



# **CURRICULUM STRUCTURE**

*PROGRAM CODE: 7520201*

## **BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT**

**Applicable for the cohort 2022 - 2026**

*((Released along with Decision No. 494g/2024/QĐ-VUNI dated September 16<sup>th</sup>, 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
2	24/10/2023	24/10/2023	Developed by CBM academic committee Reviewed by: Program Director Approved by: Interim Dean	<ul style="list-style-type: none"> <li>- Changing GenEd requirements for BBA &amp; BSHM curriculum to match with corresponding versions of GenED programs.</li> <li>- Removing some pre-requisite of concentration courses</li> <li>- Updating course descriptions &amp; list of minors.</li> <li>- Changing the Appendix 1: Mapping of VinUni EXEL graduate attributes and learning goals</li> </ul>
2.1	16/9/2024	16/9/2024	<p><b>Developed by:</b> Curriculum Review Taskforce</p> <p><b>Reviewed by:</b> CBM Academic Committee, College Dean; VinUni Scientific and Educational Committee</p> <p><b>Approved by:</b> Provost</p>	<ul style="list-style-type: none"> <li>- Updating course descriptions.</li> <li>- Changing some pre-requisites.</li> <li>- Updating cross-listed courses.</li> </ul>

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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)
<b>I</b>	<b>GENERAL EDUCATION</b>	<b>27</b>	<b>22.5%</b>
I.1	University Core Requirement	12	10.0%
I.2	Distributional Requirement	12	10.0%
I.3	Co-curricular Learning	3	2.5%
<b>II</b>	<b>NATIONAL DEFENSE EDUCATION</b>		
<b>III</b>	<b>PROFESSIONAL EDUCATION</b>	<b>93</b>	<b>77.5%</b>
III.1	College Core Requirement	36	30.00%
III.2	BSHM Core Requirement	33	27.5%
<b>IV</b>	<b>ELECTIVES – PRACTICE – GRADUATION PROJECT</b>	<b>24</b>	<b>20.0%</b>
	<i>Students may choose different paths based on their interest and professional development plan. Pathway A: For students who takes Business Internship Path, they will take at least 15 credits of electives/minor, 03 credits of Practice/Internship, and graduation thesis (06 credits) Pathway B: For students who takes Industrial Placement Path, they will take at least 09 credits of electives/minor, and Industrial Placement (In alternative of 2 electives and Internships)</i>		
IV.1a	PATHWAY A	18	15.0%
	<i>Electives/Minor</i>	15	12.50%
	<i>Practice/Internship</i>	3	2.50%
IV.1b	PATHWAY B	18	15.0%
	<i>Electives/Minor</i>	9	7.50%
	<i>Industrial Placement</i>	9	7.50%
IV.2	Graduation thesis/Capstone Project	6	5.00%
	<b>TOTAL (minimum)*</b>	<b>120</b>	<b>100%</b>

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

## 2.2 Courses and Credit Distribution by Courses

No.	Name of Courses	Total credits
<b>I</b>	<b>GENERAL EDUCATION (GenED)</b>	<b>27</b>
<b>I.1</b>	<b>University Core Requirement</b>	<b>12</b>
ENGL1011	Fundamentals of Academic Writing <sup>[1]</sup>	3
ENTR1021	Agile Innovation and Entrepreneurship <sup>[2]</sup>	3
LEAD1031	Leadership and Teambuilding Boot Camp <sup>[3]</sup>	2
THINK1010	Critical and Creative Thinking	2
HASS1070	Cross Cultural Navigation	2
VCOR1021	Healthy Lifestyle 1 <sup>[4]</sup>	<i>Non-credit required (45 hours)</i>
VCOR1022	Healthy Lifestyle 2 <sup>[4]</sup>	
<b>I.2</b>	<b>Distributional Requirement</b>	<b>12</b>
HASS1010	Marxism-Leninism Philosophy (Philosophy, Science and Society) <sup>[5]</sup>	3
HASS1020	Marxism-Leninism Political Economy (Global Political Economy) <sup>[6]</sup>	2
HASS1030	Scientific Socialism (Politics and Social Change) <sup>[7]</sup>	2
HASS1041	Ho Chi Minh Ideology (Vietnam: History and Cultures II) <sup>[8]</sup>	2
HASS1050	History of the Communist Party (Vietnam: History and Cultures I) <sup>[9]</sup>	2
ARTS1010 MUSI1010	Art Courses <sup>[10]</sup> (Students select one course in the pool, i.e. ARTS1010, MUSI1010)	1
<b>I.3</b>	<b>Co-curricular Learning</b>	3
VCOR1011A\B	OASIS (Orientation – Advising-Academic Skills – Identity and Service Learning)	3
<b>II</b>	<b>NATIONAL DEFENSE EDUCATION (Required by the Government for Vietnamese citizens)</b>	<b>165 hours</b>
VCOR1030	National Defense Education	
<b>III</b>	<b>PROFESSIONAL EDUCATION</b>	<b>93</b>
<b>III.1</b>	<b>College Core Requirement</b>	<b>36</b>
ACCT2010	Introduction to Financial Accounting	3
LAW2010	Business Law	3
ACCT2020	Introduction to Managerial Accounting	3
BANA3050	Management Information System	3
ECON1015	Managerial Economics	3
FINA2010	Financial Management	3

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No.	Name of Courses	Total credits
MANA3030	Organizational Behavior <i>(cross-listed with Organizational Behavior and Human Resource Management MANA3010)</i>	3
MARK1010	Marketing	3
STAT2020	Business Statistics	3
MANA3040	Human Resource Management	3
MANA4010	Strategic Management <i>(cross-listed with Strategic Experience Management MANA4020)</i>	3
HADM2040	Service Operation Management <i>(cross-listed with Supply and Operations Management)</i>	3
<b>III.2</b>	<b>BSHM Discipline Core Requirement</b>	<b>33</b>
HADM1000	Introduction to Hospitality & Tourism Management	3
CEME1010	Customer Experience Management Essentials	3
HADM1010	Fundamentals of Foodservice Management	3
HADM2010	Revenue Management Principles and Practices	3
<i>Choose 7 out of the following courses*</i>		
CISM2020	Big Data Management for Revenue Enhancement <i>(Cross-listed with Database Concepts and Skills for Big Data CISM2010)</i>	<b>3</b>
HADM3015	Fundamentals of a Hotel Real Estate Deal	3
MARK3020	Digital Marketing	3
HADM3025	Hospitality Market Feasibility and Valuation	3
MANA3200	Managing for Service Excellence	<b>3</b>
MANA4150	Business Research Methodology	3
HADM3030	Hospitality Planning and Development	3
<b>IV</b>	<b>ELECTIVES – PRACTICE – GRADUATION PROJECT</b>	<b>24</b>
<b>IV.1</b>	<b>Electives/Minors</b>	<b>9-15</b>
	Students need to take a minimum of 09 credit hours of elective/minor courses for graduation.	9
<b>IV.2a</b>	<b>Practice (Internship)</b>	<b>3</b>
GENB1870	Business Internship <i>Pre-requisite: GENB0870</i>	3
GENB0870	Internship Orientation	<i>Non-credit (10 hours)</i>
<b>IV.2b</b>	<b>Practice (Industrial Placement)</b>	<b>9</b>
GENB0870	Internship Orientation	<i>Non-credit (10 hours)</i>
GENB4870	Industrial Placement/Work Integrated Education <i>Pre-requisite: GENB0870</i>	9

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<b>IV.3</b>	<b>Graduation Thesis/Capstone</b>	<b>6</b>
GENB4900	Dissertation – <i>prerequisite GENB1870</i>	<b>6</b>
GENB4970	Capstone Project – <i>prerequisite GENB4870</i>	6
	<b>TOTAL Accumulated at least</b>	<b>120</b>



**Note:**

The GenED Curriculum applies for cohort 2022 and onward, adheres to Decision No.198/QĐ-VUNI dated May 6, 2022 by the Faculty of Arts and Sciences. Following are some key notes and changes:

- <sup>[1]</sup> Academic English 1 (ENGL1010) and Academic English 2 (ENGL1020) applied for Cohorts 2020 and 2021. Since the academic Year 2022-2023, only one Fundamental of Academic Writing (3 credits) is compulsory for students.
- <sup>[2]</sup> Agile Innovation course (ENTR1020) & Entrepreneurship Initiatives (ENTR1010) merged into a single course Agile Innovation & Entrepreneurship (ENTR1021) with 3 credits from Academic Year 2022-2023.
- <sup>[3]</sup> Since Academic Year 2022-2023, Organizational Behavior (LEAD1020) and Leadership Bootcamp (LEAD1030) merged into a single course Leadership and Teambuilding Bootcamp (LEAD1031) with 2 credits.
- <sup>[4]</sup> To fulfill MOET's requirement of Physical Education and university core requirement. MOET requirement for physical education is a 45-hour course (equivalent to 3 credits) but not counted in total credits.
- <sup>[5, 6, 7, 8, 9]</sup> to fulfill Vietnam Ministry of Education and Training (MOET)'s requirements on politic and ideology education for undergraduate students.
- <sup>[10]</sup> Arts courses: Students can select either ARTS1010 or MUSI1010 to fulfill the art component requirement.
- <sup>[11]</sup> National Defense Education is required by the government for all Vietnamese nation students and under CAS implementation.
- Courses that have been removed from GenED curriculum: Introduction to Law, Computational and Algorithmic Thinking, Global Experiences. Introduction to Law is required by MOET and it will be run by each college from AY 2022-2023 to integrate with college's needs. Computational and Algorithmic Thinking is out of GenED curriculum and under CECS implementation. For Global Experience, individual colleges will decide the implementation format.
- New courses added to GenED curriculum: Cross Cultural Navigation (2 credits) and Critical & Creative thinking course. Critical thinking courses supplements for critical and creative framework. Students can choose one course in the critical thinking course pool. Cross-Cultural Navigation supplements for leadership framework, global awareness which play as university core requirements.

**(\*\*)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.**

<b>Electives (choose at least 3 to 5) officially recognized subject by VinUni's partners and subjected to change</b>	<b>9-15</b>
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2.3 Curriculum Planner

2.3.1 Business Internship Path

Students can register for electives starting from the first year if they are eligible for the course.

	CODE	Sem 1	Credits	Code
Year 1	ENGL1011	Fundamentals of Academic Writing	3	GenED
	ENTR1021	Agile Innovation and Entrepreneurship	3	GenED
	VCOR1021	Healthy Lifestyle 1 <sup>[4]</sup>	0	GenED
	ECON1015	Managerial Economics	3	CBM Core
	LEAD1030	Leadership and Teambuilding Boot Camp <sup>[3]</sup>	2	GenED
	HADM1000	Introduction to Hospitality & Tourism Management	3	BSHM Core
	VCOR1011	OASIS (3)	3	GenED
		<b>Total Credit</b>	<b>17</b>	
		<b>Sem 1</b>		
Year 2	THINK1010	Critical and Creative Thinking	2	GenED
	HASS1041	Ho Chi Minh Ideology (Vietnam: History and Cultures II) <sup>[8]</sup>	2	GenED
	ACCT2020	Introduction to Managerial Accounting (3)	3	CBM Core
	STAT2020	Business Statistics	3	CBM Core
		Minor/Elective 1	3	ELT
	BANA3050	Management information System	3	CBM Core
	LAW2010	Business Law	3	CBM Core
		<b>Total Credit</b>	<b>19</b>	

CODE	Sem 2	Credits	Code
HASS1010	Marxism-Leninism Philosophy (Philosophy, Science and Society) <sup>[5]</sup>	2	GenED
HASS1070	Cross Cultural Navigation	2	GenED
VCOR1022	Healthy Lifestyle 2 <sup>[4]</sup>	0	GenED
MANA3030	Organizational Behavior	3	CBM Core
CEME1010	Customer Experience Management Essentials	3	BSHM Core
MARK1010	Marketing (3)	3	CBM Core
ACCT2010	Introduction to Financial Accounting	3	CBM Core
	<b>Total Credit</b>	<b>16</b>	
		<b>Sem 2</b>	
HASS1030	Scientific Socialism (Politics and Social Change) <sup>[7]</sup>	2	GenED
HASS1020	Marxism-Leninism Political Economy (Global Political Economy) <sup>[6]</sup>	3	GenED
MANA3040	Human resource Management	3	CBM Core
FINA2010	Financial Management	3	CBM Core
HADM1010	Fundamentals of Foodservice Management	3	MAJ
HADM2010	Revenue Management Principles and Practices	3	MAJ
	<b>Total Credit</b>	<b>17</b>	

		Sem 1		
Year 3	HASS1050	History of the Communist Party (Vietnam: History and Cultures I) <sup>[9]</sup>	2	GenED
	MARK3020	Digital Marketing	3	MAJ
	HADM3015	Fundamentals of a Hotel Real Estate Deal	3	MAJ
	HADM3025	Hospitality Market Feasibility and Valuation	3	
		Minor/Elective 2	3	ELT
		Minor/Elective 3	3	ELT
		<b>Total Credit</b>	<b>17</b>	
		Sem 1		
Year 4	MANA3200	Managing for Service Excellence	3	MAJ
	MANA4510	Business Research Methodology	3	MAJ
		Minor/Elective 4	3	ELT
		Minor/Elective 5	3	ELT
		<b>Total Credit</b>	<b>12</b>	

		Sem 2		
		Art Course (1)	1	GenED
OLSM3010	Operation management	3	CBM Core	
MANA4010	Strategic Management	3	CBM Core	
CISM2020	Big Data Management for Revenue Enhancement	3	MAJ	
HADM3030	Hospitality Planning and Development	3	MAJ	
GENB0870	Internship Orientation (Non Credit)	0	INT	
GENB1870	Business Intenship	3	INT	
	<b>Total Credit</b>	<b>16</b>		
		Sem 2		
GEN4900	Graduation Assignment/Dissertation	6	GRA	
	<b>Total Credit</b>	<b>6</b>		

**2.3.2 Work Placement Path**

Students can register for electives starting from the first year if they are eligible for the course.

	CODE	Sem 1	Credits	Code
Year 1	ENGL1011	Fundamentals of Academic Writing	3	GenED
	ENTR1021	Agile Innovation and Entrepreneurship	3	GenED
	VCOR1021	Healthy Lifestyle 1 <sup>[4]</sup>	0	GenED
	ECON1015	Managerial Economics	3	CBM Core
	LEAD1030	Leadership and Teambuilding Boot Camp <sup>[3]</sup>	2	GenED
	HADM1000	Introduction to Hospitality & Tourism Management	3	BSHM Core
	VCOR1011	OASIS (3)	3	GenED
		<b>Total Credit</b>	<b>17</b>	
		<b>Sem 1</b>		
Year 2	THINK1010	Critical and Creative Thinking	2	GenED
	HASS1041	Ho Chi Minh Ideology (Vietnam: History and Cultures II) <sup>[8]</sup>	2	GenED
	ACCT2020	Introduction to Managerial Accounting (3)	3	CBM Core
	STAT2020	Business Statistics	3	CBM Core
		Minor/Elective 1	3	ELT
	BANA3050	Management information System	3	CBM Core
	LAW2010	Business Law	3	CBM Core
		<b>Total Credit</b>	<b>19</b>	

	CODE	Sem 2	Credits	Code
	HASS1010	Marxism-Leninism Philosophy (Philosophy, Science and Society) <sup>[5]</sup>	2	GenED
	HASS1070	Cross Cultural Navigation	2	GenED
	VCOR1022	Healthy Lifestyle 2 <sup>[4]</sup>	0	GenED
	MANA3030	Organizational Behavior	3	CBM Core
	CEME1010	Customer Experience Management Essentials	3	BSHM Core
	MARK1010	Marketing (3)	3	CBM Core
	ACCT2010	Introduction to Financial Accounting	3	CBM Core
		<b>Total Credit</b>	<b>16</b>	
		<b>Sem 2</b>		
	HASS1030	Scientific Socialism (Politics and Social Change) <sup>[7]</sup>	2	GenED
	HASS1020	Marxism-Leninism Political Economy (Global Political Economy) <sup>[6]</sup>	3	GenED
	MANA3040	Human resource Management	3	CBM Core
	FINA2010	Financial Management	3	CBM Core
	HADM1010	Fundamentals of Foodservice Management	3	MAJ
	HADM2010	Revenue Management Principles and Practices	3	MAJ
		<b>Total Credit</b>	<b>17</b>	

		Sem 1		
Year 3 (Offer all 3rd year courses in both semesters)	HASS1050	History of the Communist Party (Vietnam: History and Cultures I) <sup>[9]</sup>	2	GenED
	MARK3020	Digital Marketing	3	MAJ
	HADM3015	Fundamentals of a Hotel Real Estate Deal	3	MAJ
	HADM3025	Hospitality Market Feasibility and Valuation	3	
		Minor/Elective 2	3	ELT
		Minor/Elective 3	3	ELT
	MANA3200	Managing for Service Excellence	3	MAJ
		<b>Total Credit</b>	<b>20</b>	
		Sem 1		
Year 4	GENB4870	Industrial Placement	9	
		<b>Total Credit</b>	<b>9</b>	

		Sem 2		
		Art Course (1)	1	GenED
OLSM3010	Operation management	3	CBM Core	
MANA4010	Strategic Management	3	CBM Core	
CISM2020	Big Data Management for Revenue Enhancement	3	MAJ	
HADM3030	Hospitality Planning and Development	3	MAJ	
GENB0870	Internship Orientation (Non Credit)	0	INT	
MANA4510	Business Research Methodology	3	MAJ	
	<b>Total Credit</b>	<b>16</b>		
		Sem 2		
GENB4970	Capstone Project	6		
	<b>Total Credit</b>	<b>6</b>		

## 2.4 Course Descriptions for the undergraduate Hospitality Management Curriculum

### 2.4.1 General Education Courses

#### **ENGL1011: Fundamentals of Academic Writing**

**Credits: 3**

*Prerequisites: None*

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

#### **ENTR1021: Agile Innovation & Entrepreneurship**

**Credits: 3**

*Prerequisites: None*

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

#### **LEAD1031: Leadership and Teambuilding Boot Camp**

**Credits: 2**

*Prerequisites: None*

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

The Boot Camp instills foundational leadership values and skills into students, while bringing the class together, building lasting cohesion, and creating esprit de corps. Students will learn and apply basic leadership concepts and skills through hands-on and experiential learning. Organized into individual and team-based events, the students will have to work individually and together to solve complex and dynamic problems taken from the military, government, and business

sectors. This includes but is not limited to conducting long distance land navigation, negotiating physical obstacle courses, analyzing leadership case studies, and much more. From developing self-awareness and thinking critically to innovating ideas and displaying resilience, students will learn critical elements of Self, Interpersonal, and Team Leadership. Following this course, students will gain a foundational understanding of key elements of leadership and better understand their strengths and how to effectively work in teams and organizations.

**THINK1010 - Critical and Creative Thinking**

**Credits: 2**

**Prerequisites:** None

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

**HASS1070: Cross-Cultural Navigation**

**Credits: 2**

**Prerequisites:** None

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

**VCOR1021/22: Healthy Lifestyle 1, 2**

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

**Prerequisites:** None

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

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

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

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

**Prerequisites:** None

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

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

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

**Prerequisites:** None

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

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

**Prerequisites:** None

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



*What can be learned?*

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

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

*Broad outlines*

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

*Medium of learning*

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

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

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

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

**Credits: 2**

***Prerequisites: None***

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

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

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

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

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

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

**Credits: 2**

***Prerequisites: None***

The great American humorist and writer Mark Twain once said, "History doesn't repeat itself, but it often rhymes." This course takes as its point of departure the possibility of using those rhymes of the past to better help us navigate our present and future. What lessons can we draw? As future

businesspeople, health care professionals, engineers, and computer scientists, these lessons have far more relevance than you may imagine.

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

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

**ARTS1010: Arts Appreciation**

**Credits: 1**

**Prerequisites:** None

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

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

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

**MUSI1010- Music Appreciation**

**Credits: 1**

**Prerequisites:** None

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

Specifically, students taking this course will have the opportunity to explore the history of music, from the primitive musical forms through contemporary pieces around the world. Forms and genres of music include classical, jazz, theatrical music, gospel, folk, soul, blues, Latin rhythms,

country, rock & roll, and hip hop. Various arrays of Vietnamese music (traditional, contemporary, theatrical, V-pop) are also discussed in this course. The course explores the relationship between music and people's everyday life and social movements, and its cultural significance. Digital music and the evolution of the Internet and AI impacting the music industry, music distribution, and global music access are also an important part of this course.

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

**VCOR1010A/B: OASIS (Orientation-Advising-Academic Skills-Identity-Service Learning)**

**Credits: 3**

*Prerequisites: None*

OASIS – an acronym of Orientation, Advising, Skills, Identity & Diversify, Service Learning – is a mandatory, 90-hour with three-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. FYE 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.

**2.4.2 Business College Core Courses**

**ACCT2010: Introduction to Financial Accounting**

**Credits: 3**

*Prerequisites: None*

Comprehensive introduction to financial accounting concepts and applications. Focuses primarily on recording and communicating financial information for use by external users such as investors, creditors and regulators, and is intended to provide a basic understanding of the accounting cycle, elements of financial statements, Generally Accepted Accounting Principles. (GAAP), International Financial Reporting Standards, and financial statement interpretation (IFRS). Topics include accounting for inventory, receivables, depreciation, bonds, equity, and cash flows.

**ACCT2020: Introduction to Managerial Accounting**

**Credits: 3**

*Prerequisites: None*

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

**ECON1015: Managerial Economics**

**Credits: 3**

*Prerequisites: None*

This course provides an overview of economic tools and analytic approaches available to the manager for business decision making. It includes such topics as pricing, forecasting, demand

analysis, production and cost analysis, and macroeconomic policy as it affects the business environment. The purpose of this course is to develop an economic perspective that is appropriate for students aspiring to manage business units or entire companies in a wide variety of industries.

**LAW2010: Business Law**

**Credits: 3**

**Prerequisites:** None

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

**MARK1010: Marketing**

**Credits: 3**

**Prerequisites:** None

The course covers:

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

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

**MANA3030: Organizational Behavior**

**Credits: 3**

**Prerequisites:** none

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

**MANA3040: Human Resource Management**

**Credits: 3**

**Prerequisites:** none

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

**FINA2010 Financial Management**

**Credits: 3**

**Prerequisites:** ACCT2010

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

The format of this course is primarily lecture and tutorial with real-world case studies and guest lectures to build the linkage with business operations and to gauge your understanding of the material. At the end of the course, students will participate in a marked simulation to apply their

knowledge to make various financial decisions for a hypothetical firm. All class activities are expected to be delivered offline on campus.

**MANA4010: Strategic Management**

**Credits: 3**

**Prerequisites:** none

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

**HADM2040: Service Operations Management**

**Credits: 3**

**Prerequisites:** STAT2020

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

**BANA 3050 Management Information System**

**Credits: 3**

**Prerequisites:** None

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

**STAT2020 Business Statistics**

**Credits: 3**

**Prerequisites:** None

In this course, the students are introduced to the subject of business statistics to include the need

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

### **2.4.3 BSHM Discipline Core Requirements**

#### **HADM1000: Introduction to Hospitality & Tourism Management**

**Credits: 3**

*Prerequisites: None*

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

**HADM1010: Fundamentals in Foodservice Management**

**Credits: 3**

**Prerequisites:** None

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

**HADM2010: Revenue Management Principles and Practices**

**Credits: 3**

**Prerequisites:** None

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

**MARK3020: Digital Marketing**

**Credits: 3**

**Prerequisites:** MARK1010

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

**MANA3200: Managing for Service Excellence**

**Credits: 3**

**Prerequisites:** OLSM3010

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

**HADM3030: Hospitality Development and Planning**

**Credits: 3**

**Prerequisites:** MARK1010, and FINA2010

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

**CEME1010: Customer Experience Management Essentials**

**Credits: 3**

**Prerequisites:** None

This course takes students through a practical and actionable approach to customer experience. It focuses on what an organization can do to support or deliver customer experiences for enhanced brand loyalty and organizational success with cutting edge knowledge offerings. The

course began with an overview of the definition and the importance of customer experience. Upon introducing the customer experience framework, students will learn how to implement it to make the adoption of customer experiences 'international and sustainable'. Topics will also focus on managing the human, digital, and/or physical touchpoints that make up each stage of the customer journey. Students will also be involved in a 7-day field immersion experience.

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

**Credits: 3**

**Prerequisites:** MARK3020 or BANA3050

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

**HADM3015 Fundamentals of a Hotel Real Estate Deal**

**Credits: 3**

**Prerequisites:** MARK1010 and ACCT2020

The purpose of this course is to introduce the students to the various aspects of a Hotel Real Estate Deal. The target audience is any student who aspires to have a career involving the ownership, development and/or financing of lodging assets.

**HADM3025 Hospitality Market Feasibility and Valuation**

**Credits: 3**

**Prerequisites:** MARK1010, and FINA2010

This course provides an introduction to and detailed instruction regarding the hotel market and feasibility research process including hands-on preparation of a feasibility analysis for a proposed hotel development. The course will consist of a series of lectures and possible guest lectures regarding the fundamental aspects of hotel feasibility analysis. Students will learn about and then put into the practice the analytical techniques presented, building to completion of a full feasibility analysis in a team fashion which will be presented at the end of the semester both in written and oral form.

**MANA4150 Business Research Methods**

**Credits: 3**

**Prerequisites:** STAT2020, BANA3050

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

**2.4.4 Minors\elective**

The College of Business and Management does not require students to complete a minor. However, a minor allows you to take advantage of the extensive offerings across the university. There are a few rules to keep in mind when pursuing a minor. Similar to majors, you must complete all upper-division courses for a minor at VinUni, you may not take any minor requirements on a Pass/No Pass basis, and you must earn a minimum 2.0 GPA in all courses required for the minor. The requirements of most minors are straightforward. However, just like majors, some minors require careful sequencing of courses. If you have any questions about the requirements to complete a minor, you should consult the advisor in the department offering the minor.



### **3 APPENDICES**

**Appendix 1:** Mapping of VinUni Generic Graduate Attributes and Learning goals

**Appendix 2:** Rubrics for each learning goals

**Appendix 3:** Research Reports Summary (D4)

**Appendix 4:** Consolidated Report (with results from in-depth interviews, survey, and secondary research) and valued recommendations for curriculum design (D6)

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

	Program Learning Goals					
Vin Uni Graduate Attributes	PLG1 - Graduates will have an understanding of ethical action, integrity, responsibility and the obligations of being a business professional.	PLG2 - Graduates will have independence of mind in decision making and opinion forming, working either individually or within a team.	PLG3 - Graduates will have a knowledge of the broad business environment and specific business specialties and an applied understanding of its integration in business generally.	PLG 4 - Graduates will be capable of identifying, analysing and evaluating business data from diverse sources in decision making.	PLG 5 - Graduates will have an understanding of the role of Vietnamese history and culture in the evolution of the Vietnamese business environment.	PLG 6 - Graduates will have a broad understanding of the Vietnamese economy and its relativity to global economies.
EMPATHY	✓		✓		✓	✓
EXCEPTIONAL CAPABILITIES		✓	✓	✓	✓	✓
CREATIVITY		✓		✓		
LEADERSHIP	✓	✓			✓	✓
ENTREPRENEURSHIP MINDSET	✓	✓			✓	✓

**Appendix 2: RUBRICS FOR 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*

<b>Criterion</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectation</b>
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*

<b>Criterion</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectation</b>
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*

<b>Criterion</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectation</b>
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*

<b>Criterion</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectation</b>
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*

<b>Criterion</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectation</b>
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*

<b>Criterion</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectation</b>
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*

<b>Criterion</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectation</b>
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*

<b>Criterion</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectation</b>
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*

<b>Criterion</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectation</b>
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.