impacts customer retention and loyalty. "A good customer experience makes a person 5 times more likely to recommend a company and more likely to make a purchase in the future" (HBR, 9/2019), and "73% of all people consider customer experience to be the most important factor in their purchasing decisions. However, only 49% of US consumers say that companies provide good customer experiences" (PWC report, 2018).

Since CX has emerged as an important factor in obtaining and retaining customers, companies have strong demand for CX professionals with excellent CX core competencies. This course is designed to provide students with an overall understanding of CX and CXM and equip them with the required competencies to excel in the marketplace.

CEME1020: Gastronomy Experience Design **Credits:** 3
Prerequisites: HADM2030
This course provides students with advanced professional skills in creating gastronomic experiences. It invites students to embrace a multidisciplinary perspective to investigate the design of gastronomy experiences in various contexts, including tourism, festivals and events and the traditional hospitality sector. Utilizing an experiential teaching and learning style students will assess the impact of state of the art scientific and social scientific research that food and beverage professionals employ to construct and design experiences. Core concepts include food and beverage management, culinary arts, gastronomy and wine appreciation, authenticity, sustainability, services capes, food science, neuro-gastronomy, ego-involvement and destination/product marketing.

MANA3100: Entrepreneurship and Small Business Management **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.

ENTR1030: Leading Innovation Across Diversity **Credits:** 3
Prerequisites: none

This course delves into the intersection of innovation and diversity emphasizing its application in crafting superior customer experiences within the service industry. Content examines how leaders foster a culture of innovation, how companies turn creativity into innovation, and how innovation transforms not only organizations, but economies as well. At the center of this are four main questions: 'what is innovation?', 'how does innovation happen?', 'who innovates' and 'innovation for whom?'. Moving from the traditional approaches of closed and linear innovation, this course highlights the importance of open innovation, design thinking, innovation for

sustainability and governance in fostering innovations that better address the diverse challenges of modern societies. Additionally, the course also seeks to equip students with important innovation toolbox and understanding to develop personal capabilities as future innovator leaders, social entrepreneurs, intrapreneurs and change-makers.

MANA4020: Strategic Experience Management   **Credits:** 3
Prerequisites: *none*

This course develops concepts and analytical frameworks for creating sustainable competitive advantage. 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.

In order to capture the pragmatic, action-oriented nature of the general manager's job and the complexity of the general manager's milieu, this course is taught through the case method. We will supplement case discussions with readings, lectures, and conceptual analyses. A central goal is for you to develop your own personal synthesis and approach for identifying and solving key strategic problems facing a business.

2.6.5 Elective Courses

HADM3060: Introduction to Wines of the World   **Credits:** 3
Prerequisites: *None*

This course explores the wine-producing regions of the world, tastes, and evaluation of wines, identifying aromas and flavours in connection to the growth of grapes and production of wine. This course will explore the major wine regions, the history, language, culture, production, and agricultural traditions of wine, trade patterns, food, and social customs.

HADM4100: Casino Management   **Credits:** 3
Prerequisites: *None*

This course provides an overview of the techniques and processes in the operations management of a casino with a case study focus on the gaming jurisdictions of Macau, Las Vegas and Vietnam. Students will learn about various casino games and methods to maximize winnings and prevent cheating. Topics will include security protocols, taxation and financial controls with a review of the positive and negative aspects associated with gaming regarding the economic and socio-cultural impacts on the local communities and surrounding areas.

HADM4110: Managing the Customer Service Experience   **Credits:** 3
Prerequisites: *TBD*

This course examines processes for developing the kinds of attitudes, thinking patterns, and behaviours needed to achieve customer service and customer loyalty. Students will learn about strategies for dealing with unhappy customers, understanding the potential for exceeding expectations through empowerment in the service process, and developing specific skills for professional success and customer satisfaction.

HADM4090: Advanced Applied Hospitality Quantitative Analysis   **Credits:** 3
Prerequisites: TBD

This course aims at conveying the core principles of business analytics. The emphasis will be placed on solving real hospitality cases, using real hospitality data via advanced spreadsheet models and detailed statistical modelling.

HADM4080: Pairing Wine and Food   **Credits:** 3
Prerequisites: Alcohol Awareness Certificate, Food Safety Sanitation Certificate

This course centres on wine and food pairing, wine etiquette and responsible consumption. Students develop an understanding of regional and varietal wine styles, how food flavours can change a wine's flavour, and the promotion of wine and food. Topics include wine and food pairing principles, cuisines and their flavour components, food trends in restaurants and the home, special event planning, and wine-list development. Students will design and present wine and food tastings. This course is taught in the wine lab and restaurant.

HADM4120: Conference and Event Management   **Credits:** 3
Prerequisites: None

This course will teach students how to plan, coordinate and manage a variety of different kinds of conferences, meetings, and corporate and themed events for small scale and large-scale experiences. Topics will include project management, client and vendor relations, budgeting, venue selection, the use of apps, technology and evaluation tools. The term project in this course will be assessed during an experiential event.

2.6.6 Internship courses

GENB0870/HADM1870- Internship Orientation
None credit- 10 hours
Prerequisites: None

The internship orientation course is designed to provide students with basic understanding and skills to succeed in their summer internships and give them remarkable learning experiences. By taking this course, students will learn (1) how to search for suitable internship opportunities that are most beneficial for their future careers, (2) how to apply for and successfully get an appropriate internship offer, (3) how to adapt to different working environments, perform well during their summer internships and build their professional network. Furthermore, they will be well informed about the learning outcomes and assessment of the summer internship course. The completion of this internship orientation course is compulsory for all CBM students in order to take summer internships.

HADM2870 - Internship 1
Credit: 1.5 credits
Pre-requisite: GENB0870 or HADM1870
Timeframe: 480 hours (12 weeks)

The summer internship offers students opportunities to explore and expose themselves in the real working environment. Via the internship, students would apply academic knowledge and skills to

solve problems of the company while allowing them to try out their career choice. Internship is carried out under the guidance of an on-site supervisor and the supervision of an assigned faculty, who in combination with the student, will create a framework for learning and reflection.

HADM3870 - Internship 2
Credit: 1.5 credits
Pre-requisite: HADM1870/GENB0870 & HADM2870
Timeframe: 480 hours (12 weeks)

The summer internship offers students opportunities to explore and expose themselves in the real working environment. Via the internship, students would apply academic knowledge and skills to solve problems of the company while allowing them to try out their career choice. Internship is carried out under the guidance of an on-site supervisor and the supervision of an assigned faculty, who in combination with the student, will create a framework for learning and reflection.

GENB4870 - Industrial Placement
Credit: 6 credits
Pre-requisite: *None*
Co-requisite: GENB3871 & GENB4892

The internship course is designed to provide students with a comprehensive and enriching experience that will enhance their practical skills and employability through hands-on experience and exposure to real-world work environments. Throughout the course, students will be supervised by industry and faculty supervisors, who will provide guidance and support to help prepare them for their future career. The program includes internship and training components, which are conducted by the industry and faculty supervisors. The experience and skills acquired in this program would make the student more competitive and visible in the job market.

GENB3871 - Internship Integrated course
Credit: 3 credits
Pre-requisite: None
Co-requisite: GENB4870 & GENB4892

The Internship Integrated Course is a concise online program designed to support students in preparing for their internships. This course provides valuable resources, guidance, and practical skills to enhance the internship experience and maximize professional development.

2.6.7 Graduation courses

GENB4890 - Graduation Thesis
Credit: 6 credits
Pre-requisite: GPA: minimum 3.6 & GENB2870& GENB3870

In the graduation thesis course, the student demonstrates the acquisition of research competences. The research topic is relevant to the concurrent issues in the business world. The student will work individually under the supervision of faculty advisors to derive a research proposal, structure, and implementation. After submission of the thesis, the student will need to prepare for the viva which is an oral examination offering the student a chance to discuss his/her work with a panel of experts.
The course offers comprehensive experience of an academic research process from identifying the appropriate research questions and structuring the approach to address them. It is designed for high-achieving students who aspire to continue academic pursuits after graduation. Upon completion of the course, the student will gather sufficient knowledge and skills to conduct research while developing systemic and critical thinking skills.

GENB4892 Capstone Project
Credit: 6 credits
Co-requisite: GENB4870 & GENB3871

The Capstone project gives student opportunities to apply knowledge acquired during the program to a practical project in a realistic setting. During the project, students engage in the entire process of real-world problem identification, problem solving, and presentation of solutions or recommendations to a committee of academic and industrial examiners. Students will work in a group of 02 to 05, each group works in the same host company, under the supervision of an academic faculty who directs, monitors, and evaluates the entire work placement experience and outcomes of the student.

2 APPENDICES

Appendix 1: Mapping of VinUni Generic Graduate Attributes and Learning goals
Appendix 2: Rubrics for each learning goals

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

Vin Uni Graduate Attributes	Program Learning Goals					
	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 wil be capable of identifying, analysing and evaluating business data from diverse sources in decision making.	PLG 5 - Graduates will have an understanding of the role of Vietnamese history and culture in the evolution of the Vietnamese business environment.	PLG 6 - Graduates will have a broad understanding of the Vietnamese economy and its relativity to global economies.
EMPATHY	✓		✓		✓	✓
EXCEPTIONAL CAPABILITIES		✓	✓	✓	✓	✓
CREATIVITY		✓		✓		
LEADERSHIP	✓	✓			✓	✓
ENTREPRENEURSHIP MINDSET	✓	✓			✓	✓

Appendix 2: RUBRICS FOR THE HOSPITALITY PROGRAM LEARNING GOALS

Program Learning Goal 1 (PLG1): Graduates will have broad understanding of the professional competencies expected in the hospitality industry.

PLO 1.1: Have a broad understanding of core business information and knowledge.
Information Literacy

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Apply research and information gathering processes to evaluate scholarly research. Identify, locate, evaluate and share the information for the problem at hand and demonstrate this information proficiency in a final research project.	A hospitality graduate will not have the ability to conduct, gather, process and/or evaluate research in a meaningful manner. The lack of research results in an inability to produce a final research project.	A hospitality graduate will demonstrate the ability to effectively evaluate and analyze scholarly research resulting in the ability to identify, locate, evaluate and share the information proficiency in a final research project.	A hospitality graduate will exhibit exemplary research and information-gathering processes that will be integrated into a final research project of superior quality, which is competently presented.

PLO 1.2: Have a good understanding of how to use numerical data.
Quantitative Literacy

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Interpret and apply competency and comfort in working with and drawing appropriate conclusions based on the quantitative evidence and analysis of data.	A hospitality graduate is not able to explain mathematical information and/or provide numerical support resulting in incorrect conclusions.	A hospitality graduate is able to explain information presented in mathematical forms and is able to use this information effectively to draw conclusions and solve problems.	A hospitality graduate is able to successfully make meaningful inferences of data resulting in qualified conclusions of the highest quality presented in an effective format.

PLO 1.3: Determine how to evaluate problems and implement strategic decisions.
Problem Solving

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Evaluate and design a process for implementing a plan of action to arrive at a solution to answer an open-ended question or achieve a desired goal.	A hospitality graduate is unable to identify an applicable problem-solving process and the required problem resolution is insufficient.	A hospitality graduate is able to identify an applicable problem-solving process, can design an insightful problem statement, identifies multiple approaches, and then implements the solution in a manner that addresses multiple contextual factors of the problem in a surface manner.	A hospitality graduate is able to identify an applicable problem-solving process, can construct an insightful problem statement, identifies multiple approaches and then implements the solution in a manner that addresses thoroughly and deeply multiple contextual factors of the problem.

Program Learning Goal 2 (PLG2): Graduates will know how to manage complex tasks working in teams among diverse hospitality organizations.

PLO 2.1: Demonstrate effective oral communication and listening skills.

Oral Communication

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Prepare and deliver purposeful presentations with language choices that enhance the effectiveness of the presentation and increase the knowledge base of a specific audience.	A hospitality graduate will use language in the presentation that is not appropriate to audience. The delivery techniques detract from the presentation.	A hospitality graduate will make language choices that support the presentation and are appropriate to the audience. The delivery techniques enhance the effectiveness of the presentation.	A hospitality graduate will make language choices that enhance the effectiveness of the presentation and increase the knowledge base of the audience. The delivery techniques make the presentation compelling.

PLO 2.2: Be capable of effective written expression across genres and styles.

Written Communication

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Create written documents that are organized in an analytical and logical manner. Credible sources appropriate to the audience and discipline are used. Style, grammar, mechanics and format are appropriate to an educated audience.	A hospitality graduate writes documents that are poorly organized. The logic and flow of ideas is disjointed and is not supported by credible sources. Grammatical errors exist in several areas of the analysis.	A hospitality graduate writes documents that are organized, clearly written and use straightforward language that conveys meaning to readers. Consistent use of credible sources is evident throughout the document and very few grammatical errors exist.	A hospitality graduate writes documents that are well organized, clearly written and the underlying logic is clearly articulated and easy to understand. Grammatical errors do not exist and the content of the paper is enhanced through numerous credible sources.

PLO 2.3: Exhibit those behaviors required to manage team tasks.

Teamwork

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Apply team skills to making collective decisions: Articulate principals and practice of teamwork to decision making.	A hospitality graduate demonstrates a lack of contribution to the team and does not facilitate a collaborative team environment.	A hospitality graduate demonstrates a contribution to the team and facilitates a collaborative team environment.	A hospitality graduate demonstrates an active contribution to the team and positively facilitates a collaborative team environment.

PLO 2.4: Be able to apply management principles in cultural contexts.

Intercultural Knowledge

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Ability to interact with an individual or groups of people whose culture is different from your own.	A hospitality graduate demonstrates a minimal awareness of own culture and does not have an interest in learning about other cultures.	A hospitality graduate is able to develop an awareness of own culture and engages in communication with culturally different others.	A hospitality graduate demonstrates an insightful and competent awareness of own culture and initiates and develops meaningful relationships with culturally different others.

Program Learning Goal 3 (PLG3): Graduates will have demonstrated ethical hospitality leadership behaviors for a global society.

PLO 3.1: Show awareness of ethical reasoning in a variety of business and social settings.

Ethical Reasoning

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Differentiate between right and wrong human conduct and assess personal ethical values, while acting ethically when faced with real ethical situations.	A hospitality graduate is not able to apply ethical concepts when faced with real ethical situations.	A hospitality graduate demonstrates an ability to recognize ethical issues and can apply ethical concepts to an ethical question but is not able to consider the specific implications of the application.	A hospitality graduate demonstrates an ability to apply ethical concepts to an ethical question and is able to consider the full implications of the application.

PLO 3.2: Demonstrate those attributes expected of hospitality executives.

Leadership

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Apply leadership techniques including but not limited to strategic planning, relationship building, and motivation to ensure that the organization's vision and mission are achieved.	A hospitality graduate is aware of the skills that make an effective leader but is not able to demonstrate the skills in the workplace leading to an inability to achieve the organization's vision and mission.	A hospitality graduate is able to engage and effectively apply leadership skills in the organization so that the organization's vision and mission are achieved.	A hospitality graduate is able to engage and effectively apply leadership skills resulting in consistently surpassing the mission and goals of the organization.

PLO 3.3: Be capable of leadership behaviors appropriate for a global and just society.

Global Orientation

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Examine global learning including but not limited to becoming informed and attentive to diversity and understanding how actions affect global communities.	A hospitality graduate is not able to identify the basic role of global and local issues and/or how diversity affects global communities.	A hospitality graduate is able to evaluate and synthesize the global impact of one's own and others' actions on global communities.	A hospitality graduate is able to apply knowledge and skills to implement sophisticated and workable solutions to address complex global problems.

Program Learning Goal 4 (PLG4): Graduates will know how to apply critical and strategic thinking in adaptation to emergent situations as hospitality leaders.

PLO 4.1: Being able to comprehensively explore issues to formulate opinions

Critical Thinking

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Critical thinking is a habit of mind that is characterized by the exploration of ideas, issues and events leading to the formulation of an opinion or conclusion.	A hospitality graduate is not able to engage in critical thinking regarding the exploration of ideas, issues and events thus the conclusion is simplistic and obvious.	A hospitality graduate is able to critically explore and then state the ideas, issues and events resulting in a conclusion that is logically connected to a range of information and related outcomes.	A hospitality graduate systematically and methodically analyzes own and others' assumptions to be considered critically, resulting in a comprehensive analysis or synthesis.

PLO 4.2: Understanding imagination, divergent thinking and risk taking.

Creative Thinking

Criterion	Below Expectations	Meets Expectations	Exceed Expectations
The capacity to combine or synthesize existing ideas in original ways coupled with the experience of thinking, reacting and working in an imaginative way characterized by a high level of innovation.	A hospitality graduate stays within the confines of the assignment and does not apply imagination and/or a high level of innovation.	A hospitality graduate incorporates and synthesizes imaginative ideas in an exploratory way.	A hospitality graduate develops a logical, consistent plan to solve a problem and transforms ideas into entirely new forms.

PLO 4.3: Demonstrate how to analyze evidence that result in informed conclusions.
Inquiry and Analysis

Criterion	Below Expectations	Meets Expectations	Exceeds Expectations
Apply a systematic process to explore issues by collecting and then breaking the topics into parts so that a greater understanding of the issues can be achieved and informed conclusions can be made.	A hospitality graduate demonstrates difficulty in identifying a topic, uses irrelevant sources resulting in an unsupportable conclusion.	A hospitality graduate demonstrates an ability to identify a focused and manageable topic, presents in-depth information from relevant sources, resulting in a conclusion focused on the inquiry findings.	A hospitality graduate demonstrates an ability to identify significant aspects of the topic, synthesizes information from relevant sources and then states a conclusion that is based on inferences made from the inquiry findings.

Program Learning Goal 5 (PLG5): Graduates will know the value of lifelong learning for professional and personal development for continuous improvement within the hospitality industry in Vietnam.

PLO 5.1: Have an appreciation for purposeful learning on an ongoing basis to improve ones' knowledge and career skills, and to positively affect the hospitality industry and Vietnamese society.
Lifelong Learning

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Ability to engage in ongoing purposeful learning activities with the goal of improving knowledge, skills and competence.	A hospitality graduate may complete the required work and make vague references to previous learning but does not apply knowledge and skills.	A hospitality graduate partially completes the required work and identifies opportunities to expand knowledge, skills, and abilities.	A hospitality graduate completes all required work, generates and pursues opportunities to expand knowledge, skills, and abilities.

PLO 5.2: Working to make a difference in the life of the industry, community and that of the country.
Civic Engagement

Criterion	Below Expectations	Meets Expectations	Exceeds Expectation
Actively participating in society and responsibly working to make a difference with others towards public purposes, in the civic life of communities and developing the knowledge, skills, values and motivation to make that difference.	A hospitality graduate is indifferent to understanding the diversity of cultures and communities and provides little evidence of her/his experience in civic-engagement activities and does not connect experiences to civic identify.	A hospitality graduate exhibits curiosity about what can be learned from other cultures and demonstrates willingness and commitment to work actively within communities to achieve a civic aim.	A hospitality graduate provides evidence of working within diverse communities and demonstrates ability and commitment to work collaboratively within diverse communities to achieve a civic aim.