



CURRICULUM FRAMEWORK

MASTER OF BUSINESS ADMINISTRATION

PROGRAM CODE: 8340101

Applicable from the Academic Year 2025-2026

*(Released along with Decision No. 492/2025/QĐ-VUNI dated Aug 20th, 2025
by Provost of VinUniversity)*

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



Records of changes

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1. PROGRAM OVERVIEW

1.1. Program Profile

Name of the degree	Master of Business Administration
Name of the program	Master of Business Administration
Program Code	8340101
Vietnam Qualifications Framework Level	7
Length of Program	18 months
Mode of Delivery	Full-time
Language of Delivery	English
Total credits	60 credits
Home College	College of Business and Management

1.2. Program Purpose

The overall aim of the MBA program is to develop visionary and ethical business leaders equipped with strategic insights, entrepreneurial mindsets, and expertise in AI and innovation, who positively transform organizations, foster sustainable growth, and create meaningful impacts for society.

1.3. Program Educational Objectives and Program Learning Outcomes

1.3.1. Program Educational Objectives

PEO1: Strategic Knowledge and Leadership

Develop innovative solutions by applying strategic thinking and leadership skills in diverse business environments.

PEO2: Innovation and Technology Integration

Drive innovation through technology adoption, particularly in artificial intelligence and data analytics, to enhance business performance.

PEO3: Global Perspective and Ethical Leadership

Lead organizations with a global perspective, ensuring ethical decision-making and social responsibility in business practices.

1.3.2. Program Learning Outcomes

After successful completion of the program, students are able to:

PROGRAM LEARNING OUTCOMES (PLOs)	PERFORMANCE INDICATORS (PIs)
I. KNOWLEDGE	
PLO 1: Solve complex business challenges by applying advanced business concepts in strategy, finance, and marketing.	PI 1.1: Formulate strategic solutions to business problems using relevant strategic frameworks.
	PI 1.2: Evaluate financial decisions and their impacts on business sustainability.
	PI 1.3: Design comprehensive marketing strategies to effectively address market opportunities.
	PI 1.4: Analyze economic environments to make informed managerial decisions.
PLO 2: Develop business strategies through innovative thinking and problem-solving capabilities.	PI 2.1: Apply design thinking methodologies to identify and solve business problems innovatively.
	PI 2.2: Create and manage innovative product strategies aligning market needs and business objectives.
	PI 2.3: Synthesize multiple strategic frameworks to develop innovative business strategies.
II. SKILLS	
PLO 3: Integrate AI and data analytics effectively into business decision-making processes.	PI 3.1: Utilize AI tools and methodologies to enhance business product/service effectiveness.
	PI 3.2: Leverage data visualization and analytics to inform strategic decision-making.
	PI 3.3: Evaluate and integrate AI-driven organizational behavior practices to enhance management effectiveness.
PLO 4: Conduct in-depth research and comprehensive data analyses to inform strategic business decisions.	PI 4.1: Conduct detailed financial analyses to guide managerial decisions and strategic planning.
	PI 4.2: Apply advanced visualization techniques to translate complex data into actionable insights.
	PI 4.3: Execute comprehensive research methods to support business immersion projects and strategic initiatives.
PLO 5: Demonstrate leadership and effective teamwork	PI 5.1: Exhibit foundational leadership competencies through practical and team-based challenges.

capabilities within diverse, global business environments.	PI 5.2: Lead and collaborate effectively in real-world business environments and innovative projects.
	PI 5.3: Cultivate entrepreneurial mindset and intrapreneurial capabilities to lead internal innovation effectively.
PLO 6: Communicate effectively across diverse cultures and professional contexts.	PI 6.1: Demonstrate intercultural competence and effective communication in diverse international contexts.
	PI 6.2: Utilize advanced negotiation and competitive decision-making skills within professional business settings.
	PI 6.3: Articulate philosophical concepts clearly and persuasively in various professional and business discussions.
III. ATTITUDE	
PLO 7: Exhibit a commitment to lifelong learning and demonstrate adaptability to evolving industry changes.	PI 7.1: Demonstrate commitment to continuous learning and professional growth amidst changing industry conditions.
	PI 7.2: Adapt proactively and innovatively to new challenges and emerging trends within business environments.
PLO 8: Uphold professional ethics and social responsibility consistently across all business practices.	PI 8.1: Apply and champion ethical standards and compliance within innovative and technologically advanced environments.
	PI 8.2: Foster ethical organizational cultures that emphasize responsibility and accountability.
PLO 9: Exhibit initiative and accountability in leading projects and managing teams.	PI 9.1: Take proactive leadership roles and demonstrate accountability in business initiatives and professional projects.
	PI 9.2: Exhibit managerial initiative and accountability in product management and innovation projects.
	PI 9.3: Lead complex negotiations and decision-making processes effectively, demonstrating responsibility for outcomes.

2. CURRICULUM STRUCTURE

2.1 Curriculum Composition

No.	Curriculum Components	Number of Credits	Credit Distribution (%/Total Credits)
I	GENERAL EDUCATION	3	5%
I.1	<i>General Education</i>	3	5%
II	PROFESSIONAL EDUCATION	45	75%
II.1	<i>Foundation Knowledge</i>	15	25%
II.2	<i>Professional Knowledge</i>	15	25%
III.3	<i>Electives</i>	15	25%
III.	PRACTICE - GRADUATION PROJECT	12	20%
III.1	<i>Immersion Program</i>	6	10%
III.2	<i>Capstone Project</i>	6	10%
	TOTAL	60	100%

2.2 Courses and Credit Distribution by Courses

No	Course code	Name of Courses	Credit	Credit Hour Allocation		Pre ¹	Grading System (L/P ²)
				Theory	Practice		
I	GENERAL EDUCATION		3				
1	MB11GP05	Philosophy	3	45		N/A	L
II	PROFESSIONAL EDUCATION		45				
II.1	Foundation Knowledge		15				
1	MB11FO01	MBA Leadership Essentials: Sustainability & Collaboration	3	45		N/A	L
2	MB11FE02	Business Economics	3	45		N/A	L
3	MB12FL06	Organizational Behavior and AI for Corporate Leaders	3	45		N/A	L
4	MB12FF07	Corporate Finance: Navigating Real World Decision	3	45		N/A	L
5	MB12FF08	Financial Analytics for Managers	3	45		N/A	L
II.2	Professional Knowledge		15				
1	MB22CI16	Intrapreneurship	3	45		N/A	L
2	MB12CM01	Global Operation Management	3	45		N/A	L
3	MB12CS09	Strategic Leadership and Management	3	45		N/A	L
4	MB21CM12	AI-Powered Marketing	3	45		N/A	L
5	MB21CD13	Data-Driven Decision Making in Business	3	45		N/A	L
II.3	Electives (Students choose 05 out of 14 courses in the list below)		15				
1	MB21CI11	AI Product Design and Innovation	3	45		N/A	L
2	MB21CL14	AI, Innovation, and Legal Framework	3	45		N/A	L
3	MB11CM04	Product Management	3	45		N/A	L
4	MB22CN17	Negotiation and Competitive Decision-Making	3	45		N/A	L

¹ Prerequisite(s)

² L = Letter Grade or P/F = Pass-Fail

No	Course code	Name of Courses	Credit	Credit Hour Allocation		Pre ¹	Grading System (L/P ²)
				Theory	Practice		
5	MB11CI03	Design Thinking and Innovation Management	3	45		N/A	L
6	MB21LL01	Leading Global Teams	3	45		N/A	L
7	MB21SF01	Advanced Topics in Corporate Finance	3	45		N/A	L
8	MB21SF02	Advanced Financial Accounting with IFRS emphasis	3	45		N/A	L
9	MB21SF03	Investments and Portfolio Management	3	45		N/A	L
10	MB21SS01	International Business Venturing Abroad	3	45		N/A	L
11	MB21SX01	Global Immersion	3	45		N/A	L
12	MB21LL02	International Hospitality Leadership	3	45		N/A	L
13	MB21SD01	Digital Transformation	3	45		N/A	L
14	MB21SI01	Corporate Culture, Innovation, and Sustainability	3	45		N/A	L
III.	PRACTICE - GRADUATION		12				
1	MB22CX15	Immersion Program	6		300	N/A	L
2	MB22CX18	Capstone Project	6		300	N/A	L

2.3 Curriculum Block

I. GENERAL EDUCATION (3 credits) - Philosophy (3)	II.3. Electives (15 credits) - Design Thinking and Innovation Management (3) - Product Management (3) - AI Products Design and Innovation (3) - AI, Innovation, and Legal Framework (3) - Negotiation and Competitive Decision-Making (3) - Leading Global Teams (3) - Advanced Topics in Corporate Finance (3) - Advanced Financial Accounting with IFRS emphasis (3) - Investments and Portfolio Management (3) - International Business Venturing Abroad (3) - Global Immersion (3) - International Hospitality Leadership - Digital Transformation (3) - Corporate Culture, Innovation, and Sustainability (3)	MASTER OF BUSINESS ADMINISTRATION (60 credits)
II. PROFESSIONAL EDUCATION (45 credits) II.1. Foundation Knowledge (15 credits) - MBA Leadership Essentials: Sustainability & Collaboration (3) - Business Economics (3) - Organizational Behavior and AI for Corporate Leaders (3) - Corporate Finance: Navigating Real World Decision (3) - Financial Analytics for Managers (3)		
II.2. PROFESSIONAL EDUCATION (15 credits) - Intrapreneurship (3) - Global Operation Management (3) - Strategic Leadership and Management (3) - AI-Powered Marketing (3) - Data-Driven Decision Making in Business (3)		III. PRACTICE - GRADUATION (12 credits) - Immersion Program (6) - Capstone Project (6)

2.4 Standard Study Plan

Term 1:

No	Course Code	Course name (English)	Course name (Vietnamese)	Credits
1	MB11F001	MBA Leadership Essentials: Sustainability & Collaboration	Nền tảng lãnh đạo MBA: Bền vững và Hợp tác	3
2	MB11FE02	Business Economics	Kinh tế học kinh doanh	3
3	MB11CI03	Design Thinking and Innovation Management	Tư duy thiết kế và quản lý đổi mới	3
4	MB11CM04	Product Management	Quản lý sản phẩm	3
5	MB11GP05	Philosophy	Triết học	3
Total				15

Term 2:

No	Course Code	Course name (English)	Course name (Vietnamese)	Credits
1	MB12FL06	Organizational Behavior and AI for Corporate Leaders	Hành vi tổ chức và trí tuệ nhân tạo cho nhà lãnh đạo doanh nghiệp	3
2	MB12FF07	Corporate Finance: Navigating Real World Decision	Tài chính doanh nghiệp: điều hướng ra quyết thực tiễn	3
3	MB12FF08	Financial Analytics for Managers	Phân tích tài chính cho nhà quản lý	3
4	MB12CS09	Strategic Leadership and Management	Lãnh đạo và quản trị chiến lược	3
Total				12

Term 3:

No	Course Code	Course name (English)	Course name (Vietnamese)	Credits
1	MB12CM01	Global Operation Management	Quản trị vận hành toàn cầu	3
2	MB21CI11	AI Products Design and Innovation	Thiết kế và đổi mới sản phẩm trí tuệ nhân tạo	3
3	MB21CM12	AI-Powered Marketing	Marketing ứng dụng trí tuệ nhân tạo	3
4	MB21CD13	Data-Driven Decision Making in Business	Quyết sách kinh doanh bằng dữ liệu	3
5	MB21CL14	AI, Innovation, and Legal Framework	Trí tuệ nhân tạo, đổi mới và khung pháp lý	3
Total				

Term 4:

No	Course Code	Course name (English)	Course name (Vietnamese)	Credits
1	MB22CX15	Immersion Program	Chương trình thực tế toàn cầu	6
2	MB22CI16	Intrapreneurship	Khởi sự trong doanh nghiệp	3
3	MB22CN17	Negotiation and Competitive Decision-Making	Đàm phán và ra quyết định trong môi trường cạnh tranh	3
4	MB22CX18	Capstone Project	Dự án tốt nghiệp	6
Total				18

2.5 Course Descriptions

MB11GP05: Philosophy

Credit: 3

Pre-requisite: none

Couse Description: Examines ethical theories and philosophical concepts fundamental to responsible leadership and decision-making. Students will critically reflect on the moral and social responsibilities of businesses within diverse organizational and global contexts.

Interactive debates, reflective essays, and ethical decision-making simulations will deepen students' critical thinking skills, preparing them to approach business decisions with integrity and thoughtfulness. The course fosters moral leadership, reinforcing ethical decision-making capabilities required for today's complex business environments.

MB11FO01: MBA Leadership Essentials: Sustainability & Collaboration

Credit: 3

Pre-requisite: none

Couse Description: Introduces the MBA program, setting clear expectations and providing essential resources. Focuses on leadership theories and sustainable leadership practices, emphasizing effective networking, project formation, and practical leadership applications relevant for contemporary business environments.

Students will actively engage in interactive workshops, networking events, and collaborative team-building activities designed to cultivate personal leadership styles and reinforce sustainability as a core value. The course will prepare students to confidently approach their subsequent academic journey and develop meaningful connections with industry leaders and peers.

MB11FE02: Business Economics

Credit: 3

Pre-requisite: none

Couse Description: Introduces foundational economic principles and explores their strategic application in managerial decision-making. Covers microeconomic and macroeconomic frameworks essential for analyzing markets, resource allocation, and economic policy implications on businesses.

Through real-world case studies, guest lectures, and practical exercises, students will apply economic theories to strategic business decisions, understanding market

dynamics, pricing strategies, and policy impacts. Graduates of this course will possess a strong economic acumen essential for effective leadership and informed business management.

MB12FL06: Organizational Behavior and AI for Corporate Leaders

Credit: 3

Pre-requisite: none

Couse Description: Analyzes human behaviors within organizational contexts, integrating insights from behavioral science and artificial intelligence. Emphasizes leveraging AI solutions to enhance organizational effectiveness, employee motivation, and strategic human capital management.

Participants will explore AI-driven tools, simulations, and case studies to optimize workforce management and enhance organizational efficiency. Upon completion, students will possess practical insights into combining human resource strategies with AI to maximize both organizational performance and employee satisfaction.

MB12FF07: Corporate Finance: Navigating Real World Decision

Credit: 3

Pre-requisite: none

Couse Description: Covers essential principles and techniques of corporate finance, focusing on capital structure, funding strategies, and market interactions. Students will analyze various financial instruments and markets to optimize corporate financial performance and manage risks effectively.

Practical applications through financial modeling, real-world case analysis, and strategic simulations will strengthen participants' understanding of financial markets and corporate financial decision-making. Graduates will gain skills essential to navigate complex financial landscapes confidently and responsibly.

MB12FF08: Financial Analytics for Managers

Credit: 3

Pre-requisite: none

Couse Description: Provides an understanding of analytical techniques and financial modeling methods to support managerial decision-making. Students will learn

advanced financial forecasting, budgeting, and data-driven investment analysis, using practical case studies.

Hands-on workshops, software-based analytical exercises, and industry-led case studies will prepare students to leverage financial analytics effectively in business settings. The course equips managers with actionable insights and advanced skills necessary for data-driven financial decision-making.

MB22CI16: Intrapreneurship

Credit: 3

Pre-requisite: none

Couse Description: Encourages entrepreneurial thinking and innovation within established corporate environments. Students will develop skills in opportunity identification, business modeling, internal venture creation, and innovation management, supporting growth-oriented organizational cultures.

Practical workshops and industry interactions will empower students to initiate and manage innovative projects within their organizations. Graduates will become proactive agents of change, equipped to foster innovation and drive corporate entrepreneurship successfully.

MB12CM01: Global Operation Management

Credit: 3

Pre-requisite: none

Couse Description: provides essential insights and practical tools for managing business operations within international environments. The course explicitly covers core operational strategies, supply chain management, logistics optimization, quality control, and efficiency improvements, highlighting the unique challenges and opportunities present in global markets. Students will explore how global organizations strategically design, manage, and improve their operational processes, supply chain networks, and systems to achieve sustainable competitive advantages.

Through real-world case studies, simulations, and collaborative projects, students will develop analytical and managerial skills essential for optimizing global operational effectiveness and agility. Key topics include global sourcing strategies, managing cross-cultural teams, operational risk management, and innovations in digital operations and logistics. This course prepares future business leaders to explicitly understand and strategically respond to dynamic global contexts, leveraging operational excellence and innovation to create clear and sustainable long-term value.

MB12CS09: Strategic Leadership and Management

Credit: 3

Pre-requisite: none

Couse Description: Develops frameworks for formulating and implementing long-term strategic plans to achieve sustainable competitive advantage. Integrates strategy formulation with practical insights, competitive analysis, and strategic alignment with organizational resources and capabilities.

Students will engage in strategic scenario planning, industry analyses, and group-based strategic consulting projects, preparing them to drive sustained organizational success. Graduates will acquire the tools to confidently lead strategic initiatives and effectively respond to market shifts and competitive pressures.

MB21CM12: AI-Powered Marketing

Credit: 3

Pre-requisite: none

Couse Description: Provides insights into contemporary marketing strategies, consumer behavior, and sales management practices. Emphasize digital marketing techniques, customer engagement, and strategic market positioning to effectively grow market share and profitability.

Students will work on practical marketing campaigns, develop comprehensive marketing plans, and engage directly with industry professionals. Upon completing the course, participants will possess actionable skills to lead marketing efforts and effectively drive customer-centric business growth.

MB21CD13: Data-Driven Decision Making in Business

Credit: 3

Pre-requisite: none

Couse Description: Develops practical skills in visualizing complex business data to facilitate clear communication, strategic insights, and informed decision-making. Covers essential data visualization software and best practices to effectively convey analytical findings.

Hands-on visualization projects and case studies provide practical opportunities to build compelling narratives from data, enhancing strategic decision-making. Participants will leave capable of effectively communicating complex analytics clearly to diverse stakeholders.

MB21CI11: AI Products Design and Innovation

Credit: 3

Pre-requisite: none

Couse Description: Introduces principles and methodologies for designing and developing AI-driven products. Focuses on ideation, prototyping, testing, and launching successful AI solutions, exploring practical applications across diverse business sectors.

Students will participate in collaborative AI product design projects, gaining hands-on experience in AI development tools, agile methodologies, and user-centric innovation. Graduates will leave with the practical experience necessary to successfully lead AI-driven innovation in their organizations.

MB21CL14: AI, Innovation, and Legal Framework

Credit: 3

Pre-requisite: none

Couse Description: Explores the intersection of artificial intelligence, innovation, and legal regulations. Students will analyze current legal frameworks governing technology, intellectual property rights, data protection, and ethical considerations critical to managing technology-driven businesses.

Case studies, legal analyses, and discussions led by industry experts will enable students to navigate complex regulatory landscapes. Graduates will have enhanced capabilities to strategically address legal and ethical challenges posed by rapidly evolving technologies.

MB11CM04: Product Management

Credit: 3

Pre-requisite: none

Couse Description: Explores comprehensive product lifecycle strategies, including product conceptualization, development, launch, and continuous improvement. Equips students with tools to lead cross-functional teams and effectively manage products to achieve sustained competitive advantage.

Students will engage with industry experts, participate in real-life simulations, and analyze successful product management cases. Upon completion, participants will have a strong foundation in customer-centric product strategy and practical tools to excel as effective product managers in diverse market contexts.

MB22CN17: Negotiation and Competitive Decision-Making

Credit: 3

Pre-requisite: none

Couse Description: Enhance strategic decision-making and negotiation capabilities within competitive business settings. Focuses on practical negotiation techniques, conflict resolution, stakeholder management, and strategic bargaining to achieve successful outcomes.

Through negotiation simulations, role-playing exercises, and feedback-driven workshops, students will gain confidence and practical skills to negotiate effectively in diverse contexts. This course builds strategic and interpersonal skills crucial for successful leadership roles.

MB11CI03: Design Thinking and Innovation Management

Credit: 3

Pre-requisite: none

Couse Description: Develop innovative problem-solving skills using design-thinking methodologies. Encourages students to approach complex business challenges creatively, fostering innovation-driven organizational cultures through practical and experiential learning.

Students will participate in hands-on projects, prototyping sessions, and interactive team workshops to develop innovative products, services, or business models. This course equips participants with the tools and confidence necessary to lead creative teams and drive sustainable innovation within their organizations.

MB21LL01: Leading Global Teams

3 Credits

Pre-requisites: none

Course Description: Leading Global Teams course in VinUniversity's MBA program encompasses both virtual and in-person team contexts. The course recognizes the increasing prevalence of virtual teamwork in today's globalized and technology-driven work environment, while also acknowledging the importance of in-person team dynamics in certain organizational contexts. Students will explore and develop skills applicable to both virtual and in-person team settings. The course content and objectives will address the unique challenges and strategies relevant to leading and managing teams in both virtual and face-to-face environments. This comprehensive approach ensures that students are equipped to excel in various team contexts, whether they are working remotely or within a physical organizational setting.

By the end of the course, students will have a comprehensive understanding of leading global teams. They will develop the skills necessary to navigate cultural differences, promote effective communication, resolve conflicts, motivate team members, and lead global team projects successfully. The course equips students with the knowledge and capabilities to excel in diverse, global work environments, where the ability to lead and manage global teams is essential for organizational success.

MB21SF01: Advanced Topics in Corporate Finance

3 Credits

Pre-requisites: Intermediate Corporate Finance

Course Description:

The Advanced Topics in Corporate Finance course in VinUniversity's MBA program builds upon the foundational concepts covered in Corporate Finance 1 and delves into advanced topics in corporate finance. This course focuses on equipping students with a deeper understanding of the intricacies and complexities of financial decision-making within organizations, with a particular emphasis on multinational corporations (MNCs) operating in Vietnam and Vietnamese companies. Through theoretical frameworks, case studies, and practical applications, students will develop the analytical and strategic skills necessary to make informed financial decisions that maximize shareholder value in the unique context of Vietnam's business environment.

MB21SF02: Advanced Financial Accounting with IFRS Emphasis

3 Credits

Pre-requisites: none

Course Description: The Advanced Financial Accounting with IFRS Emphasis course in VinUniversity's MBA program builds upon the foundational concepts covered in accounting and focuses on more practical and advanced aspects of financial accounting. In addition to covering advanced financial reporting and analysis topics, this course places a particular emphasis on International Financial Reporting Standards (IFRS). The course aims to deepen students' understanding of financial reporting and analysis within the context of global accounting standards, enabling them to apply IFRS principles and techniques to real-world scenarios. Through a combination of theoretical knowledge, case studies, and hands-on exercises, students will develop the skills necessary for complex financial reporting and analysis while gaining insights into the strategic implications of adopting IFRS for organizations operating in diverse international environments.

MB21SF03: Investments and Portfolio Management

3 Credits

Pre-requisites: Corporate Finance

Course Description: The Investments and Portfolio Management course in VinUniversity's MBA program provides students with a comprehensive understanding of financial markets, investment strategies, and portfolio management. This course equips students with the knowledge and skills to make informed investment decisions, assess risk and return, and effectively manage investment portfolios. Through theoretical concepts, practical applications, and case studies, students will develop the analytical capabilities required to navigate the complexities of financial markets and maximize investment opportunities.

MB21SS01: International Business Venturing Abroad

3 Credits

Pre-requisites: none

Course Description: The International Business Venturing Abroad course in VinUniversity's MBA program provides students with a comprehensive understanding of the challenges and opportunities associated with expanding business operations into international markets. The course focuses on developing the knowledge and skills necessary to analyze global business environments, assess market entry strategies, and successfully navigate the complexities of international business. Through a combination of theoretical frameworks, case studies, and practical exercises, students develop the ability to identify international business opportunities, formulate market entry strategies, and effectively manage global operations.

By the end of the course, students will have a comprehensive understanding of the intricacies of international business venturing abroad. They will be able to analyze international markets, evaluate market entry strategies, and effectively manage global operations. The course equips students with the knowledge and skills necessary to navigate the complexities of international business, identify and capitalize on global opportunities, and successfully lead international business ventures.

MB21SX01: Global Immersion

3 Credits

Pre-requisites: None

Course Description: Global Immersion is an immersive learning experience offered as part of VinUniversity's MBA program. This course provides students with the opportunity to explore international business environments, gain firsthand exposure

to global business practices, and develop a deeper understanding of cultural, economic, and managerial differences across countries. Through a combination of classroom sessions, company visits, guest lectures, and cultural activities, students will broaden their perspectives and enhance their global business acumen.

Global Immersion provides students with a unique opportunity to gain practical exposure to global business environments, broaden their perspectives, and develop the skills necessary to thrive in an interconnected world. By the end of the course, students will have enhanced their cross-cultural competence, expanded their global business knowledge, and cultivated a global mindset that prepares them for leadership roles in international settings.

MB21LL02: International Hospitality Leadership

3 Credits

Pre-requisites: None

Course Description: The International Hospitality Leadership course in VinUniversity's MBA program focuses on developing students' leadership capabilities in the context of the dynamic and fast-paced hospitality industry. This course equips students with the knowledge, skills, and perspectives necessary to effectively lead and manage hospitality organizations in a global setting. Through a combination of theoretical frameworks, case studies, and practical applications, students will gain a deep understanding of the unique challenges and opportunities in the hospitality sector and develop the leadership skills required for success.

Through this course, students will gain a comprehensive understanding of the hospitality industry and develop the leadership skills necessary to excel in global hospitality organizations. They will be prepared to take on leadership roles in hotels, resorts, restaurants, event management companies, and other hospitality establishments, contributing to the growth and success of the industry.

MB21SD01: Digital Transformation

3 Credits

Pre-requisites: None

Course Description: The Digital Transformation course in VinUniversity's MBA program focuses on the fundamental concepts, strategies, and technologies associated with digital transformation in modern organizations. This course explores the opportunities and challenges that arise from the pervasive use of digital technologies and the need for businesses to adapt and thrive in a digital-driven environment. Students will gain a deep understanding of the key elements of digital transformation and develop the skills necessary to lead and manage digital initiatives within organizations.

Through this course, students will develop a comprehensive understanding of digital transformation and the strategic implications it holds for organizations. They will

gain the skills and knowledge necessary to lead and manage digital initiatives, enabling them to drive innovation, improve business performance, and navigate the evolving digital landscape.

MB21SI01: Corporate Culture, Innovation, and Sustainability

3 Credits

Pre-requisites: none

Course Description: The Corporate Culture, Innovation, and Sustainability course in VinUniversity's MBA program explores the interplay between corporate culture, innovation, and sustainability within organizations. This course examines how organizational culture shapes innovation and sustainability efforts, and how these elements contribute to long-term success and societal impact. Students will gain a deep understanding of the role of corporate culture in fostering innovation and sustainability and develop strategies for creating a culture that supports organizational growth, creativity, and responsible practices.

By the end of this course, students will have developed a deep understanding of the relationship between corporate culture, innovation, and sustainability. They will gain the knowledge and skills necessary to foster a culture that promotes innovation and responsible practices, enabling organizations to create long-term value while making positive contributions to society and the environment

MB22CX15: Immersion Program

Credit: 6

Pre-requisite: none

Couse Description: Offers an immersive, hands-on experience integrating theoretical knowledge with real-world business contexts. Students collaborate on practical business projects and gain firsthand exposure to international business practices, challenges, and strategies.

Participants will engage with international industry partners, visit multinational corporations, and apply classroom knowledge to practical global business scenarios. This immersive experience prepares students to effectively manage and lead in diverse international business environments.

MB22CX18: Capstone Project

Credit: 6

Pre-requisite: none

Couse Description: Serves as a culminating experience integrating academic learning with practical application through internships or industry-based projects. Students engage in real-world challenges, demonstrating their capability to analyze problems, propose solutions, and create tangible business impacts.

Through structured mentorship, reflective practice, and professional networking, students consolidate their learning into a robust final deliverable. This capstone prepares graduates for impactful leadership, equipping them with real-world skills and a robust professional portfolio.