VINUNIVERSITY

FRM27. PROGRAM SPECIFICATION

Program name: BACHELOR OF BUSINESS ADMINISTRATION

Academic year: 2025 - 2026

This program specification is designed for prospective students, current students, academic staff, and potential employers. It provides a summary of the programs' main features and expected learning outcomes that a typical student might achieve if he/she takes full advantage of the learning opportunities provided. Detailed information on the teaching and assessment methods, course expected learning outcomes and content can be found in the course specifications through the link at the end of this document. Detailed information on the university's regulations can be found on the website: https://policy.vinuni.edu.vn/.

This program specification is relevant to students entering 2025 - 2026

Program Director
(Signature)

Nguyen Thi Mai Lan

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Section A. Admissions/ Management Information

1	Title of program:	Bachelor of Business Administration
2	Program code:	7340101
3	Vietnam Qualifications Framework level of award	Level 6 – University
4	This program specification is relevant to students entering	Academic year 2025-2026
5	Awarding institution:	VinUniversity
6	Administrative college:	College of Business and Management
7	Website of program:	English: Bachelor of Business Administration - College of Business and Management Vietnamese: Cử nhân Quản trị Kinh doanh - College of Business and Management
8	Final award title:	Bachelor of Business Administration
9	Job titles of graduates:	**1. Business Analytic** • *Business Intelligence Analyst* • *Data Analyst* • *Market research Analyst* **2. Finance** • *Financial Advisor* • *Chief Financial Officer* • *Financial Analytics Consultant* **3. Hospitality Leadership** • *Senior Executives of F&B Chain* • *Chief Experience Officer* • *Hospitality SME Start Up Owner* • *Hotel/Resort Manager* • *Restaurant Manager* • *Tourism Manager* **4. Marketing**

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- *Chief Marketing Officer*
- *Digital Marketing Manager*
- *Marketing Director*
- *Communication Director*
- *Director of Marketing Analytics*
- *Marketing Strategy Consultant*

5. **Operation and Supply Chain Management**
   - *Chief Operating Officer*
   - *Director of Operations*
   - *Director of Supply Chain*
   - *Plant manager*
   - *Purchasing manager*
   - *Demand planner*
   - *Warehouse manager*
   - *Export/import manager*
   - *Logistics Manager*
   - *Quality control manager*
   - *Business development manager*
6. **Strategy, Innovation, and Entrepreneurship**
   - *Fintech Start-up Founder*
   - *Venture Capitalist*
   - *Investor*
   - *Incubator/Accelerator Manager*

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<td>Competency of program graduates:
(according to the DACUM competency set or national, regional or international professional competency framework)</td>
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<tr><th>No</th><th>Competencies</th><th>Description</th><th>Category K-S-A</th></tr>
<tr><td>1</td><td>Functional business knowledge</td><td>Deep understanding of core business disciplines (e.g., finance, marketing, operations, business analytic etc.) and their application in various contexts.</td><td>Knowledge</td></tr>
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		2	Global Awareness/Perspective	Understanding of international business contexts and cultural adaptability, enhanced by global exposure and exchange programs.	Knowledge
		3	Interdisciplinary	Ability to synthesize knowledge from finance, marketing, operations, and other areas for holistic business solutions.	Knowledge
		4	Local awareness/perspective	Understanding of Vietnam's business environment, regulations, and cultural nuances to operate effectively locally.	Knowledge
		5	Management	Knowledge and application of managerial principles to oversee business operations effectively.	Knowledge
		6	Organizational Awareness	Knowledge of organizational dynamics and structures to navigate business environments effectively.	Knowledge
		7	Analytical & statistical Skills	Proficiency in interpreting data, using quantitative and qualitative methods, and making data-driven decisions.	Skills
		8	Career Management/Advancement	Ability to identify strengths, set career goals, and navigate professional growth opportunities.	Skills
		9	Communication Skills	Strong verbal, written, and professional communication abilities, honed through	Skills

				presentations, reports, and interactions with diverse stakeholders.	
		10	Critical Thinking and Problem- Solving	Ability to analyze issues, make sound decisions, and solve problems using evidence-based and analytical approaches.	Skills
		11	Cultural Competence	Ability to operate effectively in multicultural environments, showing openness and respect for diverse backgrounds.	Skills
		12	Data Analysis and Visualization	Skills in analyzing and presenting data visually to inform business decisions.	Skills
		13	Digital and Information Literacy	Proficiency in using technology, data tools, and information from diverse sources to support business decisions.	Skills
		14	Entrepreneurial Mindset	Initiative and innovation in creating and scaling business ideas, often supported by entrepreneurial programs.	Skills
		15	Innovation and Creativity	Capacity to think creatively, develop new ideas, and pursue entrepreneurial opportunities in business contexts.	Skills

		16	Interpersonal Skills	Effective collaboration, networking, and relationship- building with diverse individuals, including conflict management and cultural navigation.	Skills
		17	Language Proficiency	Competency in reading, speaking, or understanding foreign languages for professional use in business.	Skills
		18	Leadership	Skills and mindset to lead teams, manage projects, and pursue shared visions, developed through experiential learning and peer guidance.	Skills
		19	Manage to the End to Achieve Goals	Persistence and determination to complete business tasks and achieve objectives.	Skills
		20	Negotiation	Ability to engage in effective bargaining and conflict resolution to achieve favorable business outcomes.	Skills
		21	Perceptiveness	Keen insight and awareness to understand business situations and people, aiding decision-making.	Skills
		22	Personal Development	Focus on self-improvement, managing stress, and balancing work/life commitments.	Skills

		23	Planning, Organizing, and Monitoring	Ability to plan, organize, and track business activities to ensure successful outcomes.	Skills
		24	Research Skills	Ability to conduct self-directed study and evaluate new ideas, methodologies, and findings in a business context.	Skills
		25	Self-Orientation	Focus on personal business goals and direction, maintaining motivation and focus.	Skills
		26	Strategic Thinking & Priority setting	Ability to develop and assess business strategies with a practice-oriented approach.	Skills
		27	Systems Thinking	Knowledge of how systems interact within organizations, enabling strategic business solutions.	Skills
		28	Teamwork and Collaboration	Ability to work effectively and collaboratively in diverse teams, fostering group projects and multicultural interactions.	Skills
		29	Work Independently	Ability to perform business tasks autonomously with minimal supervision.	Skills
		30	Accountability	Taking responsibility for business actions and outcomes, ensuring trust and reliability.	Attitude

		31	Adaptability & resilience	Flexibility to thrive in dynamic environments, adapting to change and interdisciplinary challenges.	Attitude
		32	Community engagement	Feeling connected to the community and its values, fostering engagement and contribution to the community.	Attitude
		33	Courageous	Willingness to take risks and face challenges boldly in business endeavors.	Attitude
		34	Empathy	Ability to understand and share the feeling of anothers	Attitude
		35	Ethical & social Responsibility	Awareness and application of ethical principles in business, ensuring responsible decision-making and social impact consideration. Commitment to improving society and considering environmental, economic, and social impacts of actions.	Attitude
		36	Lifelong Learning	Drive to acquire new skills and knowledge independently, supporting continuous personal and professional growth.	Attitude
		37	Sustainability Awareness	Knowledge of sustainable business practices and their integration into ethical leadership and operations.	Attitude

		38	Work Ethic and Professionalism	Strong work ethic, professionalism, and personal accountability, including time management and upholding ethics.	Attitude
11	Admission criteria: *(according to the regulations of the Minsitry of Education and Training, and of university)*	VinUniversity recruits students using the following method: **1: Application Procedure** Interested students can apply to VinUni using the online application form available in the website. Applicants must provide all the information listed below before they can apply. • Personal Information • Academic Achievements: GPA, A-Level exam, IB results, Olympics awards, competitions, etc. over the last 3 years • Standardized test results from SAT/ACT/Subject Tests if you have taken any such tests • English proficiency certificate with validity (IELTS, TOEFL) if you have taken any such tests • One 400-word essay • Non-academic achievements (competitions, sports, music, arts, volunteer activity, and anything else that is of interest to you) • Reference contacts from teachers who know you well **2: Admission criteria** VinUniversity conducts a holistic review of applications to understand the "whole person." Each application is carefully evaluated by faculty and experts in relevant fields through a two-stage process: • **Pre-screening**: Applications failing to meet minimum criteria (e.g., low test scores, GPA, or incomplete/sloppy submissions) are eliminated. • **Stage 1 - Online Application Review**: Faculty and admissions experts assess applications. Shortlisted candidates advance to Stage 2. • **Stage 2 - In-Person Assessment**: Shortlisted candidates participate in a one-day evaluation, including (a) a VinUni- designed test and (b) a 45-		

		minute personal/situational interview with faculty. Based on the evaluation, VinUni determines admissions, scholarships, and financial aid for accepted students.
12	Length of program and mode of study:	- Number of credits: 120 credits - Length of program: 4 years - Mode: face-to-face (campus-based) - Start month(s): September
13	Language of delivery:	English
14	Graduation requirements:	Comply with Academic Regulations for Full-Time Undergraduate Programs (VU_HT03.VN Quy chế đào tạo đại học hệ chính quy theo hệ thống tín chỉ): a. Complete the minimum 120 credits requirement within the period of candidature for BBA program; b. Complete General Education/VinCore and English proficiency requirements; c. Complete all college core courses; d. Complete all required courses of at least one major\concentration; e. Complete internship requirements; f. Complete graduation project\dissertation requirements; g. Resolve any "I – Incomplete" grade for required courses from the record; h. Earn a minimum cumulative grade point average (GPA) at 2.00/4.00 for all courses within the degree program; i. Until the time of graduation consideration, not have been proven guilty of a criminal offense. Fulfill other requirements of the University's regulations and procedures
15	Transfer to and from other programs, opportunities for further education, opportunities to acquire additional professional licenses and certificates:	- Transfer policy: Students are allowed to transfer to another program based on the university regulations. - Opportunities for further education: Graduated students with working experiences, can pursue post-graduate degrees in programs such as Master in Business Administration. - Opportunities to acquire additional professional licenses and certificates: The program allows students to earn professional certificates in order to expand their knowledge; certificates from professional unions or organizations within the industry; certificates from international competitions.

		Opportunities to acquire a minor within VinUniversity by completing 15 credits on top of 120 credits. A list of available minors can be found at https://policy.vinuni.edu.vn/all-policies/minor-fields-information/
16	Academic quality assurance:	- Program stakeholders: the government, employers, experts, alumni, the university, Ministry of Education and Training, lecturers, and students - Feedback mechanism: document research, DACUM workshops, survey - Quality goals: Objective 1: Continuously improve the quality assurance system 1.1. Strengthen the organizational structure of Quality Assurance System of the university 1.2. Develop professional capabilities of staff within the Quality Assurance System 1.3. Continue to implement quality assurance policies 1.4 Develop the university's Internal Evaluation System Objective 2: Standardize activities based on FIBBA/AACSB quality criteria 2.1. Improve the administrative capabilities of for leaders and managers of VinUniversity, based on modern standards 2.2. Improve educational programs 2.3. Improve student support services 2.4. Strengthen international cooperation 2.5. Plan for staff development 2.6. Optimize and modernize VinUniversity facilities and learning environment Objective 3: Register for accreditation for national, regional, and international quality standards 3.1. Register for institution-level accreditation based on MOET or approved international standards 3.2. Register for program-level accreditation based on FIBAA/AACSB standards - International accreditation at institutional level: QS 5 star (2024) & FIBAA (2025)
17	Program leaders and recruitment support staff:	- Program director: Dr. Nguyen Thi Mai Lan Email: lan.ntm@vinuni.edu.vn Phone: 0911211858 - Student recruitment specialist: Admission Office

	(Contact information such full names, titles, emails, and phone number)	Email: info@vinuni.edu.vn Phone number: 18008189

Section B. Detailed program information

18	Internationalization/ globalization	The **BBA program at VinUniversity** is deeply integrated with internationalization and global cooperation, reflecting a commitment to world-class education and global competitiveness: 1. **Elite Global Partnerships**: The program's foundation was built on strategic collaborations with **Cornell University**, top 20 global institutions. These partnerships support the development of the BBA curriculum, learning outcomes, and teaching materials to meet international standards, with Cornell's expertise in business education shaping a globally competitive program. 2. **Curriculum and Quality Assurance**: Cornell guided the development of the BBA curriculum, ensuring alignment with global business education benchmarks. This includes rigorous quality validation of teaching materials, assessments, and practical components like internships, preparing students for international careers. 3. **Global Research and Faculty Development**: VinUni's commitment to hosting international conferences and fostering research collaborations exposes BBA faculty and students to global business trends and cutting-edge research, enhancing their global perspectives and professional networks. 4. **Student Mobility and Opportunities**: Through partnerships with international universities, the BBA program facilitates **student and faculty exchanges**, enabling students to gain global exposure. Collaborations with VinGroup companies, embassies, and global organizations provide **internships and job opportunities**, connecting academic learning to real-world international business environments. 5. **Practical and Entrepreneurial Focus**: The program integrates practical research and entrepreneurship projects with industry

		partners, aligning with global business demands and fostering innovation. This ensures graduates are equipped to navigate both local and international markets.
19	Program educational objectives (PEOs)	The program educational objective of the Bachelor of Business Administration program is to provide students with a comprehensive business education foundation, enabling them to become ethical, competent managers, entrepreneurs, and leaders with critical thinking skills and a passion to elevate Vietnam to new heights.
20	Benchmarking: *(Benchmarked with domestic and international programs, international standards such as AACSB, ABET, NASAD, AHLEI, etc.)*	- *International benchmarking programs:* • Top 100 university (QS ranking) with AACSB accreditation: Wharton School of Business – University of Pennsylvania; Cornell Dyson School of Business – Cornell University; University of Nevada, Las Vegas- Lee Business school; MIT- Sloan school of management; University of Michigan, Ross School of Business; Rotterdam School of Management (RSM), Erasmus University Rotterdam; University of St. Gallen (HSG); Bocconi University; NUS Business School; University of Sydney – The University of Sydney Business School; The University of Melbourne; University of Hong Kong (HKU) – HKU Business School; Sogang University-Sogang Business School (Korea); Kelly School of Business- Indiana University; - *Domestic benchmarking programs:* • Top business university in Viet Nam: Foreign Trade University (FTU); National Economics University (NEU), RMIT Viet Nam
21	Program learning outcomes (PLOs): *After successful completion of the program, students are able to:*	

I. KNOWLEDGE *(Revised Bloom Cognitive Taxonomy, 2001)*	
I.1. General Knowledge	
	PI 1.1: Apply knowledge of politics to the field of Business Administration.

PLO 1: Apply knowledge of politics, law, art and humanity, sustainability, cross-cultures, and globalization 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. css	**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 logistics and operation principles.	**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 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. Strategy, Innovation, and 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 *(Dave's Taxonomy, 1975)*	
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 modelling on various data sources for financial analyses and	**PI 4b.1**: **Master** the essential skills to gather and process financial data from diverse disciplinary backgrounds and various data sources.

investment.	**PI 4b.2**: **Construct** financial modelling 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 technologies in executing market research, marketing strategy and planning, and marketing implementation.	**PI 4d.1**: **Integrate** the latest techniques, tools, and technologies for effective and secure marketing 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 Strategy, Innovation, and Entrepreneurship: **Develop** a compelling fundraising plan and sales pitches for stakeholders of new	**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

ventures and corporate projects.	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 marking 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 **Maximine** 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.
	PI 8.1 Create effective business communication using verbal and written skills in multicultural settings.

PLO 8: Communication and Globalization Skills Create effective communication with a range of audiences across cultures.	**PI 8.2**: **Navigate** multicultural and globalized environments with adaptability and respect for both common standards and diverse perspectives.
III. ATTITUDE *(Krathwohl's taxonomy, 1965)*	
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.

Section C. Teaching/learning methods and strategies

22	Educational philosophy of the university:	Empowering innovative minds through active, immersive, and experiential learning
23	Educational philosophy of the faculty/program:	Offering quality business education that is current, relevant, and informed by industry.
24	Teaching and learning paradigm:	Teaching pedagogy: • Active learning • Immersive learning • Team-based learning • Experiential learning Teaching and learning activities: • Lecture • Group discussion • Group project • Case study • Problem-solving • Simulation • Presentation • Guest lecture • Field trip • Internship • Capstone/Research project
25	Student assessment:	- Entry assessment: following university admission policy - Progress assessment: is done through in-course assessment methods such as multiple- choice questions, written questions, quizzes, essays, projects, reports, presentations, individual/group assignments, peer/supervisor

		evaluation, exams - Exit assessment: graduation dissertation or capstone project
26	Mechanism to establish and monitor achievement of program outcomes:	The program assesses students' achievement of PLOs throughout and at the end of their studies using a variety of methods: - Assessment through the courses: the PLOs are transferred into the CLOs of the courses, and students are assessed on their achievement of the CLOs. - Evaluation through internship(s): the PLOs are translated into the criteria for assessments during internship(s). - Assessment of students' achievement of the PLOs in each academic year: assessment of students' achievement of the PLOs is based on the number of credits students have completed; this is done at the end of each academic year.
27	Program structure and content: *(Block diagram of courses)*	

No.	Name of Courses	Total credits
I	**VINCORE**	**35**
I.1	**CHARACTER**	**10**
I.1.1	**Enterprise and Innovation**	**4**
ENTR1022	Agile Innovation and Entrepreneurship	*2*
IDEA1010/11/12/X	Big Ideas: X *(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*
I.1.2	**Leadership Mindset**	**2**
LEAD1031	Leadership and Teambuilding Boot Camp	*2*
I.1.3	**Civic Responsibility**	**2**
VCOR1030	National Defense Education	165 hours
LAW1010	Introduction to Law	*2*
I.1.4	**Ethics**	**2**

MANA3021	Business Ethics	*2*
I.1.5	**Community Service Learning**	
COSL1010	Community Service Learning	45 hours
I.2	**CAREER**	**10**
I.2.1	**Working with the Brain**	**2**
THINK1010	Critical and Creative Thinking	2
I.2.2	**Working with Technology**	**4**
CECS1031	Computational Thinking	*2*
	Choose one out of the following courses	
CECS1050	Introduction to Data Literacy	*2*
CECS1040	Introduction to AI Literacy	*2*
I.2.3	**Working with Others**	**4**
ENGL1030	Academic and Professional Writing	*2*
MANA1011	Introduction to Managing Skills	*2*
I.2.4	**Working with the Self**	
VCOR1012A/B	OASIS (Orientation, Advising, Skills, Identity & Diversity and Spirit of Pay-it-Forward)	45 hours
VCOR1021/22	Healthy Lifestyle	45 hours
I.2.5	**Internship**	
	Internship *Refer to section III.2a and III.2b for more details*	
I.3	**CONNECTIONS**	**15**
I.3.1	**Integrated Vietnam Studies**	**11**
HASS1010	Marxism-Leninism Philosophy (Philosophy, Science and Society)	*3*
HASS1020	Marxism-Leninism Political Economy (Global Political Economy)	*2*

HASS1030	Scientific Socialism (Politics and Social Change)	*2*
HASS1041/42	Ho Chi Minh Ideology (Vietnam: History and Cultures II)	*2*
HASS1050	History of the Communist Party (Vietnam: History and Cultures I)	*2*
I.3.2	**Sustainability and Global Citizenship**	**2**
	Choose one out of the following courses	
HASS1070	Cross-Cultural Navigation	*2*
HASS1100	Introduction to International Relations	*2*
SUST1010	Humans and Environmental Intelligence	*2*
SUST1020	Social Science and Sustainability	*2*
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*
I.3.3	**Creative Arts**	**2**
	Choose one out of the following courses	
ARTS1030	Arts Appreciation and Application	*2*
PERF1010	Artistic Performance and Application	*2*

I.3.4	**Global Experience**	
	Students are encouraged to explore short-term study abroad exchange opportunities, facilitated by the Global Exchange Office, to broaden their global understanding and academic experience through partnerships with international institutions	*Optional & Non credit*
II	**PROFESSIONAL EDUCATION**	**63**
II.1	**BBA Core Requirement**	**48**
MARK1010	Marketing	*3*
STAT2020	Business Statistics	*3*
ACCT2010	Introduction to Financial Accounting	*3*
ACCT2020	Introduction to Managerial Accounting	*3*
ECON1010	Introductory Microeconomics	*3*
ECON1020	Introductory Macroeconomics	*3*
LAW2010	Business Law *Prerequisite: LAW1010*	*3*
MATH1040	Business Mathematics *Prerequisite: ACCT2010*	*3*
MANA3030	Organizational Behavior *Prerequisite: MANA1011*	*3*
FINA2010	Financial Management *Prerequisite: ACCT2010*	*3*

OLSM3010	Supply and Operations Management *Prerequisite: STAT2020*	*3*
MANA3040	Human Resource Management *Prerequisite: MANA3030*	*3*
MANA4010	Strategic Management *Prerequisite: MANA1011*	*3*
BANA3050	Management Information System *Prerequisite: STAT2020*	*3*
MANA4150	Business Research Methods *Prerequisite: STAT2020*	*3*
OLSM4300	Project Management *Prerequisite: MANA1011*	*3*
II.2	**Major (Discipline) Requirement**	**15**
	One Concentration is required. Students can choose any one among all concentrations offered to BBA; or can propose an individually designed concentration. Following is the list of majors offered by BBA. Please see the detail list of concentration courses in the below table.	
	1) Business Analytics	
	2) Finance	
	3) Hospitality Leadership	
	4) Marketing	

	5) Operations and Supply Chain Management	
	6) Strategy, Innovation, and Entrepreneurship	
III	**ELECTIVES – PRACTICE – GRADUATION PROJECT**	**22**
III.1	**Electives/Minors**	**10-13**
	Students are required to take a minimum of 13 credits of electives if they choose Internship Pathway, or 10 credits if they choose Industrial Placement Pathway.	*10-13*
III.2a	**Practice (Internship Pathway)**	**3**
GENB0870	Internship Orientation	*Non-credit (10 hours)*
GENB1870	Business Summer Internship *Prerequisite: GENB0870*	*3*
III.2b	**Practice (Industrial Placement Pathway)**	**6**
GENB0870	Internship Orientation	*Non-credit (10 hours)*
GENB4870	Industrial Placement *Prerequisite: GENB0870*	*6*
III.3	**Graduation Project**	**6**
	Students are required to complete the Graduation Dissertation or Capstone project.	
GENB4900	Graduation Dissertation *Prerequisite: MANA4150*	**6**

GENB4970	Capstone Project *Prerequisite: MANA4150*	*6*
	TOTAL **Accumulate at least**	**120**

BBA concentrations and their required courses

(1) Business Analytics			**Total**	**Note**
No	**Course Code**	**Course Name**	**15**	
1	BANA3010	Data Driven Analytics Prerequisite: STAT2020 & MATH1040	3	
2	BANA3020	Introduction to Programming and Python Prerequisite: STAT2020 & MATH1040	3	*Cross-líisted with COMP1010 Introduction to Programming and Python (by CECS)*
3	BANA4020	Computational Machine Learning for Business Analytics Prerequisite: BANA3020	3	
4	BANA4040	Predictive Analytics Prerequisite: BANA3010 or BANA3020	3	
5	BANA4010	Data Comminication & Visualization Prerequisite: STAT2020	3	

(2) Finance			Total	Note
No	**Course Code**	**Course Name**	**15**	
1	FINA3010	Corporate Finance Prerequisite: FINA2010	3	
2	FINA3050	Applied Econometrics/Quantitative Analysis for Finance Prerequisite: STAT2020	3	
3	FINA4010	Futures, Options, and Financial Derivatives Prerequisite: FINA2010	3	
4	FINA4040	Portfolio Management Prerequisite: FINA4010	3	
5		Financial Analysis Prerequisite: STAT2020	3	

(3) Hosspitality Leadership			Total	Note
No	**Course Code**	**Course Name**	**15**	
1	HADM1011	Luxury Foods and Beverage Management	3	
2	HADM2011	Revenue Management for Luxury Services	3	
3	HADM1021	Luxury Hospitality Analytics and Operations	3	
4	MANA3201	Leading Service Excellence and Innovations Prerequisite: OLSM3010	3	

5		Customer Experience Management for Luxury Services	3	

(4) Marketing			**Total**	**Note**
No	**Course Code**	**Course Name**	**15**	
1	MARK3010	Consumer Behavior Prerequisite: MARK1010	3	
2	MARK3020	Digital Marketing Prerequisite: MARK1010	3	
3	MARK4040	Marketing Research Prerequisite: MARK1010	3	
4	MARK4010	Brand Management Prerequisite: MARK1010	3	
5	MARK4100	Marketing Strategy Prerequisite: MARK1010	3	*Cross-listed with MANA4100 - Entrepreneurial Marketing and Strategy*

(5) Operations and Supply Management			**Total**	**Note**
No	**Course Code**	**Course Name**	**15**	
1	OLSM3500	Operations Planning and Control Prerequisite: OLSM3010	3	

2		Strategic Sourcing and Procurement Prerequisite: OLSM3010	3	
3		Logistics, Transportation and Distribution Prerequisite: OLSM3010	3	
4		Strategic Supply Chain Network Design and Optimization Prerequisite: OLSM3010	3	
5	OLSM4210	Technology and Product Innovation Management	3	

(6) Operations and Supply Management			**Total**	**Note**
No	**Course Code**	**Course Name**	**15**	
1	MANA3130	Entrepreneurial Finance Pre-requisite: FINA2010	3	
2	MANA3150	Designing New Ventures	3	
3	MANA3111	Strategic Innovation & Technology	3	
4	MANA4000	Business Model Innovation	3	
5		Organizing for Sustainability and Social Impact	3	

28 Development of program learning outcomes in the constituent courses

(How individual courses contribute to the PLOs and PPC)

		PLO 1	PLO 2	PLO 3a	PLO 3b	PLO 3c	PLO 3d	PLO 3e	PLO 3f	PLO 4a	PLO 4b	PLO 4c	PLO 4d	PLO 4e	PLO 4f	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10

Course name	Sem	PI1.1	PI1.2	PI1.3	PI1.4	PI2.1	PI2.2	PI2.3	PI3a.1	PI3a.2	PI3b.1	PI3b.2	PI3c.1	PI3c.2	PI3d.1	PI3d.2	PI3e.1	PI3e.2	PI3f.1	PI3f.2	PI4a.1	PI4a.2	PI4b.1	PI4b.2	PI4c.1	PI4c.2	PI4d.1	PI4d.2	PI4e.1	PI4e.2	PI4f.1	PI4f.2	PI5.1	PI5.2	PI5.3	PI6.1	PI6.2	PI6.3	PI7.1	PI7.2	PI8.1	PI8.2	PI9.1	PI9.2	PI9.3	PI10.1	PI10.2
Academic and professional writing	1																																						I							
Agile Innovation and Entrepreneurship	1																		I											I											I	I	I		
Business Statistics	1								I												I											I	I	I											
Leadership and Teambuilding Boot Camp	1																																				I	I					I		
Marketing	1						I						I												I										P				I					
OASIS A\B	1																																									I	I	I		
Marxism-Leninism Philosophy (Philosophy, Science and Society)	1	I		I																																									
Marxism-Leninism Political Economy (Global Political Economy)	1	I		I																																									
Arts Appreciation and Application\ Artistic Performance and Application	2				M																																									
Business Ethics	2					I																																						P	P
Introduction to Data Literacy\AI Literacy	2																															I	I													
Introduction to Financial Accounting	2						I				I												I									I													
Introduction to Law	2		P																																										
Cross cultural Navigation/Introduction to International Relations/Humans and Environmental Intelligence/Social Science and Sustainability	2			I																																			I					

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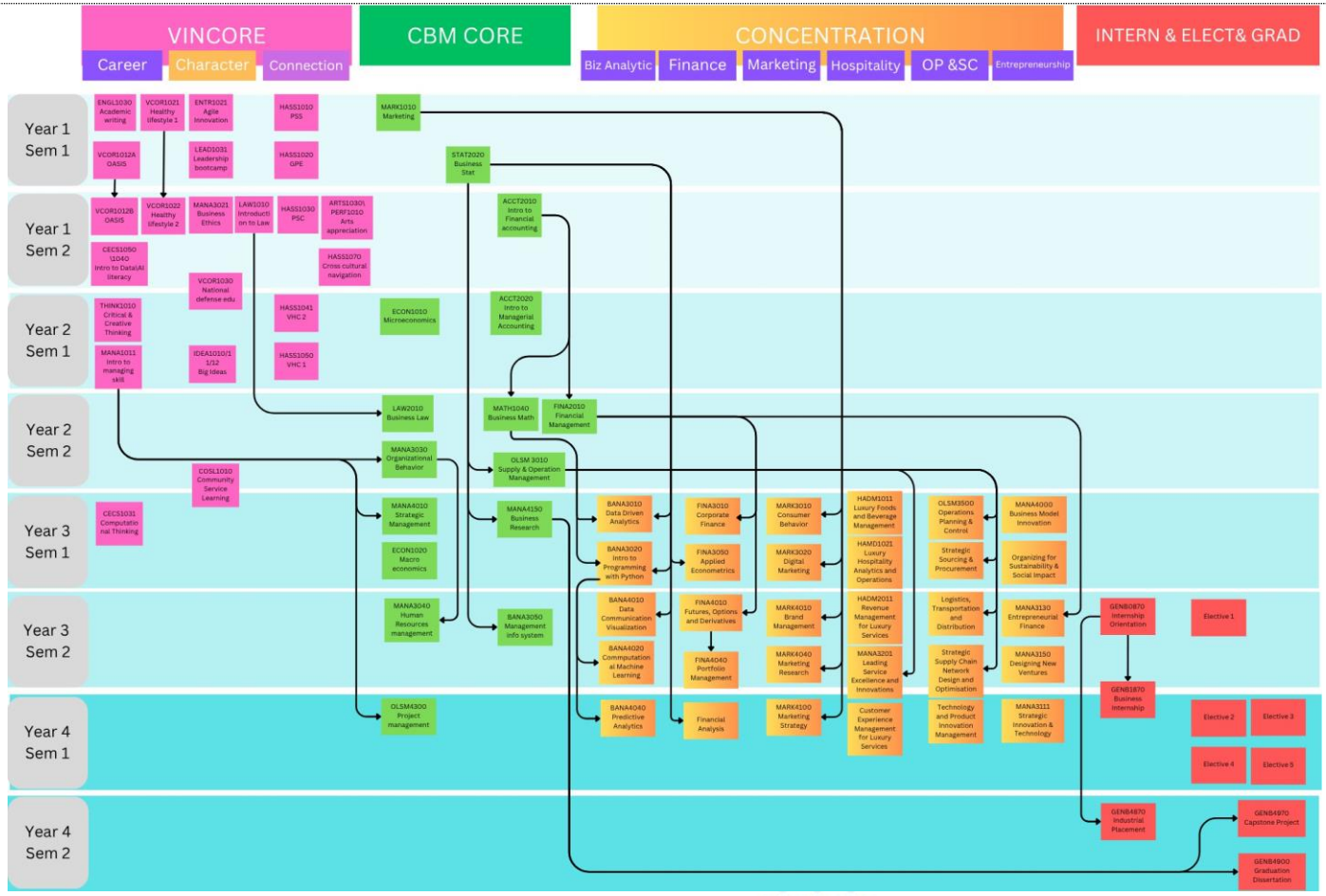
		Writing				Performance and Application		
	VCOR1021	Healthy Lifestyle 1	0	VinCore	HASS1070	Cross-Cultural Navigation	2	VinCore
	VCOR1012A	OASIS	0	VinCore	VCOR1022	Healthy Lifestyle 2	0	VinCore
	LEAD1030	Leadership and Teambuilding Boot Camp	2	VinCore	VCOR1012B	OASIS	0	VinCore
	MARK1010	Marketing	3	BBA Core	CECS1050\ CECS1040	Introduction to Data Literacy\ Introduction to AI Literacy	2	VinCore
	STAT2020	Business Statistics	3	BBA Core	ACCT2010	Introduction to Financial Accounting	3	BBA Core
					VCOR1030	National Defense Education (During summer semester)	0	VinCore
		Total Credit	**17**			**Total Credit**	**15**	
	CODE	**Sem 3**	**Credits**	**Note**	**CODE**	**Sem 4**	**Credits**	**Note**
Year 2	HASS1041	Ho Chi Minh Ideology (Vietnam: History and Cultures II)	2	VinCore	MANA3030	Organizational Behavior	3	BBA Core
	HASS1050	History of the Communist Party (Vietnam: History and Cultures I)	2	VinCore	LAW2010	Business Law	3	BBA Core
	MANA1011	Introduction to Managing Skills	2	VinCore	MATH1040	Business Mathematics	3	BBA Core
	DEA1010/ 11/12	Big Ideas	2	VinCore	OLSM3010	Supply and Operation management	3	BBA Core
	THINK1010	Critical and Creative Thinking	2	VinCore	FINA2010	Financial Management	3	BBA Core

	CODE	Sem 5	Credits	Note		CODE	Sem 6	Credits	Note
Year 3	CECS1031	Computational Thinking	2	VinCore		MANA3040	Human Resource Management	3	BBA Core
	MANA4010	Strategic Management	3	BBA Core		BANA3050	Management Information System	3	BBA Core
	ECON1020	Macroeconomics	3	BBA Core		GENB0870	Internship Orientation	0	INT
	MANA4150	Business Research Methods	3	BBA Core			Concentration 3	3	CON
		Concentration 1	3	CON			Concentration 4	3	CON
		Concentration 2	3	CON			Elective 1	3	ELT
						GENB1870	Business Internship (Applicable for students following the Internship Pathway during summer semester.)	3	INT
		Total Credit	**17**				**Total Credit**	**18**	
	CODE	**Sem 7**	**Credits**	**Note**		**CODE**	**Sem 8**	**Credits**	**Note**
Year 4	OLSM4300	Project Management	3	BBA Core		GENB4870	Industrial Placement (Applicable for students following the industrial placement pathway)	0	INT
		Concentration 5	3	CON		GEN4900/ GEN4970	Graduation Dissertation/ Capstone Project	6	GRAD
		Elective 2	3	ELT					
		Elective 3	3	ELT					
		Elective 4	3	ELT					
		Elective 5	3	ELT					
		Total Credit	**18**				**Total Credit**	**6**	

30	Curriculum learning roadmap: *(the relation and order of courses)*



Note:

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

Section D. Learning environment and student support services

31	Learning environment: *(List of experimental fields, labs, university enterprises that the program utilizes; List of field trips and internships, Co-op program, etc. of the program)*	*List of practice rooms, laboratories, simulation rooms, etc. being used by the Program:* - **1. Entrepreneurship Lab:** Officially opened at the of the 2022-2023 academic year, E-Lab has quickly become a vibrant hub, where exciting seminars, mentoring programs, incubation programs, and competitions for VinUniversity students, as well as students nationwide, take place. Not only does it create opportunities for students to learn and work right from their first year, VinUni's Entrepreneurship Lab (E Lab) also contributes to promoting students' entrepreneurship spirit, thereby helping them gain early success out in the real world - **2. Hospitality lab:** VinUni has an H-Lab Service Practice Complex exclusively for BBA student pursuing Hospitality Leadership. H-Lab has following functions: • Professional Food Safety Training Programs; • Stay up-to-date with food and beverage trends through food and beverage tasting guides; • Organize competitions and events to promote innovation in the hospitality industry, providing opportunities for students to showcase their talents and creativity; • H-Lab also brings the Technology and Sustainability House (HoST) to disseminate knowledge about technology and sustainability in the hospitality sector. • With an ideal learning environment, H-Lab owns facilities such as a high-tech flexible cooking area, modern wine classrooms and a comfortable dining area, creating conditions for students to share knowledge and learn about the food and beverage industry. - **3. Library:** The VinUni library, designed to international standards, adopts a smart, inspirational model inspired by top global university

		List of field trip/ guest lecture: Guest lectures and field trips are integral to all college core and major courses of the Bachelor of Business Administration (BBA) program at VinUniversity, significantly enhancing the educational experience by bridging theoretical knowledge with real-world application. Together, guest lectures and field trips cultivate a dynamic, experiential learning environment, equipping BBA students with the competence, integrity, and entrepreneurial mindset needed to excel as future business leaders in Vietnam and beyond. *Study tour:* Study Tours are an invaluable academic tool, designed to expose students to authentic, real-world environments and provide unparalleled insights into various industries. These tours are meticulously crafted to take place off-campus, allowing students to immerse themselves in hands-on experiences at the host company or organization, all while being guided by an expert in the industry. Through the Study Tour, students will be empowered to navigate different business topics and gain a comprehensive understanding of various industries. Moreover, participating in a Study Tour is a unique opportunity for students to expand their professional network and refine essential soft skills, such as problem-solving, communication, presentation, and teamwork. By mastering these essential skills, students will be well-positioned to stand out in a competitive job market and secure coveted job opportunities. *List of internship opportunity:* The Bachelor of Business Administration (BBA) program at VinUniversity offers a variety of internship opportunities for students 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. Below are some key internship opportunities for BBA students: **1. Internships with Vingroup Ecosystem Companies** Students can intern at Vingroup subsidiaries, such as VinFast, Vinhomes, VinAI, Vinmec, and Vinpearl, gaining experience in sectors like automotive, real estate, artificial intelligence, healthcare, and hospitality. **2. Internships with Leading Global Firms** VinUniversity has partnerships with prestigious companies like Ernst & Young (EY), KPMG, BCG, McKinsey, Standard Chartered Bank, Techcombank, and Vietnam Airlines, offering internships in fields such as finance, consulting, auditing, and marketing. **3. Hospitality Industry Internships** For students specializing in Hospitality Leadership, internships are available with partners like Vinpearl, JW Marriott, Melia Hotels International and other hospitality organizations. For the most updated list of internship opportunities, please visit the Career and Internship Portal of VinUniversity at: Careers - VinUniversity *List of exchange opportunity:* The Bachelor of Business Administration (BBA) program at VinUniversity offers several global exchange opportunities through its Global Exchange Office and partnerships with prestigious international universities. These programs aim to enhance students' global awareness, intercultural skills, and academic experience by providing opportunities to study abroad at top-ranked institutions. Key global exchange programs for VinUniversity students are as follows: **1. Fast track Integrated Degree programs:** Students can pursue an integrated program at those among the most prestigious universities in the world. After 5 or 5.5 years, students receive a

		bachelor's degree from VinUniversity and a master's degree from an international university. Or after four years, students receive a bachelor's degree from VinUniversity and a bachelor's degree from an international university. **2. Outbound exchange programs** All VinUni students have the opportunity to spend a semester/a short term at reputable international universities to gain global experiences, both academic and real-life, without extra tuition fees. Students with financial need have a chance to get further support for accommodation and living expenses. **3. Inbound Exchange Programs** International students can spend a semester/short term at VinUni to gain global experiences, both academic and cultural. Students can immerse themselves in a new culture, learn about different ways of life, develop their language kills, and participate in academic courses, lectures or field trips. Detail information about all global exchange programs and academic partners could be found at: **►AE & GE brochure_vF**
32	Support for students and their learning: *(academic support, pastoral support, and other services)*	VinUniversity offers a comprehensive suite of student support services designed to foster academic success, personal growth, and community engagement. These services can be categorized into four key areas: **1. Academic and Career Support** - Academic Support (advising, tutoring, and coursework resources), - Career Services (guidance, resume workshops, and internships), - Library and Research Resources (library access and research opportunities) - Technology and Academic Tools (Canvas and instructional tech support). **2. Personal Well-Being and Diversity** - Health and Well-Being (clinic, counseling and wellness programs), - Minority and Diversity Support (counseling and workshops for underrepresented groups),

		- Financial Aid and Scholarships (merit- and need-based aid). **3. Community and Global Engagement** - Residential Life and Housing - Student Clubs and Associations (academic, career, and recreational clubs) - Community Engagement (volunteer and service initiatives), - International Student Support (visa and integration assistance), - Global Exchange Support (study abroad programs). **4. Administrative support** - Student Services and Information Center (SSIC) - Student Affairs and Conduct (advising and discipline support). - Registrar support **Details of supporting services and contacts could be found at: STUDENT GUIDE 2024-2025 & Student Services (SSIC) - VinUni**
33	Student clubs and extracurricular activities available to students:	At VinUni, we boast a diverse array of student-run clubs and societies, encompassing cultural groups, performing groups, spiritual groups, sports and gaming clubs, student leadership and activism groups, and student publications, among others. Joining these clubs or societies is an excellent opportunity to sharpen intellect, acquire new skills, hone leadership abilities, and forge friendships with peers who share your interests. Full list of clubs and extra curriculum activities could be found on: LINK **List of popular business/academic clubs for BBA students:** 1. **Vinnovation**: Focuses on entrepreneurship, providing knowledge, skills, and practical experiences to foster a "doer" mindset. 2. **VinUni Research Club (VRC)**: Promotes a research culture, encouraging collaboration and intellectual exploration across disciplines. 3. **VinMagazine**: A student-led media platform publishing content on student life, business, health, technology, arts, and society.

		4. **Kotler Klub**: A hub for marketers to share knowledge, learn, and create innovative marketing products. 5. **VinUni Finance Society**: An academic and career-oriented club providing financial knowledge and industry insights. 6. **VinUni Business Insiders (VBI)**: A platform for students to acquire and share business knowledge. 7. **Young Hospitality Association**: Focuses on hospitality-related activities, collaborating on events like charity fairs. **List of sport clubs:** 1. VinUni Golf club 2. VinUni Ultimate club 3. VinUni swimming club 4. VinUni Kendo club 5. VinUni Volleyball club 6. VinUni Tennis club 7. VinUni gaming society 8. VinUni Football team 9. VinUni Badminton club 10. VinUni Basketball team **List of clubs for Community services** 1. Ecoquity- VinUni sustainability club 2. VinUni international students association 3. VinUnity 4. VinHeals 5. Young Change Maker (YCM) 6. VinUnion **List of Arts & Culture clubs:** 1. Vinista- Vinuni Fashion club 2. VinVivid 3. VinUni Harmony

		4. Vin-A-House Dance Crew **Extra-curricular: Business Case Competition** VinUni Solar Squad (VSS) is a CBM platform empowering students to achieve excellence in academic and business case competitions through training sessions, networking events, and real-world case practices, thereby forging professional careers. Main activities include Skill training, mentoring & networking, updating opportunities and support for competitions.

Section E. Approval, publication and update

34	This program specification was published on:	XX-YY-ZZZZ
35	This program specification was last update on:	XX-YY-ZZZZ