



CURRICULUM FRAMEWORK

BACHELOR OF BUSINESS ADMINISTRATION

PROGRAM CODE: 7340101

Applicable for Cohort 2025-2029 from Academic Year 2025-2026

*(Released along with Decision No. 447/2025/ QĐ-VUNI dated August 11th 2025
by Provost of VinUniversity)*

***This curriculum framework has been reviewed and developed in
collaboration by Cornell University***



Records of changes

Version	Published date	Effective Date	Approved by	Description of changes
1	11/8/2025	11/8/2025	Developed by: Curriculum Review Taskforce Reviewed by: CBM Academic Committee, College Dean; VinUni Scientific and Educational Committee Approved by: Provost (Decision No. 447/2025/ QĐ-VUNI, dated: 11/08/2025 by the Provost of VinUniversity).	First release

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1. PROGRAM OVERVIEW

1.1 Program Profile

Name of the degree	Bachelor of Business Administration
Name of the program	Bachelor of Business Administration
Program Code	7340101
Vietnam Qualifications Framework Level	6
Length of Program	4 years
Mode of Delivery	Full-time
Language of Delivery	English
Total credits	120 credits (without Minor)
Home College	College of Business and Management

1.2 Program Purpose

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

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

2. PROGRAM EDUCATIONAL OBJECTIVES AND PROGRAM LEARNING OUTCOMES

2.1 Program Educational Objectives

PEO 1: Professional Competence

Master strong professional competence of core business knowledge, analytical tools, and industry-relevant skills to effectively manage operations, develop strategies, and drive organizational performance across diverse business contexts.

PEO 2: Entrepreneurial Leadership

Lead innovative business ventures and initiatives that respond to emerging market opportunities and dynamic environments, promoting Vietnam's economic development through entrepreneurial thinking and execution.

PEO 3: Business Ethics Sustainability, and Global Impact

Incorporate ethical principles and strategic thinking to make sound, forward-looking business decisions that promote organizational success, foster social and environmental responsibility, and elevate Vietnam's position in the global business landscape.

2.2 Program Learning Outcomes

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

PROGRAM LEARNING OUTCOMES (PLOs)	PERFORMANCE INDICATORS (PIs)
I. KNOWLEDGE	
I.1. General Knowledge	
PLO 1: Apply knowledge of politics, law, art and humanity, sustainability, cross-cultures, and globalization to the field of Business Administration.	PI 1.1: Apply knowledge of politics to the field of Business Administration.
	PI 1.2: Apply domestic and international business regulations for compliance and effective operations in diverse business contexts.
	PI 1.3: Apply knowledge of sustainability, cross-cultures, and globalization for effective collaboration and performance in diverse business contexts.
	PI 1.4: Apply knowledge of art and humanity to the field of Business Administration.
I.2. Professional Knowledge	
PLO 2. Evaluate interdisciplinary business opportunities and challenges using fundamental knowledge and concepts across various business functions.	PI 2.1: Assess general managerial principles in complex business environments.
	PI 2.2: Assess business operations with interdisciplinary management knowledge.
	PI 2.3 Evaluate domestic and international business environments, economies for opportunities and challenges identification in diverse business contexts.
PLO 3a Business Analytics: Formulate business decisions by applying key theories and concepts in business analytics.	PI 3a.1: Discuss frameworks of analytical tools, machine learning methods, and ethical data governance principles. PI 3a.2: Solve professional problems using data-driven analytics and decision-making. (E.X.C.E.L.)
PLO 3b Finance: Construct financial decision and investment strategies incorporating ESG factors, regulatory compliance, and risk management principles.	PI 3b.1: Discuss frameworks of financial analysis, valuation, and investment, integrating ESG factors, regulatory compliance, and risk management principles. PI 3b.2: Propose professional recommendations for financial strategy and portfolio management.
PLO 3c Hospitality Leadership: Propose hospitality business development strategies incorporating service quality and innovation, customer experience, revenue management, analytical frameworks, and	PI 3c.1: Discuss service quality and innovation, revenue management, and analytical frameworks, incorporating logistics and operation principles. PI 3c.2: Propose hospitality business development strategies that meet international standards, enhance

logistics and operation principles.	customer experience, and increase customer satisfaction.
PLO 3d Marketing: Develop marketing solutions and strategies based on market research, and consumer behavior knowledge, alongside digital and brand management principles	PI 3d.1: Discuss marketing strategies using information on a firm's external and internal marketing environment. PI 3d.2: Formulate marketing solutions and strategies based on market research data and in-depth knowledge of consumer behavior, digital marketing, and brand management.
PLO 3e Operation and Supply chain Management: Develop supply chain management strategies incorporating cross-functional coordination, demand management, supply planning, procurement and supplier management, logistics, transportation, risk management and compliance	PI 3e.1: Discuss demand management, supply planning, procurement and supplier management, logistics and transportation, risk management and compliance on a firm's data. PI 3e.2: Design solutions for cross-functional operational and supply chain management improvement in dynamic business environments.
PLO 3f. Entrepreneurship: Formulate effective business strategies and practices of innovation for new ventures and corporate projects.	PI 3f.1: Create innovative, feasible, and high-potential new venture and corporate project ideas incorporating strategy, innovation, and entrepreneurship frameworks. PI 3f.2: Develop business models, systems, networks, and supply sources for the implementation of new ventures and corporate projects.
II. SKILLS	
II. 1. Professional Skills	
PLO 4a Business Analytics: Master technical tools, machine learning and AI techniques, and visualization for data-driven analytics and decisions	PI 4a.1: Integrate the latest techniques, technologies, and tools for effective and secure business information and data collection and processing. PI 4a.2: Integrate technical tools, machine learning and AI techniques, and visualization for effective and secure data analytics and business decision-making.
PLO 4b Finance: Integrate financial modeling on various data sources for financial analyses and investment.	PI 4b.1: Master the essential skills to gather and process financial data from diverse disciplinary backgrounds and various data sources. PI 4b.2: Construct financial modeling on various financial data sets for the interpretation and recommendation of financial strategy and investment.
PLO 4c Hospitality Leadership: Develop comprehensive analyses on hospitality business development for quality improvement, service innovation, and revenue enhancement.	PI 4c.1: Conduct customer feedback on service quality collection and analysis for quality improvement and service innovation. PI 4c.2: Integrate data analytics and financial tools to maximize revenue and profitability while effectively managing hospitality operations in dynamic global and local markets.
PLO 4d Marketing: Integrate the latest techniques, tools, and	PI 4d.1: Integrate the latest techniques, tools, and technologies for effective and secure marketing

technologies in executing market research, marketing strategy and planning, and marketing implementation.	information and data collection and processing. PI 4d.2: Integrate the latest techniques, tools, and technologies for marketing data interpretation and analysis in executing market research, marketing strategy and planning, and marketing implementation.
PLO 4e Operations and Supply Chain Management: Integrate data analytics and digitalization, process improvement methodologies and tools, alongside demand planning and forecasting for operational efficiency enhancement and quality improvement.	PI 4e.1: Develop advanced skills in integrating data analytics and digitalization techniques for operational process optimization and supply chain management efficiency. PI 4e.2: Master process improvement methodologies, tools, alongside demand planning and forecasting for operational efficiency enhancement.
PLO 4f Entrepreneurship: Develop a compelling fundraising plan and sales pitches for stakeholders of new ventures and corporate projects.	PI 4f.1. Create strategic and persuasive fundraising plans tailored to secure support from stakeholders for new ventures and corporate projects. PI 4f.2. Construct compelling sales pitches that effectively communicate value propositions to stakeholders, driving investment and commitment to new ventures and corporate initiatives.
II.2. General Skills	
PLO 5: Digital & Data Proficiency & Research skill: Master analytical and technological skills for evidence-based decision making in various business contexts	PI 5.1 Adapt statistical and analytical skills on various business and economic data.
	PI 5.2 Adapt digital and emerging technological tools effectively for business decision making in various business contexts.
	PI 5.3 Develop business research effectively for evidence-based decision making and opportunity evaluation in various business contexts
PLO 6. Critical & Creative Thinking: Adapt critical, creative, strategic, and systems thinking for problem-solving, value creation, and innovation in diverse business contexts.	PI 6.1 Formulate arguments and evidence-based solutions to complex problems in the field of business administration
	PI 6.2 Adapt creative thinking and innovation in the formation, development, and implementation of business ideas
	PI 6.3 Adapt strategic and systems thinking for business problem-solving within the global context
PLO 7: Teamwork and Entrepreneurial leadership Maximize business collaboration with teamwork skills and entrepreneurial leadership across disciplines and cultures.	PI 7.1 Manage collaboration seamlessly within diverse teams with one's sense of autonomy, judgment, and adaptability.
	PI 7.2 Manage tasks and projects with entrepreneurial leadership and innovation for business success.

PLO 8: Communication and Globalization Skills Create effective communication with a range of audiences across cultures.	PI 8.1 Create effective business communication using verbal and written skills in multicultural settings.
	PI 8.2: Navigate multicultural and globalized environments with adaptability and respect for both common standards and diverse perspectives.
III. ATTITUDE	
PLO 9. Adaptability, Resilience, Life-long learning and entrepreneurial mindset: Display resilience, adaptability, life-long learning ability, and entrepreneurial mindset in dynamic business environments.	PI 9.1 Display resilience and adaptability in turbulent and uncertain business environments
	PI 9.2 Practice lifelong learning for personal and career advancement
	PI 9.3 Display a proactive entrepreneurial mindset, characterized by opportunity recognition, innovative problem-solving, and the ability to adapt to dynamic business environments.
PLO 10. Professional ethics, Social Responsibility, and Sustainability: Practice business ethics, sustainability, and social responsibility when addressing business challenges.	PI 10.1. Display strong work ethics, professionalism and personal integrity to foster trust, accountability in business practices.
	PI 10.2 Incorporate ethical and social responsibilities, community engagement, sustainability, and empathy in addressing business challenges.

3. CURRICULUM STRUCTURE

3.1 Curriculum Composition

No.	Curriculum Components	Number of Credits	Credit Distribution (%/Total Credits)
I	VINCORE	35	29.2%
I.1	Enterprise and Innovation	4	3.3%
I.2	Leadership Mindset	2	1.7%
I.3	Civic Responsibility	2	1.7%
I.4	Ethics	2	1.7%
I.5	Community Service Learning	45 hours	
I.6	Working with the Brain	2	1.7%
I.7	Working with Technology	4	3.3%
I.8	Working with Others	4	3.3%
I.9	Working with the Self	90 hours	
I.10	Integrated Vietnam Studies	11	9.2%
I.11	Sustainability and Global Citizenship	2	1.7%
I.12	Creative Arts	2	1.7%
I.13	Global Experience	N/A	0.0%
II	PROFESSIONAL EDUCATION	63	52.5%
II.1	BBA Core Requirement	48	40.0%
II.2	Concentration Requirement	15	12.5%
III	ELECTIVES – PRACTICE – GRADUATION PROJECT	22	18.3%
	<p><i>Students may choose different paths based on their interest and professional development plan.</i></p> <p>Pathway A- Internship Pathway: For students who take this pathway, they will take at least 13 credits of electives, 03 credits of Practice/Internship, and a graduation thesis/Capstone project (06 credits).</p> <p>Pathway B- Industrial Placement Pathway: For students who take this pathway, they will take at least 10 credits of electives, and 06 credits of Industrial Placement and 06 credits of Graduation dissertation/Capstone project.</p>		
III.1a	PATHWAY A- INTERNSHIP PATHWAY	16	13.3%
	<i>Electives</i>	<i>13</i>	<i>10.8%</i>
	<i>Practice/Internship</i>	<i>3</i>	<i>2.5%</i>
III.1b	PATHWAY B- INDUSTRIAL PLACEMENT PATHWAY	16	13.3%
	<i>Electives</i>	<i>10</i>	<i>8.3%</i>
	<i>Industrial Placement</i>	<i>6</i>	<i>5%</i>
III.2	Graduation Dissertation/Capstone Project	6	5%

	TOTAL (minimum)	120	100%
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Important Note:

- **Important Note:**
- *The Vincore Program has been issued along with the Decision No. 342a/2025/QĐ-VUNI dated June 20, 2025.*
- *Students have the option to obtain a minor in a different area of study. **A minor needs to have at least 15 credits on top of credits counted towards the major program.** Information about the available minors is provided here: [LINK](#).*
- *International students are exempted from National Defense Education. However, they are still 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).*

3.2 Courses and Credit Distribution by Courses

No.	Course code	Name of Courses	Total credits	Credit Hour Allocation		Pre-requisite (s)	Grading system (Letter Grade or Pass/Fail)
				Theory	Practice		
I	VINCORE		35				
I.1	Enterprise and Innovation		4	45			
	ENTR1022	Agile Innovation and Entrepreneurship	2	15	15	NA	P/F
	IDEA1010/11/12/X	Big Ideas: X (The IDEA1010/11/12 series, titled 'Big Ideas (X)' will have its course code and title defined each semester, allowing the course content to align with the key themes and innovative design concepts)	2	30		NA	L
I.2	Leadership Mindset		2	30			
	LEAD1031	Leadership and Teambuilding Boot Camp	2	30		NA	P/F
I.3	Civic Responsibility		2	30	165		
	VCOR1030	National Defense Education			165	NA	P/F
	LAW1010	Introduction to Law	2	30		NA	L
I.4	Ethics		2	30			
	MANA3021	Business Ethics (Required for BBA students)	2	30		NA	L
I.5	Community Service Learning				45		
	COSL1010	Community Service Learning			45	NA	P/F
I.6	Working with the Brain		2	30			
	THINK1010	Critical and Creative Thinking	2	30		NA	L
I.7	Working with Technology		4	60			
1	CECS1040	Introduction to AI Literacy	2	30		NA	L
2	Choose one out of the following courses						

2.1	CECS1031	Computational Thinking	2	30		NA	L
2.2	CECS1050	Introduction to Data Literacy	2	30		NA	L
I.8	Working with Others		4	60			
	ENGL1030	Academic and Professional Writing	2	30		NA	L
	MANA1011	Introduction to Managing Skills (Required for BBA students)	2	30		NA	L
I.9	Working with the Self				90		
	VCOR1012 A/B	OASIS (Orientation, Advising, Skills, Identity & Diversity and Spirit of Pay-it-Forward)			45	NA	P/F
	VCOR1021	Healthy Lifestyle 1			45	NA	P/F
	VCOR1022	Healthy Lifestyle 2					
I.10	Internship						
	Internship Refer to section III.2 for more details						
I.11	Integrated Vietnam Studies		11	165			
	HASS1010	Marxism-Leninism Philosophy (Philosophy, Science and Society)	3	45		NA	L
	HASS1020	Marxism-Leninism Political Economy (Global Political Economy)	2	30		NA	L
	HASS1030	Scientific Socialism (Politics and Social Change)	2	30		NA	L
	HASS1041/42	Ho Chi Minh Ideology (Vietnam: History and Cultures II)	2	30		NA	L
	HASS1050	History of the Communist Party (Vietnam: History and Cultures I)	2	30		NA	L
I.12	Sustainability and Global Citizenship		2	30			
	<i>Choose one out of the following courses</i>						
	HASS1070	Cross-Cultural Navigation	2	30		NA	L
	HASS1100	Introduction to International Relations	2	30		NA	L
	SUST1010	Humans and Environmental Intelligence	2	30		NA	L
	SUST1020	Social Science and Sustainability	2	30		NA	L
	UROP	(Undergraduate Research Opportunity Program)/ Independent Student Project (*) The UROP course code will be assigned based on the respective College, allowing for discipline-specific research experiences that align with the academic and research priorities of each College	2		30	NA	P/F
I.13	Creative Arts		2	30			
	<i>Choose one out of the following courses</i>						
	ARTS1030	Arts Appreciation and Application	2	30		NA	L

	PERF1010	Artistic Performance and Application	2	30		NA	L
I.14	Global Experience						
	Students are encouraged to explore short-term study abroad exchange opportunities, facilitated by the Global Exchange Office, to broaden their global understanding and academic experience through partnerships with international institutions		Optional & Non-credit			NA	
II	PROFESSIONAL EDUCATION						
II.1	College Core Requirement		48	720			
1	MARK1010	Marketing	3	45	0	NA	L
2	STAT2020	Business Statistics	3	45	0	NA	L
3	ACCT2010	Introduction to Financial Accounting	3	45	0	NA	L
4	ACCT2020	Introduction to Managerial Accounting	3	45	0	NA	L
5	ECON1010	Introductory Microeconomics	3	45	0	NA	L
6	ECON1020	Introductory Macroeconomics	3	45	0	NA	L
7	LAW2010	Business Law	3	45	0	LAW1010	L
8	MATH1040	Business Mathematics	3	45	0	ACCT2010	L
9	MANA3030	Organizational Behavior (<i>cross-listed with MANA3010 Organizational Behavior and Human Resource Management</i>)	3	45	0	MANA1011	L
10	FINA2010	Financial Management	3	45	0	ACCT2010	L
11	OLSM3010	Supply and Operations Management (<i>cross-listed with HADM2040 Service Operations Management</i>)	3	45	0	STAT2020	L
12	MANA3040	Human Resource Management	3	45	0	MANA3030	L
13	MANA4010	Strategic Management (<i>cross-listed with MANA4020 Strategic Experience Management</i>)	3	45	0	MANA1011	L
14	BANA3050	Management Information System	3	45	0	STAT2020	L
15	MANA4150	Business Research Methods	3	45	0	STAT2020	L
16	OLSM4300	Project Management	3	45	0	MANA1011	L
II.2	Concentration (Discipline) Requirement		15				
	<i>One Concentration is required.</i> Students can choose any one among all concentrations offered to BBA. Following is the list of concentrations offered by BBA.						
II.2.1	Business Analytics		15	225			
1	BANA3010	Data Driven Analytics	3	45	0	STAT2020, MATH1040	L
2	BANA3020	Introduction to Programming and Python (<i>cross-listed with COMP1010 Introduction to Programming and Python (by CECS)</i>)	3	45	0	STAT2020, MATH1040	L
3	BANA4020	Computational Machine Learning for Business Analytics	3	45	0	BANA3020	L
4	BANA4040	Predictive Analytics	3	45	0	BANA3010 or	L

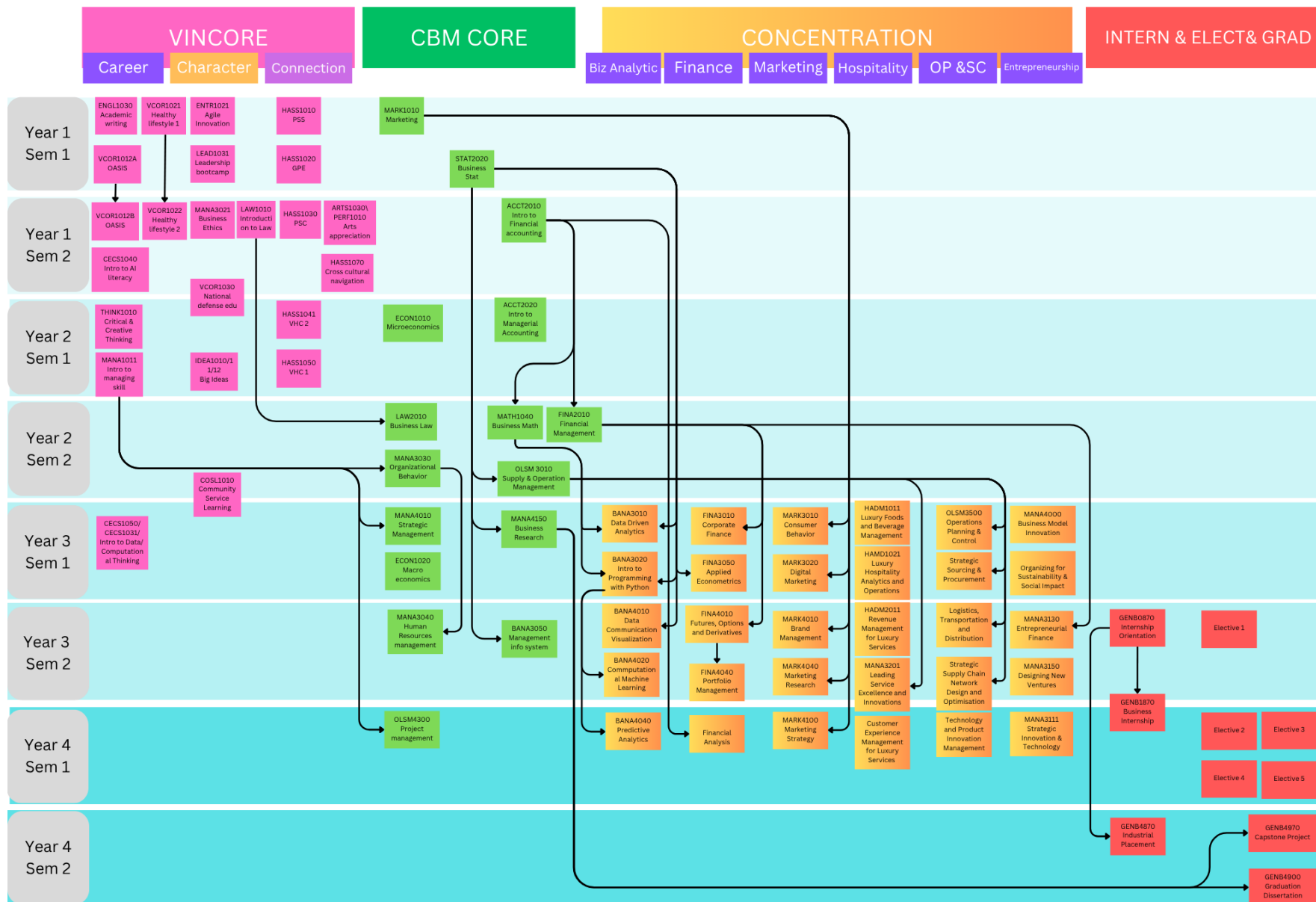
						BANA3020	
5	BANA4010	Data Communication & Visualization	3	45	0	STAT2020	L
II.2.2	Finance		15	225			
1	FINA3010	Corporate Finance	3	45	0	FINA2010	L
2	FINA3051	Quantitative Analysis for Finance <i>(cross-listed with FINA3050 Applied Econometrics)</i>	3	45	0	STAT2020	L
3	FINA4010	Futures, Options, and Financial Derivatives	3	45	0	FINA2010	L
4	FINA4040	Portfolio Management	3	45	0	FINA4010	L
5	FINA4050	Financial Analysis	3	45	0	ACCT2010	L
II.2.3	Hospitality Leadership		15	225			
1	HADM1011	Luxury Foods and Beverage Management <i>(cross-listed with HADM1010 Fundamentals of Foodservice Management)</i>	3	45	0	NA	L
2	HADM2011	Revenue Management for Luxury Services <i>(cross-listed with HADM2010 Revenue Management Principles and Practices)</i>	3	45	0	NA	L
3	HADM1021	Luxury Hospitality Analytics and Operations <i>(cross-listed with HADM1020 Fundamentals in Hotel Operations)</i>	3	45	0	NA	L
4	MANA3201	Leading Service Excellence and Innovations <i>(cross-listed with MANA3200 Managing for Service Excellence)</i>	3	45	0	OLSM3010	L
5	HADM3080	Customer Experience Management for Luxury Services	3	45	0	NA	L
II.2.4	Marketing		15	225			
1	MARK3010	Consumer Behavior	3	45	0	MARK1010	L
2	MARK3020	Digital Marketing	3	45	0	MARK1010	L
3	MARK4040	Marketing Research	3	45	0	MARK1010	L
4	MARK4010	Brand Management	3	45	0	MARK1010	L
5	MARK4100	Marketing Strategy <i>(cross-listed with MANA4100 Entrepreneurial Marketing and Strategy)</i>	3	45	0	MARK1010	L
II.2.5	Operations and Supply Chain Management		15	225			
1	OLSM3500	Operations Planning and Control	3	45	0	OLSM3010	L
2	OLSM4210	Technology and Product Innovation Management	3	45	0	NA	L
3	OLSM3260	Strategic Supply Chain Network Design and Optimisation	3	45	0	OLSM3010	L

4	OLSM3270	Strategic Sourcing and Procurement (<i>cross-listed with OLSM3510 Sourcing and Distribution Planning</i>)	3	45	0	OLSM3010	L
5	OLSM3280	Logistics and Transportation Management	3	45	0	OLSM3010	L
II.2.6	Entrepreneurship		15	225			
1	MANA4000	Business Model Innovation and Design	3	45	0	NA	L
2	ENTR3020	Organizing for Sustainability and Social Impact	3	45	0	NA	L
3	MANA3130	Entrepreneurial Finance	3	45	0	FINA2010	L
4	MANA3150	Designing New Ventures	3	45	0	NA	L
5	ENTR3030	Strategic Innovation & Technology (<i>cross-listed with MANA3110 Corporate Entrepreneurship</i>)	3	45	0	NA	L
III	ELECTIVE – INTERNSHIP – GRADUATION						
III.1	Electives		10-13				
	Students are required to take a minimum of 13 credits of electives if they choose the Internship Pathway, or 10 credits if they choose the Industrial Placement Pathway.						
III.2	Internship		3-6				
	Choose one out of the following internship tracks:						
III.2.1	Internship Pathway		3				
1	GENB0870	Internship Orientation		10 hrs		NA	P/F
2	GENB1870	Business Internship	3			GENB0870	P/F
III.2.1	Industrial Placement Pathway		3				
1	GENB0870	Internship Orientation		10 hrs		NA	P/F
2	GENB4870	Industrial Placement	6			GENB0870	L
III.3	Graduation Dissertation / Capstone		6				
	<i>Students are required to complete the Graduation Dissertation or Capstone project.</i>						
1.1	GENB4900	Graduation Dissertation	6			MANA4150, GENB4870 or MANA4150, GENB1870	L
1.2	GENB4970	Capstone Project	6			MANA4150, GENB4870 or MANA4150, GENB1870	L
		TOTAL Accumulate at least	120				

3.3 Curriculum Block

<p>I. VINCORE (35 credits) I.1. CHARACTER (10 credits) I.1.1. Enterprise and Innovation (4) <ul style="list-style-type: none">- Agile Innovation and Entrepreneurship (2)- Big Ideas: X (2) I.1.2. Leadership Mindset (2) <ul style="list-style-type: none">- Leadership and Teambuilding Boot Camp (2) I.1.3. Civic Responsibility (2) <ul style="list-style-type: none">- National Defense Education (165 hours)- Introduction to Law (2) I.1.4. Ethics (2) <ul style="list-style-type: none">- Business Ethics (2) I.1.5. Community Service Learning (45 hours) I.2. CAREER (10 credits) I.2.1. Working with the Brain (2) <ul style="list-style-type: none">- Critical and Creative Thinking (2) I.2.2. Working with Technology (4) <ul style="list-style-type: none">- Introduction to AI Literacy (2) Choose one out of the following courses: <ul style="list-style-type: none">- Introduction to Data Literacy (2)- Computational Thinking (2) I.2.3. Working with Others (4) <ul style="list-style-type: none">- Academic and Professional Writing (2)- Introduction to Managing Skills (2) I.2.4. Working with the Self <ul style="list-style-type: none">- OASIS (Orientation, Advising, Skills, Identity & Diversity and Spirit of Pay-it-Forward) (45 hours)- Healthy Lifestyle 1 & 2 (45 hours) I.2.5. Internship (Refer to III) I.3. CONNECTIONS (15 credits) I.3.1. Integrated Vietnam Studies (11) <ul style="list-style-type: none">- Marxism-Leninism Philosophy (2)- Marxism-Leninism Political Economy (3)- Scientific Socialism (2)- Ho Chi Minh Ideology (2)- History of the Communist Party (2) I.3.2. Sustainability and Global Citizenship (2) Choose one out of the following courses: <ul style="list-style-type: none">- Cross-Cultural Navigation (2)- Introduction to International Relations (2)- Humans and Environmental Intelligence (2)- Social Science and Sustainability (2)- (Undergraduate Research Opportunity Program) / Independent Student Project (2) I.3.3. Creative Arts (2) Choose one out of the following courses: <ul style="list-style-type: none">- Arts Appreciation and Application (2)- Artistic Performance and Application (2) I.3.4. Global Experience (Optional & non-credit)</p>	<p>II. PROFESSIONAL EDUCATION (63 credits) II.1. COLLEGE CORE (48 credits) <ul style="list-style-type: none">- Marketing (3)- Business Statistics (3)- Introduction to Financial Accounting (3)- Introduction to Managerial Accounting (3)- Introductory Microeconomics (3)- Introductory Macroeconomics (3)- Business Law (3)- Business Mathematics (3)- Organizational Behavior (3)- Financial Management (3)- Supply and Operations Management (3)- Human Resource Management (3)- Strategic Management (3)- Management Information System (3)- Business Research Methods (3)- Project Management (3) II.2. CONCENTRATION REQUIREMENT (15 credits) One Concentration is required. Students can choose any one among all concentrations offered to BBA; or can propose an individually designed concentration.</p> <div> <div> II.2.1. Business Analytics <ul style="list-style-type: none">- Data Driven Analytics (3)- Introduction to Programming and Python (3)- Computational Machine Learning for Business Analytics (3)- Predictive Analytics (3)- Data Communication & Visualization (3) </div> <div> II.2.2. Finance <ul style="list-style-type: none">- Corporate Finance (3)- Quantitative Analysis for Finance (3)- Futures, Options, and Financial Derivatives (3)- Portfolio Management (3)- Financial Analysis (3) </div> <div> II.2.3. Hospitality Leadership <ul style="list-style-type: none">- Luxury Foods and Beverage Management (3)- Revenue Management for Luxury Services (3)- Luxury Hospitality Analytics and Operations (3)- Leading Service Excellence and Innovations (3)- Customer Experience Management for Luxury Services (3) </div> </div> <div> <div> II.2.4. Marketing <ul style="list-style-type: none">- Consumer Behavior (3)- Digital Marketing (3)- Marketing Research (3)- Brand Management (3)- Marketing Strategy (3) </div> <div> II.2.5. Operations and Supply Chain Management <ul style="list-style-type: none">- Operations Planning and Control (3)- Global Supply Chain and Strategy (3)- Strategic Supply Chain Network Design and Optimisation (3)- Strategic Sourcing and Procurement (3)- Logistics and Transportation Management (3) </div> <div> II.2.6. Strategy, Innovation, and Entrepreneurship <ul style="list-style-type: none">- Business Model Innovation (3)- Organizing for Sustainability and Social Impact (3)- Entrepreneurial Finance (3)- Designing New Ventures (3)- Strategic Innovation & Technology (3) </div> </div>	<p>BACHELOR OF BUSINESS ADMINISTRATION (120 credits)</p> <p>III. ELECTIVES – INTERNSHIP - GRADUATION</p> <p>III.1. Electives (10-13 credits) <ul style="list-style-type: none">- Students are required to take a minimum of 13 credits of electives if they choose the Internship Pathway, or 10 credits if they choose the Industrial Placement Pathway. III.2. Internship (3-6 credits) Choose one out of the following internship tracks: III.2.1. Internship Pathway (3) <ul style="list-style-type: none">- Internship Orientation (10 hours)- Business Internship (3) III.2.1. Industrial Placement Pathway (6) <ul style="list-style-type: none">- Internship Orientation (10 hours)- Industrial Placement (6) IV. GRADUATION THESIS / CAPSTONE (6 credits) Choose one out of the following tracks: <ul style="list-style-type: none">- Graduation Dissertation (6)- Capstone Project (6)</p>
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3.4 Curriculum Learning Roadmap



Note:

Arrow indicates the course at the end of the arrow, has prerequisite course(s).

3.5 Standard Study Plan

Year 1 – Semester 1

No.	Course Code	Course Name (English)	Course Name (Vietnamese)	Credit	Category
1	HASS1010	Marxism-Leninism Philosophy (Philosophy, Science and Society)	Triết Học Mác-Lênin (Triết học, Khoa học và Xã hội)	3	VinCore
2	HASS1020	Marxism-Leninism Political Economy (Global Political Economy)	Kinh tế Chính trị Mác-Lênin (Kinh tế chính trị toàn cầu)	2	VinCore
3	ENTR1022	Agile Innovation and Entrepreneurship	Khởi nghiệp và đổi mới sáng tạo	2	VinCore
4	ENGL1030	Academic and Professional Writing	Kỹ năng viết học thuật	2	VinCore
5	VCOR1021	Healthy Lifestyle 1	Lối sống khỏe mạnh 1	22.5 hrs	VinCore
6	VCOR1012A	OASIS (Orientation, Advising, Skills, Identity & Diversity and Spirit of Pay-it-Forward)	OASIS (Định hướng, Tư vấn, Kỹ năng, Bản sắc & Đa dạng, Tinh thần cho đi)	22.5 hrs	VinCore
7	LEAD1030	Leadership and Teambuilding Boot Camp	Trại huấn luyện kỹ năng lãnh đạo và làm việc nhóm	2	VinCore
8	MARK1010	Marketing	Marketing	3	BBA Core
9	STAT2020	Business Statistics	Thống kê kinh doanh	3	BBA Core
TOTAL				17	

Year 1 – Semester 2

No.	Course Code	Course Name (English)	Course Name (Vietnamese)	Credit	Category
1	HASS1030	Scientific Socialism (Politics and Social Change)	Chủ nghĩa Xã hội Khoa học (Chính trị và biến đổi xã hội)	2	VinCore
2	MANA3021	Business Ethics	Đạo đức trong kinh doanh	2	VinCore
3	LAW1010	Introduction to Law	Pháp luật đại cương	2	VinCore
4	ARTS1030/ PERF1010	Arts Appreciation and Application/ Artistic Performance and Application	Thưởng thức và thực hành nghệ thuật / Biểu diễn và thực hành nghệ thuật	2	VinCore
5	HASS1070	Cross-Cultural Navigation	Định hướng liên văn hóa	2	VinCore
6	VCOR1022	Healthy Lifestyle 2	Lối sống khỏe mạnh 2	22.5 hrs	VinCore
7	VCOR1012B	OASIS (Orientation, Advising, Skills, Identity & Diversity and Spirit of Pay-it-Forward)	OASIS (Định hướng, Tư vấn, Kỹ năng, Bản sắc & Đa dạng, Tinh thần cho đi)	22.5 hrs	VinCore
8	CECS1040	Introduction to AI Literacy	Nhập môn hiểu biết về AI	2	VinCore
9	ACCT2010	Introduction to Financial Accounting	Kế toán tài chính	3	BBA Core
10	VCOR1030	National Defense Education (During summer semester)	Giáo dục quốc phòng và An ninh	165 hrs	VinCore
TOTAL				15	

Year 2 – Semester 1

No.	Course Code	Course Name (English)	Course Name (Vietnamese)	Credit	Category
1	HASS1041	Ho Chi Minh Ideology (Vietnam: History and Cultures II)	Tư tưởng Hồ Chí Minh (Lịch sử và Văn hóa Việt Nam II)	2	VinCore
2	HASS1050	History of the Communist Party (Vietnam: History and Cultures I)	Lịch sử Đảng Cộng Sản Việt Nam (Lịch sử và Văn hóa Việt Nam I)	2	VinCore
3	MANA1011	Introduction to Managing Skills	Nhập môn kỹ năng quản lý	2	VinCore
4	IDEA1012	Big Ideas	Ý tưởng lớn	2	VinCore
5	THINK1010	Critical and Creative Thinking	Tư duy sáng tạo và phản biện	2	VinCore
6	ECON1010	Introductory Microeconomics	Kinh tế học vi mô	3	BBA Core
7	ACCT2020	Introduction to Managerial Accounting	Kế toán quản trị	3	BBA Core
TOTAL				16	

Year 2 – Semester 2

No.	Course Code	Course Name (English)	Course Name (Vietnamese)	Credit	Category
1	MANA3030	Organizational Behavior	Hành vi tổ chức	3	BBA Core
2	LAW2010	Business Law	Luật kinh doanh	3	BBA Core
3	MATH1040	Business Mathematics	Toán kinh doanh	3	BBA Core
4	OLSM3010	Supply and Operation management	Quản lý chuỗi cung ứng và vận hành	3	BBA Core
5	FINA2010	Financial Management	Quản trị tài chính	3	BBA Core
6	COSL1010	Community Service Learning (during summer semester-tentative)	Học tập qua phục vụ cộng đồng	45 hrs	VinCore
TOTAL				15	

Year 3 – Semester 1

No.	Course Code	Course Name (English)	Course Name (Vietnamese)	Credit	Category
1	CECS1031/ CECS1050	Computational Thinking / Introduction to Data Literacy	Tư duy máy tính / Nhập Môn Hiểu Biết về Dữ Liệu	2	VinCore
2	MANA4010	Strategic Management	Quản trị chiến lược	3	BBA Core
3	ECON1020	Introductory Macroeconomics	Kinh tế học vĩ mô	3	BBA Core
4	MANA4150	Business Research Methods	Phương pháp nghiên cứu trong kinh doanh	3	BBA Core
5		Concentration 1	Môn chuyên ngành hẹp 1	3	CON
6		Concentration 2	Môn chuyên ngành hẹp 2	3	CON
TOTAL				17	

Year 3 – Semester 2

No.	Course Code	Course Name (English)	Course Name (Vietnamese)	Credit	Category
1	MANA3040	Human Resource Management	Quản trị nguồn nhân lực	3	BBA Core
2	BANA3050	Management Information System	Hệ thống thông tin quản lý	3	BBA Core
3	GENB0870	Internship Orientation	Định hướng thực tập	10 hrs	INT
4		Concentration 3	Môn chuyên ngành hẹp 3	3	CON
5		Concentration 4	Môn chuyên ngành hẹp 4	3	CON
6		Elective 1	Môn tự chọn 1	3	ELT
7	GENB1870	Business Internship (Applicable for students following the Internship Pathway during summer semester.)	Thực tập doanh nghiệp	3	INT
TOTAL				18	

Year 4 – Semester 1

No.	Course Code	Course Name (English)	Course Name (Vietnamese)	Credit	Category
1	OLSM4300	Project Management	Quản trị dự án	3	BBA Core
2		Concentration 5	Môn chuyên ngành hames	3	CON
3		Elective 2	Môn tự chọn 2	3	ELT
4		Elective 3	Môn tự chọn 3	3	ELT
5		Elective 4	Môn tự chọn 4	3	ELT
6		Elective 5	Môn tự chọn 5	3	ELT
TOTAL				18	

Year 4 – Semester 2

No.	Course Code	Course Name (English)	Course Name (Vietnamese)	Credit	Category
1	GENB4870	Industrial Placement (Applicable for students following the industrial placement pathway)	Học kỳ doanh nghiệp	6	INT
2	GEN4900/ GEN4970	Graduation Dissertation / Capstone Project	Khóa luận tốt nghiệp / Dự án tốt nghiệp	6	GRAD
TOTAL				12	

3.6 Course Descriptions

3.6.1 VINCORE Courses

ENTR1022 Agile Innovation and Entrepreneurship

2 credits

Pre-requisite: None

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

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

IDEA1012 Big Ideas

2 credits

Pre-requisite: None

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

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

LEAD1031 Leadership and Teambuilding Bootcamp

2 credits

Pre-requisite: None

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

1. Define foundational concepts of leadership traits, leadership styles, values, and trends, and their applications to real-life situations, especially in a turbulent world.
2. Describe and evaluate the differences and similarities between management and leadership, and their application in an organizational setting.
3. Evaluate the multifaceted nature of leadership in Vietnam and internationally, and their impact on work environments, particularly in a VUCA context. Have access to insights on Vingroup's mission, vision, and core values.

4. Develop your own leadership mindset by setting a vision, developing self-awareness, understanding others' perspectives, understanding situational contexts, communicating effectively, and making informed decisions. setting a vision, accepting accountability, understanding self and others' limits, inspiring and motivating others, and creating the collaborative conditions for success

5. Apply basic leadership values and skills through action-based learning, self-building, interpersonal, and team leadership during the leadership bootcamp.

VCOR1030 National Defense Education

165 hours

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

1. Understand and articulate knowledge of the National Defense and Security policies of the Communist Party of Vietnam.
2. Understand basic concepts of national defense and security work.
3. Understand and practice the fundamental rules and disciplinary regulations in military organization.
4. Practice the fundamental techniques and tactics of infantry combat

LAW1010 Introduction to Law

2 credits

Pre-requisite: None

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

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

MANA3021 Business Ethics

2 credits

Pre-requisite: None

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

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

COSL1010 Community Service Learning

45 hours

Pre-requisite: None

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

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

THINK1010 Critical and Creative Thinking

2 credits

Pre-requisite: None

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

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

CECS1031 Computational Thinking

2 credits

Pre-requisite: None

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

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

CECS1050 Introduction to Data Literacy

2 credits

Pre-requisite: None

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

1. Read, understand, create, and communicate data as information.
2. Analyze and visualize data using tools like Excel and Python.
3. Understand the importance of data in business strategy and apply data-driven insights for decision-making.

4. Develop skills to improve data collection designs and ensure data quality.
5. Utilize statistical methods and probability to interpret, present and effectively tell stories about data.

CECS1040 Introduction to AI Literacy

2 credits

Pre-requisite: None

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

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

ENGL1030 Academic and Professional Writing

2 credits

Pre-requisite: None

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

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

MANA1011 Introduction to Managing Skills

2 credits

Pre-requisite: None

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

1. Apply the SMART technique to define specific, measurable, achievable, relevant, and time-bound goals, ensuring clarity and focus on their objectives.
2. Develop skills to effectively organize tasks and prioritize them based on importance and urgency, facilitating efficient and systematic progress towards achieving objectives.
3. Understand how to assign tasks based on team members' individual strengths, skills, and expertise, ensuring optimal use of resources, and enhancing team performance.
4. Learn to create and manage project schedules, monitor progress, and employ motivational techniques to keep team members engaged and productive, overcoming challenges and maintaining momentum.
5. Acquire the ability to give professional, accurate, and timely feedback, fostering a positive energy and environment within the team.

VCOR1012A/B OASIS (Orientation, Advising, Skills, Identity & Diversity and Spirit of Pay-it Forward) **45 hours**

***Pre-requisite:* None**

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

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

VCOR1021/22 Healthy Lifestyle **45 hours**

***Pre-requisite:* None**

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

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

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

***Pre-requisite:* None**

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

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

5. Understand and assess different approaches to the nature of science and scientific progress

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

Pre-requisite: None

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

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

HASS1030 Scientific Socialism (Politics and Social Change) 2 credits

Pre-requisite: None

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

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

HASS1041/42 Ho Chi Minh Ideology (Vietnam History and Culture II) 2 credits

Pre-requisite: None

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

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

6. Explore multiple perspectives about the past, especially the past as understood from the vantage of former historical actors.

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

Pre-requisite: None

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

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

HASS1070 Cross-Cultural Navigation

2 credits

Pre-requisite: None

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

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

HASS1100 Introduction to International Relations

2 credits

Pre-requisite: None

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

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

ARTS1030 Art Appreciation and Application

2 credits

Pre-requisite: None

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

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

PERF1010 Artistic Performance and Application

2 credits

Pre-requisite: None

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

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

3.6.2 BBA Core Courses

MARK1010: Marketing

3 credits

Prerequisite: None

The basic knowledge of principles of marketing is the first step for students to enter in the field of marketing. Nowadays, for any firm the demand of delivering the best customers' experience is more increasing, which results in a customer satisfaction and consequently leads to market growth, expansion and profitability. The course provides an overview of the

theories, concepts, strategic thinking, and processes involved in marketing as well as the interconnections of Marketing with other business disciplines.

This course fosters the development of the analytical skills necessary for understanding, assessing and applying marketing concept, marketing plan, marketing environments, customers including those are consumers and business buyers, segmentation-targeting-positioning and developing appropriate marketing strategies. Students will have opportunities to extend their knowledge to apply theories into modern business (especially in Vietnam) by doing in-class discussions, case presentation, accomplishment of project, individual assignment(s). Throughout this course, students will be able to enhance the generic skills (teamwork, writing/oral presentation skills, critical thinking and problem-solving skills)

STAT2020 Business Statistics

3 credits

Prerequisite: 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.

ACCT2010: Introduction to Financial Accounting

3 credits

Prerequisite: 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

3 credits

Prerequisite: 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.

ECON1010: Introductory Microeconomics

3 credits

Prerequisite: None

This 3-credit course is to provide an overview of microeconomics for business students for the first year. This is a basic and foundational course in microeconomics to support students majoring in business and management to access specialized subjects for the next school year, and also to help students remember, understand, and apply microeconomic knowledge to the decision-making process in management, the role of microeconomics in business administration. Students are equipped with the fundamentals of microeconomics to understand issues of economic activities in relation to the market and firm's behavior. Topics may include the supply and demand, market efficiency and government interventions, production decisions, market structure, the organization of industry, and the impact of microeconomic variables on economic activity and business decision making.

ECON1020: Introductory Macroeconomics

3 credits

Prerequisite: None

This 3-credit course is to provide an overview of macroeconomics for business students for the second year. This is a basic and foundational course in macroeconomics to support students majoring in business and management to access specialized subjects for the next school year, and also to help students remember, understand, and apply macroeconomic knowledge to the decision-making process in management, the role of macroeconomics in business administration. Students are equipped with the fundamentals of macroeconomics to understand issues of aggregate economic activity in relation to the level, stability, and growth of national income. Topics may include the determination and effects of unemployment, inflation, balance of payments, deficits, and economics.

LAW2010: Business Law

3 credits

Prerequisite: LAW1010

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.

MATH1040: Business Mathematics

3 credits

Prerequisite: ACCT2010

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

MANA3030: Organizational Behavior

3 credits

Prerequisite: MANA1011

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.

FINA2010 Financial Management

3 credits

Prerequisite: ACCT2010

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

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

OLSM 3010: Supply and Operations Management

3 credits

Prerequisite: 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 their accumulation, as well as tools for deciding how much inventory a business should hold under different circumstances. Finally, Quality Control teaches how to measure and control the quality of the output of a business process. Throughout the course, the course also covers the more advanced topics of Queuing (how to measure and reduce waiting times), Revenue Management (how to manage prices and product availability), and Supply Chain Coordination (how to establish mutually beneficial relationships among partners in a supply chain).

MANA3040: Human Resource Management

3 credits

Prerequisite: MANA3030

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.

MANA4010: Strategic Management

3 credits

Prerequisite: MANA1011

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.

BANA 3050 Management Information System

3 credits

Prerequisite: STAT2020

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.

MANA4150: Business Research Methods

3 credits

Prerequisite: STAT2020

This course is designed to learn background knowledge about business research, and necessary research methods (qualitative and quantitative) for future research projects including graduation thesis. Knowledge of research methods can be a differentiator in the job market, showcasing your ability to handle complex data and contribute to strategic planning. By taking this course, students also have the opportunity to engage in research activities via their assignments and develop their research skills. The course teaches how to collect, analyze, and interpret data effectively, which is crucial for making informed business decisions rather than relying on intuition alone. It fosters critical thinking and analytical skills, enabling you to evaluate research findings and their implications more effectively. This course also includes guest lecture sessions for students to be exposed to business case studies using research to solve business problems

OLSM 4300: Project Management

3 credits

Prerequisite: MANA1011

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

3.6.3 Concentration courses

a. Business Analytics Concentration Courses

BANA3010: Data Driven Analytics

3 credits

Prerequisite: STAT2020 & MATH1040

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

BANA3020: Introduction to Programming and Python

3 credits

Prerequisite: STAT2020 & MATH1040

Programming and problem-solving using a popular programming language. Emphasizes principles of software development, style, and testing. Topics include procedures and

functions, iteration, recursion, arrays and vectors, strings, an operational model of procedure and function calls, algorithms, exceptions, object-oriented programming, and GUIs (graphical user interfaces). Weekly labs provide guided practice on the computer, with staff present to help. Assignments use graphics and GUIs to help develop fluency and understanding.

BANA4010: Data Communication and Visualization

3 credits

Prerequisite: STAT2020

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

BANA4020 Computational Machine Learning for Business Analytics 3 credits

Prerequisite: BANA3020

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

BANA4040: Predictive Analytics

3 credits

Prerequisite: BANA 3010 or BANA 3020

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

b. Finance Concentration Courses

FINA3010: Corporate Finance

3 credits

Prerequisite: FINA2010

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

of a firm, and know how to properly evaluate investment and financing decisions. They also learn standard techniques of financial analysis, such as discounted cash-flow valuation, capital budgeting, risk analysis, and estimation of the cost of debt and equity.

FINA4010: Futures, Options and Financial Derivatives

3 credits

Prerequisite: FINA2010

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

FINA4040: Portfolio Management

3 credits

Co-requisites: FINA4010

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

FINA3051: Quantitative Analysis for Finance

3 credits

Prerequisite: STAT2020

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

Financial Analysis

3 credits

Prerequisite: ACCT2010

The course will focus on developing a framework for analyzing financial statements to make business decisions. The framework is intended to enhance the ability to qualitatively and quantitatively assess financial information. The goals of the course include understanding macroeconomic factors and industry characteristics, unlocking business insights, conducting horizontal and vertical analyses, analyzing financial ratios from different perspectives, and projecting financial statements. Cases are incorporated in class discussions and assignments so that students can apply theoretical concepts to real-world business scenarios, develop their critical thinking and decision-making skills.

c. Hospitality Leadership

HADM1011: Luxury Foods and Beverage Management

3 credits

Prerequisite: 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.

HADM2011: Revenue Management for Luxury Services

3 credits

Prerequisite: 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.

HADM1021: Luxury Hospitality Analytics and Operations

3 credits

Prerequisite: None

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

MANA3201: Leading Service Excellence and Innovations

3 credits

Prerequisite: 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.

HADM3080: Customer Experience Management for Luxury Services

3 credits

Prerequisite: None

Luxury consumption has shifted from a focus on objects to a focus on experiences that are emotional, relational, and multisensory. Building on The New Luxury Experience (Batat, 2019) and foundational CXM methods, this course equips students with tools to design and manage experiential luxury strategies across hospitality, retail, and lifestyle sectors. Students will explore the Big Five experiential strategies: Capturing luxury customer values; Experiential branding of luxury; Experiential setting design (including phygital environments); Luxury staff training; and Consumer initiation to luxury. They will apply CX methods (Customer Journey Mapping, Design Thinking, VOC programs) in real-world projects with luxury industry partners.

d. Marketing Concentration Courses

MARK3010: Consumer Behavior

3 credits

Prerequisite: MARK1010

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

MARK3020: Digital Marketing

3 credits

Prerequisite: MARK1010

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

MARK4010: Brand Management

3 credits

Prerequisite: MARK1010

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

MARK4040: Marketing Research

3 credits

Prerequisite: MARK1010

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

MARK4100: Marketing Strategy

3 credits

Prerequisite: MARK1010

The process of finding, capturing, and retaining customers is perhaps the single most important contributor to a business's success. Doing so requires not only great products, but an effective marketing strategy based on a keen understanding of how those products fit into customers' lives relative to competition. The four main modules of this course deal with the process of developing a firm's product strategy; building a viable competitive strategy; managing customer relationships; and effective allocation of marketing resources. The material will be covered via lectures, case presentations and discussions, and talks by guest

speakers. This course focuses on strategic marketing planning at the product group/senior executive level for the development of competitive marketing strategies through analysis of a firm's external environment. Enrolled students will apply the concepts and methods to build a comprehensive marketing strategy plan for an actual product of their choosing over the course of the semester. This course will be useful for those students who wish to gain a deeper knowledge of marketing in their path toward becoming general managers and consultants.

e. Operations and Supply Management Concentration Courses

OLSM3500: Operations Planning and Control

3 credits

Prerequisite: OLSM3010

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

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

OLSM4210: Technology and Product Innovation Management

3 credits

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

OLSM3260: Strategic Supply Chain & Network Design and Optimisation

3 credits

Prerequisite: OLSM3010

This course offers an in-depth exploration of the strategic principles and analytical techniques essential for designing, implementing, evaluating, and optimizing supply chain networks. Students will explore critical decisions concerning facility location, capacity planning, warehouse configuration, transportation networks, inventory positioning, and sourcing/production integration. The course leverages quantitative models, technology, and data analytics to enhance efficiency, reduce costs, improve responsiveness, and build resilience for supply chain in today's dynamic global marketplace.

OLSM.....: Strategic Sourcing & Procurement

3 credits

Prerequisite: OLSM3010

This course examines the importance of sourcing decisions in building competitive and resilient supply chains. Through real-world cases, interactive debates, guest speakers, and site visits, you will learn how managers can leverage sourcing to enhance competitiveness, even in times of crisis.

Key questions we will explore:

- Should a company make or buy a key component—and how do we calculate the true cost?
- Why do supplier relationships matter? Under what conditions do they matter particularly?
- How do firms manage risks like supplier failure, tariffs, or sustainability scandals?
- How do new technologies such as AI, blockchain, and IoT change sourcing and distribution?

Why is Vietnam becoming one of the world's most attractive sourcing destinations—and what are the risks for companies expanding here?

By the end of this course, you will not only understand the frameworks managers use to make sourcing decisions, but you will also analyze real cases, present “Sourcing in Action” stories, and work on a team project that simulates designing a sourcing strategy for a real product.

If you are curious about how global and Vietnamese companies gain a competitive edge through their supply chains, this course will provide you with the tools and insights to think like a supply chain strategist.

OLSM3280: Logistic and Transportation Management

3 credits

Prerequisite: OLSM3010

This course provides a comprehensive understanding of logistics, transportation, and distribution within the broader supply chain context. Students will explore strategic logistics concepts, optimize transportation networks and warehousing operations, and analyze the impact of emerging technologies and sustainability. Through a blend of theoretical frameworks, quantitative techniques, case studies, and field trips, students will develop practical problem-solving skills and learn to propose effective solutions for complex logistics challenges in diverse global and regional environments

f. Entrepreneurship Concentration Courses

MANA3150: Designing New Ventures

3 credits

Prerequisite: None

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

MANA3130: Entrepreneurial Finance

3 credits

Prerequisite: FINA2010

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

ENTR3030: Strategic Innovation & Technology

3 credits

Prerequisite: None

The movement towards a service-based economy has coincided with a fundamental shift in technology and manufacturing ventures to a business model and plan in which the value proposition and customer experience has become central. As a result, the service component of products, based on the value they provide to consumers, has become dominant. Additionally, business modeling for service-based businesses is inherently different from for

product or technology ventures. Students interested in starting service-based companies as well as those interested in developing service-based business models for technology and new product startups will find this course relevant and useful. This is an experientially based course. Students will be engaged in the process of business model and business plan development throughout the semester.

MANA4000: Business Model Innovation and Design

3 credits

Prerequisite: None

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

ENTR3020: Organizing for Sustainability & Social Impact

3 credits

Prerequisite: None

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

2.4.1.1 Company needs for entrepreneurial behaviors

2.4.1.2 People required for entrepreneurial behaviors

2.4.1.3 How the firms capitalize on entrepreneurial behaviors

2.4.1.4 How firms develop and sustain competitive advantage through corporate entrepreneurship

Conducting and writing an entrepreneurial assessment of several mature companies

3.6.4 Internship courses

GENB0870: Internship Orientation

10 hours

Prerequisite: None

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

GENB1870: Business Internship

3 Credits

Prerequisite: GENB0870

The summer internship offers students opportunities to apply theoretical knowledge to a real-world work environment and learn more about companies that students may be interested in joining after graduation. The internship will take place off-campus at a business organization of the student's choice (subject to acceptance into a designed program and the college approval). During the internship, students will have the opportunity to discover and/or confirm their career interests, develop their knowledge of business management, and gain valuable professional skills and connections with industry professionals. Students will complete the program under the guidance and support of an industry supervisor, an industry mentor, and a faculty advisor, who will jointly help students to create SMART learning outcomes (specific, measurable, achievable, relevant and time-bound).

GENB4870: Industrial Placement

6 Credits

Prerequisite: GENB0870

The Industry Placement Course is designed to provide students with a final comprehensive and enriching internship experience that will enhance their practical skills and employability through hands-on experience and exposure to real-world work environments. Throughout the course, students will get support from FIC of Internship and course's teaching assistant, who will monitor the progress, make necessary adjustments to guide/help the students to optimize the outcomes of the internship. The Industry Placement includes internship and training components, which are conducted by the industry and faculty supervisors. The experience and skills acquired in this program would empower the student's competitiveness and visibility in the job market.

3.6.5 Graduation courses

GENB4900: Graduation Dissertation

6 Credits

Prerequisite: MANA4150 and GENB4870 / GENB1870

In the graduation thesis course, the student demonstrates the research competencies. The research topic is relevant to the concurrent issues in the business world. The student will work individually under the supervision of Thesis Advisors to derive a research proposal, structure, and implementation. After submission of the thesis, the student will need to prepare for the Thesis Defense designed to offer the student a chance to discuss his/her work with a panel of experts.

GENB4970: Capstone Project

6 Credits

Prerequisite: MANA4150 and GENB4870 / GENB1870

The Capstone project gives students opportunities to apply knowledge acquired during the program to a practical project in a realistic setting. The Capstone Project has three pathway options for students to follow: Capstone (Pathway 1); Capstone with Industrial Placement (Pathway 2); Leader@20 Program (Pathway 3). During the project, students engage in the entire process of real-world problem identification, problem-solving, and presentation of solutions or recommendations to a committee of academic and industrial examiners. Students can choose to work individually or in groups of 2 to 5 in the same host company, under the supervision of one academic faculty (Capstone Advisor) and one Industry Supervisor who directs, monitors, and evaluates the entire Capstone projects and outcomes of the student.

Note for Leaders@20 students: All students in Leaders@20 program must enroll in this course for credit recognition. A Capstone Advisor will be assigned to supervise the Challenge 3 in the Leaders@20 program. Challenge 3 is equivalent to Capstone Project and all the required assessment items must be submitted. The design of Challenge 3 follows the most updated curriculum of the Leaders@20 program.