



PROGRAM SPECIFICATION

Program name: Master of Business
Administration (MBA)

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 is verified by Cornell SC
Johnson College of Business*

Dean of the College

(Signature)

John Evans, PhD

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Section A. Admissions/ Management Information

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| 1 | Program name: | Master of Business Administration (MBA) |
| 2 | Program code: | 8340101 |
| 3 | Vietnam Qualifications Framework level of award | Master's – Level 7 (Application-oriented program) |
| 4 | This program specification is relevant to students entering | 2025-2026 (QH25) |
| 5 | Awarding institution: | VinUniversity |
| 6 | Administrative college: | College of Business and Management (CBM) |
| 7 | Website of program: | https://vinuni.edu.vn/graduate-admission/MBA/ |
| 8 | Final award title: | Master of Business Administration (MBA) |
| 9 | Job titles of graduates: | <ul style="list-style-type: none"> • Senior Strategy Consultant • Business Development Manager • Marketing Director • Financial Strategist • Commercial Director • Chief Innovation Officer (CINO) • Business Innovation Manager • Strategic Project Manager • Product Development Manager |

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| | <ul style="list-style-type: none">• Head of Strategy & Innovation• AI Strategy Consultant• Data Analytics Manager• Chief Digital Officer (CDO)• Business Intelligence Manager• Digital Transformation Lead• Market Research Director• Business Analyst• Strategic Insights Manager• Senior Financial Analyst• Head of Corporate Research• International Business Manager• Global Operations Manager• Senior Project Manager• Chief Operating Officer (COO)• Cross-Cultural Team Leader• International Relations Manager• Corporate Communications Director• Negotiation Specialist• International Trade Consultant• Global Partnerships Manager• Executive Leadership Coach |
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| | | <ul style="list-style-type: none"> • Corporate Trainer & Development Lead • Change Management Consultant • Continuous Improvement Manager • Organizational Development Specialist • Corporate Social Responsibility (CSR) Director • Ethics and Compliance Manager • Sustainability Manager • Corporate Governance Advisor • ESG (Environmental, Social, Governance) Officer • Project Management Director • Program Lead (Corporate Initiatives) • Entrepreneur / Intrapreneur • Operations Director • Chief of Staff |
| 10 | Competency of program graduates: <i>(according to the DACUM competency set or national, regional or international professional competency framework)</i> | <p>I. Knowledge Competencies</p> <ul style="list-style-type: none"> • General Knowledge: Comprehensive understanding of global business environments, economic frameworks, and societal challenges. • Professional Knowledge: Mastery of strategic management, finance, marketing principles, and sustainable business practices, benchmarked against AACSB and top-ranked global MBA curricula. <p>II. Skills Competencies</p> |

- **Professional Skills:** Advanced ability in applying analytical tools, **AI-driven decision making**, and business innovation techniques aligned with industry standards.
- **General Skills:** Effective communication, teamwork, leadership, and critical thinking capabilities as highlighted by the WEF's Future of Jobs Report (2023) and AACSB AoL frameworks.

III. Attitude Competencies

- Commitment to **ethical leadership**, corporate social responsibility, lifelong learning, and adaptability in diverse and evolving global business contexts, guided by international benchmarks such as AACSB's ethical standards and the UN's Principles for Responsible Management Education (PRME).

USPs MBA:

- **Industry Connections & Real-World Integration**
 - Access to Vingroup's extensive network, providing opportunities for internships, capstone projects, and direct collaborations with leading businesses across various sectors.
 - Courses designed and delivered in partnership with industry leaders, enhancing practical relevance and immediate applicability of learning outcomes.
- **Leveraging AI for Business**
 - Integrated AI and data analytics curriculum, preparing students to harness advanced technologies for strategic decision-making, innovation, and operational excellence.
 - Hands-on exposure to cutting-edge AI platforms through Vingroup's robust technological ecosystem.
- **Curriculum Endorsed by Cornell University**
 - Curriculum developed and endorsed by Cornell University faculty, ensuring international academic standards, continuous innovation, and global best practices in MBA education.

Commented [JS1]: This revision aligns our MBA graduate competencies explicitly with recognized international standards, including AACSB's Assurance of Learning (AoL) framework, World Economic Forum (WEF) competencies, and UN PRME guidelines. While it appears extensive, this adjustment significantly strengthens our program's alignment with globally acknowledged benchmarks, enhancing clarity and credibility for both regulatory evaluation and stakeholder communication.

- Regular collaboration with global academic leaders from top-tier universities including Cornell, Stanford, and NUS.
- **Professional Mentorship and Continuous Feedback**
 - Continuous and personalized feedback from world-class industry mentors, professors, and entrepreneurs, driving professional and personal development.
 - Structured mentorship programs utilizing Vingroup executives and experienced professionals.
- **Global Immersion Program**
 - Structured international experiences through global immersion trips and international exchange programs, enhancing global business perspectives.
 - Exclusive partnership opportunities with prestigious universities and leading global businesses, leveraging VinUni's strong international academic connections.
- **World-Class Faculty**
 - Courses delivered by distinguished global and industry-leading professors and researchers from top-tier universities (Cornell, Stanford, NUS, Duke).
 - High-profile industry experts integrated as faculty and speakers, bringing extensive real-world experience into classrooms.
- **Flexible & Innovative Learning Experience**
 - Flexible learning model tailored for working professionals, combining face-to-face intensive courses, hybrid, and digital delivery modes.
 - Modern, tech-enhanced classroom and learning environments situated both at VinUni and city-center locations for convenience.
- **Entrepreneurial Environment**

- Deep engagement with Vietnam's vibrant startup ecosystem and innovation-driven businesses, providing students with hands-on entrepreneurial experiences and insights.
- Opportunities to launch startups and test entrepreneurial ideas with structured support from Vingroup and affiliated venture programs.

- **Generous Scholarships and Financial Support**

- Competitive and merit-based scholarship opportunities, facilitating access for top talents locally and internationally.
- Additional financial support and incentives specifically target diversity, leadership potential, and innovative business ideas.

| 11 | Admission criteria: <i>(according to the regulations of the Ministry of Education and Training, and of VinUniversity)</i> | <p>According to the regulations of the Ministry of Education and Training (MOET) and VinUniversity, students are recruited using the following methods:</p> <ul style="list-style-type: none">• Bachelor’s degree from an accredited institution with a minimum GPA of 2.5/4.0 or equivalent. The GPA will be factored into our holistic admissions rubric, ensuring a balanced and fair evaluation of each candidate's academic readiness and potential for success in the MBA program.• GMAT (<i>optional</i>): While submission of a GMAT score is not mandatory, candidates who provide a GMAT score in the range of 650–699 will receive an additional 0.5 points, and those with a score of 700 or above will receive 1.0 additional points, directly added to their Academic Quality Index (AQI). This transparent scoring system explicitly recognizes and rewards strong academic preparation while aligning with our commitment to attracting candidates with mid-to-senior level managerial experience and high academic potential. Alternative assessment methods will also be utilized comprehensively to ensure a fair, equitable, and holistic evaluation for all applicants.• English proficiency: IELTS 6.5 (minimum of 6.0 in each band) or equivalent as per the VinUniversity English Language Requirements For Undergraduate Admissions.• Candidates from non-business backgrounds must complete prerequisite courses (Details in table below) <table><tr><th>BA degree mapping</th><th>Required pre-MBA courses</th></tr><tr><td colspan="2">Business-Management (Code: 73401)</td></tr><tr><td>Bachelor’s in Business Administration</td><td rowspan="4">None</td></tr><tr><td>Marketing</td></tr><tr><td>Real estate</td></tr><tr><td>International Business</td></tr></table> | BA degree mapping | Required pre-MBA courses | Business-Management (Code: 73401) | | Bachelor’s in Business Administration | None | Marketing | Real estate | International Business |
|--|--|---|-------------------|--------------------------|--|--|---------------------------------------|------|-----------|-------------|------------------------|
| BA degree mapping | Required pre-MBA courses | | | | | | | | | | |
| Business-Management (Code: 73401) | | | | | | | | | | | |
| Bachelor’s in Business Administration | None | | | | | | | | | | |
| Marketing | | | | | | | | | | | |
| Real estate | | | | | | | | | | | |
| International Business | | | | | | | | | | | |

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| Commerce/E-commerce | |
| Fashion and Textile Business | |
| Administration – Management (Code 73404) | |
| Management science | None |
| Public management | |
| Human Resources Management | |
| Information System Management | |
| Office Management | |
| Labor Relations | |
| Project Management | |
| Close Majors | |
| Economics – Banking and Finance – Accounting/ Audit (Code: 73402 & 73403) | |
| Economics | Required 2 out of 4: <ul style="list-style-type: none">• Finance: 3 credits• Accounting: 3 credits• Strategic management: 3 credits• Economics: 3 credits |
| Banking and Finance | |
| Accounting - Auditing | |
| Insurance | |
| | TBD by CBM based on candidate background and experience. |
| Different majors | |
| Other non-business background degrees | Required all 4: <ul style="list-style-type: none">• Finance: 3 credits |

- Accounting: 3 credits
- Strategic management: 3 credits
- Economics: 3 credits

(Note: maximum 02 courses studied at the bachelor level can be waived)

At least two years of managerial experience.

AACC criteria:

1. Outstanding Abilities

- Held a leadership role (e.g., founder, director, C-level) in a start-up, enterprise, or nonprofit with measurable impact (e.g., revenue \geq \$50,000/year, team size \geq 10).
- Played a key role in a high-impact business transformation project (e.g., digital transformation, market entry, product launch) in a recognized organization.
- Received awards or recognition in national/international business case competitions, innovation challenges, or startup pitch events.
- Represented country or institution in international conferences (e.g., UN, APEC, World Economic Forum) or cross-sectoral dialogue on innovation, sustainability, or leadership.
- Built or contributed significantly to a product/service/initiative that reached \geq 10,000 users or generated strong social or economic outcomes.

2. Aspirations & Purpose

- Demonstrates a long-term vision to lead innovation and drive meaningful changes in a specific industry or social challenge (e.g., health tech, sustainable energy, inclusive education, responsible AI).

- Clear trajectory of professional and personal development aligned with ethical leadership and impact.
- Founded or led purpose-driven ventures (social enterprises, advocacy groups, sustainability projects) with measurable reach or growth.
- Pursues thought leadership (e.g., published articles, public speaking, mentoring) around their passion/industry.

3. Creativity & Innovation

- Proven ability to design and implement innovative solutions that address real-world problems (e.g., AI adoption in business, business model innovation, process automation).
- Developed and led creative initiatives in their organization that led to substantial improvements (e.g., $\geq 30\%$ operational efficiency, customer engagement, or revenue growth).
- Recognition in competitions or awards related to entrepreneurship, design thinking, or product innovation (national level or higher).
- Has intellectual or artistic pursuits (e.g., writing, filmmaking, game design, music composition) that demonstrate original thinking and problem-solving.

4. Commitment & Resilience

- Consistent track record of professional advancement or entrepreneurial persistence over 3+ years.
- Overcame significant challenges (e.g., career disruption, startup failure, economic hardship) and emerged with enhanced capabilities and direction.
- Deep involvement (≥ 1 year) in community, volunteer, or mentorship activities while managing full-time responsibilities.
- Strong endorsements (e.g., recommendation letters) that highlight grit, integrity, and the ability to lead through adversity.

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| 12 | Length of program and mode of study: | <ul style="list-style-type: none"> - Number of credits: 61 credits - Length of program: 18 months - Mode: Face-to-face (hybrid options available) - Start month(s): July 2025 |
| 13 | Language of delivery: | 100% English |
| 14 | Graduation requirements: | <p>According to VinUniversity's graduate education regulations, students must satisfy the following requirements to graduate:</p> <ul style="list-style-type: none"> - Accumulate 61 credits from the program (plus any required prerequisite credits). - Maintain a cumulative GPA of at least 2.50/4.0. - At the time of graduation, students must not be under disciplinary action or criminal investigation. - English proficiency satisfies MOET post-graduate exit requirements. |
| 15 | Transfer to and from other programs, opportunities for further education, opportunities to acquire additional professional licenses and certificates: | <p>Opportunities for further education:</p> <ul style="list-style-type: none"> • Doctoral studies in business administration, data analytics, or innovation management. • Professional certifications in leadership, finance, and data analytics (e.g., CFA, PMP, Tableau certification). |
| 16 | Academic quality assurance: | <ul style="list-style-type: none"> • Program stakeholders: the government, employers, experts, alumni, faculty, students, and external partners. • Feedback mechanisms: Surveys, course evaluations, regular stakeholder meetings (town hall meetings), and accreditation processes. |

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| | | <ul style="list-style-type: none"> The MBA program aligns with AACSB accreditation standards and is continuously improved through stakeholder input and benchmarking against global MBA programs. |
| 17 | Program leaders and recruitment support staff: <i>(Contact information such as full names, titles, emails, and phone number)</i> | <p>Program directors:</p> <ul style="list-style-type: none"> Jin Suk Park, PhD – Program Director, College of Business and Management Email: jin.sp@vinuni.edu.vn Marc Kramer, MA – Industry Director, College of Business and Management Email: marc.k@vinuni.edu.vn <p>MBA Admission manager:</p> <ul style="list-style-type: none"> To Thi Huong Giang – Graduate Admission Manager Email: giang.tth@vinuni.edu.vn |

Section B. Detailed program information

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| 18 | Internationalization/ globalization | <p>The VinUniversity MBA program was designed to meet the growing demand for business leaders who can operate effectively in a globalized and digitally transformed world. The program emphasizes innovation, strategic management, and integration of artificial intelligence (AI) to address real-world business challenges. It aims to equip students with the knowledge and skills to drive business innovation and growth in both local and international markets.</p> <p>The program development process involved consultations with internal and external stakeholders, benchmarking against leading global MBA programs, and alignment with industry needs. The curriculum reflects the core values of leadership, innovation, and real-world integration.</p> <p>Key partnerships and collaborations include industry advisory roles from leading global companies and academic collaboration with top universities such as Oxford University. These relationships ensure that the VinUniversity MBA remains internationally competitive and relevant to both the Vietnamese and global business contexts.</p> |
| 19 | Program educational objectives (PEOs) | <p>Within the first three to five years after graduation, VinUniversity MBA graduates are expected to:</p> <ol style="list-style-type: none"> 1. Strategic Knowledge and Leadership (PEO 1) Develop innovative solutions by applying strategic thinking and leadership skills in diverse business environments. |

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| | | <p>2. Innovation and Technology Integration (PEO 2)</p> <p>Drive innovation through technology adoption, particularly in artificial intelligence and data analytics, to enhance business performance.</p> <p>3. Global Perspective and Ethical Leadership (PEO 3)</p> <p>Lead organizations with a global perspective, ensuring ethical decision-making and social responsibility in business practices.</p> |
| 20 | <p>Benchmarking:</p> <p><i>(Benchmarked with domestic and international programs, international standards such as AACSB, ABET, NASAD, AHLEI, etc.)</i></p> | <p>The VinUniversity MBA program is benchmarked against leading international programs to ensure academic rigor and relevance. Key institutions for benchmarking include:</p> <ul style="list-style-type: none"> • Cornell University – MBA (USA) • Oxford University – Said Business School (UK) • National University of Singapore (NUS) MBA (Singapore) • Nanyang Technological University (NTU) MBA (Singapore) • Singapore Management University (SMU) MBA (Singapore) • Fulbright School of Public Policy and Management (FSPPM) MBA (USA & Vietnam) • University of Hawaii at Manoa (EMBA) (USA & Vietnam) • RMIT Vietnam MBA (Australia & Vietnam) <p>The benchmarking process focused on curriculum structure, admission criteria, global immersion opportunities, and integration of technology and innovation into the curriculum.</p> |
| 21 | Program learning outcomes (PLOs): | |

Commented [PN2]: Should mention the “country” too. For example: MBA from Cornell University (USA)

Commented [MP3]: Rearrange information: Name of program, name of college. For example: MBA, Cornell University. Cornell MBA including Two year MBA, Tech MBA, 1+1 MBA..

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

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

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| | strategic business decisions. | |
| | PLO 5: Demonstrate leadership and effective teamwork capabilities within diverse, global business environments. | PI 5.1: Exhibit foundational leadership competencies through practical and team-based challenges. PI 5.2: Lead and collaborate effectively in real-world business environments and innovative projects. PI 5.3: Cultivate entrepreneurial mindset and intrapreneurial capabilities to lead internal innovation effectively. |
| | PLO 6: Communicate effectively across diverse cultures and professional contexts. | PI 6.1: Demonstrate intercultural competence and effective communication in diverse international contexts. PI 6.2: Utilize advanced negotiation and competitive decision-making skills within professional business settings. PI 6.3: Articulate philosophical concepts clearly and persuasively in various professional and business discussions. |
| Attitude | PLO 7: Exhibit a commitment to lifelong learning and demonstrate adaptability to evolving industry changes. | PI 7.1: Demonstrate commitment to continuous learning and professional growth amidst changing industry conditions. PI 7.2: Adapt proactively and innovatively to new challenges and emerging trends within business environments. |
| | PLO 8: Uphold professional ethics and social responsibility | PI 8.1: Apply and champion ethical standards and compliance within innovative and technologically advanced environments. PI 8.2: Foster ethical organizational cultures that emphasize responsibility and accountability. |

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| | consistently across all business practices. | |
| | PLO 9: Exhibit initiative and accountability in leading projects and managing teams. | <p>PI 9.1: Take proactive leadership roles and demonstrate accountability in business initiatives and professional projects.</p> <p>PI 9.2: Exhibit managerial initiative and accountability in product management and innovation projects.</p> <p>PI 9.3: Lead complex negotiations and decision-making processes effectively, demonstrating responsibility for outcomes.</p> |

Section C. Teaching/learning methods and strategies

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| 22 | Educational philosophy of the university: | <p>EXCEL Framework</p> <p>VinUniversity's EXCEL philosophy emphasizes the holistic development of students through:</p> <ul style="list-style-type: none"> • Empathy: Understanding and connecting with others. • Exceptional Ability: Striving for academic and professional excellence. • Creativity: Encouraging innovative thinking and problem-solving. • Entrepreneurial Spirit: Developing proactive and resourceful leaders. • Leadership Mindset: Preparing students to lead with integrity and vision. |
| 23 | Educational philosophy of the faculty/program: | <p>Learning through Practice</p> <p>The MBA program employs a hands-on, practice-driven methodology, enabling students to address contemporary business challenges and seamlessly integrate theory with actionable business insights.</p> |
| 24 | Teaching and learning paradigm: | <p>VinUniversity MBA program elevates student experience with an experiential learning approach, featuring cutting-edge AI and Innovation-focused learning method.</p> <ul style="list-style-type: none"> • Lectures and Seminars: Building foundational knowledge covering AI tools and Innovation concepts. • Group Discussions: Enhancing collaboration and critical thinking. • Case Studies: Applying gen AI and Innovation concepts to authentic business challenges. |

Commented [PN4]: Inconsistent, VinUniversity MBA or VinUni MBA?

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| | | <ul style="list-style-type: none"> • Authentic assignment and Projects: Leveraging critical hands-on skills with modern AI tools. • Capstone Projects: Integrating all acquired skills into a final, comprehensive group project. |
| 25 | Student assessment: | <p>Assessments are aligned with Program Learning Outcomes (PLOs) and Course Expected Learning Outcomes (CELOs). The evaluation methods include:</p> <ul style="list-style-type: none"> • Active participation in discussions, presentations, and teamwork • Executive – level portfolio defense (Students compile a collection of their work over the course of the program, showcasing their strategic mindset, the leadership artifacts, and the reflection on ethical dilemmas. • Integrated Capstone Consulting Project with Client Evaluation |
| 26 | Mechanism to establish and monitor achievement of program outcomes: | <p>The College of Business and Management monitors students' progress using two primary methods:</p> <ol style="list-style-type: none"> 1. Self-Assessment: Students evaluate their own progress against the PLOs at three levels—Not Achieved, Partially Achieved, Fully Achieved. 2. Annual Academic Monitoring: Faculty review students' learning outcomes and academic performance annually. 3. Industry supervisor/advisor/mentor feedback: 4. Focus groups: A dedicated TA continually discusses with students and lecturers to gather qualitative data on the effectiveness and relevance, which will be reflected on the delivery/content of all courses. |
| 27 | Program structure and content: <i>(Block diagram of courses)</i> | |

The **VinUniversity MBA Program** consists of **61 credits**, divided into general education, foundational courses, core courses, and an internship (a capstone project). The program is structured as follows:

| General Education (4 credits) | Foundation (15 credits) | Core (27 credits) | Graduation (6 credits) |
|-------------------------------|--|--|--------------------------------|
| 1. Philosophy (4) | 1. Orientation: Sustainable Leadership (3) 2. Business Economics (3) 3. Organizational Behavior and AI for Corporate Leaders (3) 4. Corporate Finance: Exploring Various Options and Markets (3) 5. Financial Analytics for Managers (3) | 1. Design Thinking and Innovation Management (3) 2. Strategic Management (3) 3. International Economics (3) 4. Design of AI Products (3) 5. Marketing and Sales (3) 6. Visualization in Business Analytics (3) 7. AI, Innovation, and Legal Framework (3) 8. Immersion Program (6) 9. Intrapreneurship (3) | 1. Internship and Capstone (6) |

Note: Students will engage in a range of experiential learning opportunities, including the **Immersion Program** at a top global university and a comprehensive **Internship** that focuses on applying concepts in real-world scenarios.

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| 28 | Development of program learning outcomes in the constituent courses (How individual courses contribute to the PLOs) |
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Each course in the VinUniversity MBA program contributes to the development of specific Program Learning Outcomes (PLOs) at varying levels—**Introduction (I), Practice (P), and Mastery (M)**. The table below highlights how individual courses support the PLOs.

| N. | Course name | | Knowledge | | | | | | Skills | | | | | | | | | | | | Attitude | | | | | | |
|----|--|-------|-----------|-----|-----|-----|------|-----|--------|-----|-----|------|-----|-----|------|-----|-----|------|-----|-----|----------|-----|------|-----|------|-----|-----|
| | | | PLO1 | | | | PLO2 | | PLO3 | | | PLO4 | | | PLO5 | | | PLO6 | | | PLO7 | | PLO8 | | PLO9 | | |
| | | | 1.1 | 1.2 | 1.3 | 1.4 | 2.1 | 2.2 | 2.3 | 3.1 | 3.2 | 3.3 | 4.1 | 4.2 | 4.3 | 5.1 | 5.2 | 5.3 | 6.1 | 6.2 | 6.3 | 7.1 | 7.2 | 8.1 | 8.2 | 9.1 | 9.2 |
| 1 | Orientation: Sustainable Leadership | SEM 1 | | | | | | | | | | | | | P | | | | | | P | | | P | | | |
| 2 | Business Economics | SEM 1 | | | | P | | | | | | | | | | | | | | | | | | | | | |
| 3 | Design Thinking and Innovation Management | SEM 1 | | | | | M | | | | | | | | | | | | | | | | | | | | |
| 4 | Product Management | SEM 1 | | | | | | M | | | | | | | | | | | | | | | | | | P | |
| 5 | Philosophy | SEM 1 | | | | | | | | | | | | | | | | | | P | | | | | | | |
| 6 | Organizational Behavior and AI for Corporate Leaders | SEM 2 | | | | | | | | | P | | | | | | | | | | | | | M | | | |
| 7 | Corporate Finance: Exploring Various Options and Markets | SEM 2 | | M | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | Financial Analytics for Managers | SEM 2 | | | | | | | | | | M | | | | | | | | | | | | | | | |

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| 29 | Sample study plan (<i>by semester</i>) |
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The VinUniversity MBA is a full-time program designed for completion in **18 months**. However, the program offers flexibility for part-time students who may opt to take a reduced course load. Below is a **sample study plan** for full-time and part-time students:

| Code | SEM 1 | Credits | Note | | Code | SEM 2 | Credits | Note |
|------|-------|---------|------|--|------|-------|---------|------|
|------|-------|---------|------|--|------|-------|---------|------|

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|-------------|---|----------------|-------------------|-------------|--|----------------|-------------|
| | Orientation: Sustainable Leadership | 3 | Foundation | | Organizational Behavior and AI for Corporate Leaders | 3 | Foundation |
| | Business Economics | 3 | Foundation | | Corporate Finance: Exploring Various Options and Markets | 3 | Foundation |
| | Design Thinking and Innovation Management | 3 | Core | | Financial Analytics for Managers | 3 | Foundation |
| | Product Management | 3 | Core | | Strategic Management | 3 | Core |
| | Philosophy | 4 | General Education | | | | |
| | Total credits: | 16 | | | Total credits: | 12 | |
| Code | SEM 3 | Credits | Note | Code | SEM 4 | Credits | Note |
| | International Economics | 3 | Core | | Immersion Program | 6 | Core |
| | Design of AI Products | 3 | Core | | Intrapreneurship | 3 | Core |
| | Marketing and Sales | 3 | Core | | Negotiation and Competitive Decision-Making | 3 | Core |
| | Visualization in Business Analytics | 3 | Core | | Internship and Capstone | 6 | Core |
| | AI, Innovation, and Legal Framework | 3 | Core | | | | |
| | Total credits: | 15 | Core | | Total credits: | 18 | |
| 30 | Curriculum learning roadmap: <i>(the relation and order of courses)</i> | | | | | | |

The VinUniversity MBA is designed to offer a **comprehensive learning experience** within a structured yet flexible timeline. Below is a high-level roadmap that outlines the key milestones of the program:

1. Term 1 – Summer (16 Credits)

- Foundation Week: Sustainable Leadership
- Managerial Business Economics
- Product Management
- Design Thinking and Innovation Management
- Philosophy (General Education Course)

2. Term 2 – Fall (30 Credits)

- **Fall A (15 Credits)**
 - Organizational Behavior and AI for Corporate Leaders
 - Corporate Finance
 - Financial Analysis for Managers
 - Immersion Program (ETD: Summer 2025)
- **Fall B (15 Credits)**
 - International Economics
 - Design of AI Products
 - Marketing and Sales
 - Visualization in Business Analytics

3. Term 3 – Spring (15 Credits)

- Internship – Working on New Venture or Workplace
- AI, Innovation, and Legal Frameworks

- Intrapreneurship
- Negotiation and Competitive Decision-Making

4. Program Completion & Graduation

1. Students need to complete 61 credits to graduate.
2. Internship and its embedded capstone component are mandatory

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| 31 | <p>Learning environment: <i>(List of experimental fields, labs, university enterprises that the program utilizes; List of field trips and internships, Co-op program, etc. of the program)</i></p> | <p>The program offers a variety of learning spaces designed to enhance student interaction and active learning:</p> <ul style="list-style-type: none"> • Large Lecture Halls: Designed to accommodate up to 300 students, such as C401, these halls are used for large-scale events, guest lectures, and workshops. • Super Lab: Computer lab facility supporting finance and other AI-related assignment/course. • Team-Based Learning Classrooms: Mid-size rooms (capacity of around 30–50 students) such as C201, equipped with flexible seating arrangements and multiple whiteboards for active, team-based learning and case discussions. • Case-Study Rooms: Featuring multiple whiteboards, projectors, and video conferencing facilities, these rooms are ideal for small-group analysis, brainstorming sessions, and collaborative learning activities. |
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| | | <ul style="list-style-type: none"> • MBA Lounge: A dedicated space for MBA students to network, relax, and exchange ideas outside of class. The lounge offers access to study pods, coffee and refreshments, and business news resources. • External Learning Spaces: The program leverages spaces outside the campus, including hotel conference rooms in Hanoi's city center for executive workshops, networking events, and immersion activities. |
| 32 | Support for students and their learning: <i>(academic support, pastoral support, and other services)</i> | <p>The VinUniversity MBA integrates state-of-the-art digital tools to support learning:</p> <ul style="list-style-type: none"> • Learning Management System (LMS): Centralized access to course materials, assignments, and grades. • Professional video Conferencing Platforms: For hybrid learning and guest lectures by global experts. • Business Analytics Software and AI Simulation Tools: Integrated into courses to provide hands-on experience with cutting-edge business technology. |
| 33 | Student clubs and extracurricular activities available to students: | <p>VinUniversity is committed to providing a comprehensive support system to enhance students' learning and overall experience:</p> <ul style="list-style-type: none"> • Academic Advising: Each student is assigned a faculty advisor to help guide their academic journey. • Career Services: Personalized career coaching, networking events, and access to a job portal tailored for MBA candidates. • Library and Learning Resources: Extensive physical and digital collections, with research databases, business journals, and collaborative study spaces. |

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| | | <ul style="list-style-type: none"> • Counseling Services: Professional support for students' mental well-being and work-life balance. • Entrepreneurship Hub: Access to VinUniversity's startup incubator and mentorship from experienced entrepreneurs. |
| 34 | Networking and Alumni Engagement | <p>The MBA program emphasizes community building and global connections:</p> <ul style="list-style-type: none"> • Networking Events: Regular meetups with business leaders, alumni, and industry experts. • VinUniversity Alumni Network: A growing community of alumni that provides opportunities for mentorship, collaboration, and career advancement. |

Section E. Approval, publication and update

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| 34 | This program specification was published on: | 14-02-2025 |
| 35 | This program specification was last update on: | 25-02-2025 |