

UNDERGRADUATE TRAINING PROGRAMMES

Training programme and degree: Bachelor of Economics
Major: **BUSINESS ADMINISTRATION**
Type of Training: Full time
Academic Code: 401

**(Promulgating Decision No 1999/QĐ-ĐHKT-QLKH-HTQT dated November 19th, 2009
by the President of UEH)**

1. **Training objectives**

Our undergraduates in the Faculty of Business Administration are trained to have fundamental knowledge of socio-economics, business administration and specialised skills in business management with a good political quality, virtuous character and health. They are equipped with knowledge of state-of-the-art management and hands-on experience in local and foreign business units in order to improve their skills necessary to manage business scientifically and efficiently.

2. **Training duration:** 04 years

3. **The knowledge volume for the whole coursework:** 124 - 126 credits, excluding Physical Education and National Defence Education.

4. **Objects of enrollment:** candidates who have high school diplomas or equivalents are eligible to apply for the National Entrance University Examination according to the stipulations of MoET.

5. **Training process and graduation requirements:** Pursuant to the existing regulations of MoET.

6. **Scoring scale:** 10

7. **Content of training programme:** UEH offers 07 specialisations, educated by the faculties as follows:

The Faculty of Business Administration

- General Business Administration
- Quality Management

The Faculty of Commerce-Tourism-Marketing

- International Business
- Tourism Management
- Foreign Trade
- Commerce
- Marketing

7.1 Major: GENERAL BUSINESS ADMINISTRATION

7.1.1. Objectives

Students are equipped with state-of-the-art knowledge of business administration and experience in local and foreign companies that help them build up essential skills and have ability to run businesses successfully and effectively.

Our graduates can work for businesses, parent companies in the operations of manufacture, services, import and export, finance and currencies.

7.1.2. Specialisation training programme:

No	Subjects	Quality		Number of Credits	Notes
		Compulsory	Optional		
GENERAL STUDIES				37	
1	The Basic Principles of Marxism-Leninism	X		5	
2	Revolutionary Line of the Communist Party of Vietnam	X		3	
3	Ho Chi Minh's Ideology	X		2	
4	Foreign Language (Part 1 & Part 2)	X		7	
5	Advanced Mathematics	X		4	
6	Theories of Probability and Maths Statistics	X		3	
7	Fundamentals of Law	X		2	
8	Fundamentals of Informatics	X		3	
9	Optimisation	X		2	
10	International Economics	X		2	
11	Management	X		2	
12	Development Economics	X		2	
MAJOR STUDIES				06	
13	Micro-economics I	X		3	
14	Macro-economics I	X		3	
OPTIONAL SUBJECTS OF THE GENERAL STAGE				06	
15	History of Economic Theories		X	3	
	Fundamentals of Marketing				
	Principles of Accounting				
16	Principles of Economic Statistics		X	3	
	Theories of Monetary Finance				
	Law of Labour				
FUNDAMENTALS OF MAJOR SPECIALISATIONS				09	
17	Econometrics	X		3	
18	Principles of Accounting	X		3	
19	Fundamentals of Marketing	X		3	
MAJOR SPECIALISATIONS				25	

20	Management II	X		2	
21	Strategic Management	X		3	
22	Human Resource Management	X		3	
23	Financial Management	X		3	
24	Marketing Management	X		2	
25	Business Communication	X		2	
26	Organisational Behaviour	X		2	
27	Quality Management I	X		2	
28	Marketing Research	X		2	
29	International Management I	X		2	
30	Risk Management	X		2	
	SUPPLEMENTARY SUBJECTS			13	
31	Specialised Foreign English	X		5	
32	Economic Law	X		2	
33	Stock Exchange	X		2	
34	International Payment	X		2	
35	Managerial Accounting	X		2	
	SUB-MAJORS			22	
36	Setting-up and investment Project Assessment	X		2	
37	Project Management	X		2	
38	Production and Operation Management	X		2	
39	Technology Management	X		2	
40	Business Information Organization	X		2	
41	Business Ethics	X		2	
42	Office Management		X	2	
43	Clean Production System		X	2	
44	Standardisation Management System		X	2	
45	Extra Curricular Report	X		2	
	Apprenticeship & Graduation			10	
	TOTAL			124	

7.2 Major: QUALITY MANAGEMENT

7.2.1. Objectives

Our undergraduates are trained to become professionals who are able to:

- Make plans for quality management programs
- Supervise and monitor market demand
- Determine optimal quality in corporate strategy
- Develop appropriate quality policies for companies and industry, based on society demand, market and industry
- Establish an effective quality management system in companies, industries
- Effectively allocate and deploy corporate resources in an organization, contributing to the manufacture of products and services so as to meet market demand with the lowest cost
- Establish and run an effective management system complying with the international standards.

Our graduates can work in the areas of manufacture, trade, service and others.

7.2.2. Specialisation training program:

No	Subjects	Quality		Number of Credits	Notes
		Obligatory	Optional		
GENERAL STUDIES				37	
1	The Basic principles of Marxism-Leninism	X		5	
2	Revolutionary line of the Communist Party of Vietnam	X		3	
3	Ho Chi Minh's Ideology	X		2	
4	Foreign Language (part 1 & part 2)	X		7	
5	Advanced Mathematics	X		4	
6	Theories of Probability and Maths Statistics	X		3	
7	Fundamentals of Law	X		2	
8	Fundamentals of Informatics	X		3	
9	Optimization	X		2	
10	International Economics	X		2	
11	Management	X		2	
12	Development Economics	X		2	
MAJOR STUDIES				06	
13	Micro-economics I	X		3	
14	Macro-economics I	X		3	
OPTIONAL SUBJECTS ON THE STAGE OF GENERAL STUDIES				06	
15	History of Economic Theories		X	3	
	Fundamentals of Marketing				
	Principles of Accounting				
16	Principles of Economic Statistics		X	3	
	Theories of Monetary Finance				
	Law of Labour				
FUNDAMENTALS OF MAJOR SPECIALISATIONS				09	
17	Econometrics	X		3	
18	Principles of Accounting	X		3	
19	Fundamentals of Marketing	X		3	
MAJOR SPECIALISATIONS				25	
20	Management II	X		2	
21	Strategic Management	X		3	
22	Human Resource Management	X		3	
23	Financial Management	X		3	
24	Marketing Management	X		2	
25	Business Communication	X		2	
26	Organisational Behaviour	X		2	
27	Quality Management I	X		2	
28	Marketing Research	X		2	
29	International Management I	X		2	
30	Risk Management	X		2	

SUPPLEMENTARY COURSEWORK			13	
31	Specialised Foreign English	X		5
32	Economic Law	X		2
33	Stock Exchange	X		2
34	International Payment	X		2
35	Managerial Accounting	X		2
SUB-MAJORS				22
36	Quality Management II	X		2
37	Quality Management Technique I	X		2
38	Standardization Management System	X		2
39	Quality Management Technique II	X		2
40	6 Sigma	X		2
41	Production Management	X		2
42	Technology Management		X	2
	Project Management			
43	Clean Management System			
	Standardisation Management Systems		X	2
44	Extra Curricular Report	X		2
Apprenticeship & Graduation				10
TOTAL				124

7.3. Major: COMMERCE

7.3.1. Objectives

Our students are educated to become professionals in import and export businesses. We aim to:

- Train them to become future managers with knowledge and skills with which they can work in the areas of commerce, service operations in the domestic and foreign markets
- Provide them with hands- on skills in negotiation, strategic planning, business operating, and organisational management
- Help students discover opportunities and challenges in the international business
- Enable students to develop their talents and work well in their companies and initiate new businesses

7.3.2. Specialisation training programme

No	Subjects	Quality		Number of Credits	Notes
		Obligatory	Optional		
GENERAL STUDIES				37	
1	The Basic principles of Marxism-Leninism	X		5	
2	Revolutionary line of the Communist Party of Vietnam	X		3	
3	Ho Chi Minh's Ideology	X		2	
4	Foreign Language (part 1 & part 2)	X		7	
5	Advanced Mathematics	X		4	
6	Theories of Probability and Maths Statistics	X		3	
7	Fundamentals of Law	X		2	
8	Fundamentals of Informatics	X		3	

9	Optimisation	X		2	
10	International Economics	X		2	
11	Management	X		2	
12	Development Economics	X		2	
	MAJOR STUDIES			06	
13	Micro-economics I	X		3	
14	Macro-economics I	X		3	
	OPTIONAL SUBJECTS ON THE STAGE OF GENERAL STUDIES			06	
15	History of Economic Theories		X	3	
	Fundamentals of Marketing				
	Principles of Accounting				
16	Principles of Economic Statistics		X	3	
	Theories of Monetary Finance				
	Law of Labor				
	FUNDAMENTALS OF MAJOR SPECIALISATIONS			09	
17	Econometrics	X		3	
18	Principles of Accounting	X		3	
19	Fundamentals of Marketing	X		3	
	MAJOR SPECIALISATIONS			25	
20	Management II	X		2	
21	Strategic Management	X		3	
22	Human Resource Management	X		3	
23	Financial Management	X		3	
24	Marketing Management	X		2	
25	Business Communication	X		2	
26	Organizational Behavior	X		2	
27	Quality Management I	X		2	
28	Marketing Research	X		2	
29	International Management I	X		2	
30	Risk Management	X		2	
	SUPPLEMENTARY COURSEWORK			13	
31	Foreign Language	X		5	
32	Economic Law	X		2	
33	Stock Exchange	X		2	
34	International Payment	X		2	
35	Managerial Accounting	X		2	
	SUB-MAJORS			22	
36	Import – Export Management	X		2	
37	Customer Behavior	X		2	
38	Commercial Economics	X		2	
39	Global Marketing	X		2	
40	Sales Management	X		2	
41	Retail Management	X		2	
41	Inventory and Procurement Management	X		2	

42	Service Management	X		2	
	Brand Management		X	2	
43	Multinational Financial Management				
44	Extra Curricular Report	X		2	
	Apprenticeship & Graduation			10	
	TOTAL			126	

7.4. Major: FOREIGN TRADE

7.4.1. Objectives

Our students are educated to become professionals in import and export businesses. We aim to

- Train them to become future managers with knowledge and skills with which they can work in the areas of import and export business, investment and international payment
- Provide them with hands- on skills of negotiating and communicating with people. coming from different cross- cultural environments
- Help students discover opportunities and challenges in the international business
- Enable students to develop their talents and work well in teams and groups

7.4.2. Specialisation training programme

No	Subjects	Quality		Number of Credits	Notes
		Obligatory	Optional		
	GENERAL STUDIES			37	
1	The basic principles of Marxism-Leninism	X		5	
2	Revolutionary line of the Communist Party of Vietnam	X		3	
3	Ho Chi Minh's Ideology	X		2	
4	Foreign Language (part 1 & part 2)	X		7	
5	Advanced Mathematics	X		4	
6	Theories of Probability and Maths Statistics	X		3	
7	Fundamentals of Law	X		2	
8	Fundamentals of Informatics	X		3	
9	Optimization	X		2	
10	International Economics	X		2	
11	Management	X		2	
12	Development Economics	X		2	
	MAJOR STUDIES			06	
13	Micro-economics I	X		3	
14	Macro-economics I	X		3	
	OPTIONAL SUBJECTS ON THE STAGE OF GENERAL STUDIES			06	
15	History of Economic Theories		X	3	
	Fundamentals of Marketing				
	Principles of Accounting				
16	Principles of Economic Statistics		X	3	
	Theories of Monetary Finance				

	Law of Labour				
	FUNDAMENTALS OF MAJOR SPECIALISATIONS			09	
17	Econometrics	X		3	
18	Principles of Accounting	X		3	
19	Fundamentals of Marketing	X		3	
	MAJOR SPECIALISATIONS			25	
20	Management II	X		2	
21	Strategic Management	X		3	
22	Human Resource Management	X		3	
23	Financial Management	X		3	
24	Marketing Management	X		2	
25	Business Communication	X		2	
26	Organisational Behaviour	X		2	
27	Quality Management I	X		2	
28	Marketing Research	X		2	
29	International Management I	X		2	
30	Risk Management	X		2	
	SUPPLEMENTARY COURSEWORK			13	
31	Foreign Language	X		5	
32	Economic Law	X		2	
33	Stock Exchange	X		2	
34	International Payment	X		2	
35	Managerial Accounting	X		2	
	SUB-MAJORS			22	
36	International Economic Relations	X		2	
37	Transportation and Foreign Trade Insurance	X		2	
38	Global Marketing	X		2	
39	Import-Export Management	X		2	
40	International Investment	X		2	
41	Economics & Import-Export Business Analysis	X		2	
42	International Finance	X		2	
		X		2	
43	Financial Management				
	E-commerce		X	2	
44	Extra Curricular Report	X		2	
	Apprenticeship & Graduation			10	
	TOTAL			126	

7.5. Major: INTERNATIONAL BUSINESS ADMINISTRATION

7.5.1. Objectives

Our students are trained to pursue a career in business operating in the global and cross-cultural environment. The specialisation aims to develop future managers who have wide knowledge and professional skills, working in the international business environment. Our graduates can:

- Search for opportunities in the International Market

- Quickly determine threats from competitors
- Equip our students with ability to negotiate and communicate with people coming from different cross-cultural environments
- Distinguish similarities and differences between among markets and keep present in target markets
- Discover opportunities and challenges in the international market.
- Build spirit and habit of team work, group work in students
- Quickly integrate into international communication

7.5.2. Specialisation training programme:

No	Subjects	Quality		Number of Credits	Notes
		Obligatory	Optional		
GENERAL STUDIES				37	
1	The Basic Principles of Marxism-Leninism	X		5	
2	Revolutionary Line of the Communist Party of Vietnam	X		3	
3	Ho Chi Minh's Ideology	X		2	
4	Foreign Language (part 1 & part 2)	X		7	
5	Advanced Mathematics	X		4	
6	Theories of Probability and Maths Statistics	X		3	
7	Fundamentals of Law	X		2	
8	Fundamentals of Informatics	X		3	
9	Optimization	X		2	
10	International Economics	X		2	
11	Management	X		2	
12	Development Economics	X		2	
MAJOR STUDIES				06	
13	Micro-economics I	X		3	
14	Macro-economics I	X		3	
OPTIONAL SUBJECTS ON THE STAGE OF GENERAL STUDIES				06	
15	History of Economic Theories		X	3	
	Fundamentals of Marketing				
	Principles of Accounting				
16	Principles of Economic Statistics		X	3	
	Theories of Monetary Finance				
	Law of Labour				
FUNDAMENTALS OF MAJOR SPECIALISATIONS				09	
17	Econometrics	X		3	
18	Principles of Accounting	X		3	
19	Fundamentals of Marketing	X		3	
MAJOR SPECIALISATIONS				25	
20	Management II	X		2	
21	Strategic Management	X		3	

22	Human Resource Management	X		3	
23	Financial Management	X		3	
24	Marketing Management	X		2	
25	Business Communication	X		2	
26	Organisational Behavior	X		2	
27	Quality Management I	X		2	
28	Marketing Research	X		2	
29	International Management I	X		2	
30	Risk Management	X		2	
	SUPPLEMENTARY COURSEWORK			13	
31	Foreign Language	X		5	
32	Economic Law	X		2	
33	Stock Exchange	X		2	
34	International Payment	X		2	
35	Managerial Accounting	X		2	
	SUB-MAJORS			22	
36	International Business Administration II	X		2	
37	Logistics	X		2	
38	Import-Export Management	X		2	
39	Global Marketing	X		2	
40	Setting-up and International Investment Assessment	X		2	
41	Multinational Financial Management	X		2	
42	International Business Simulation	X		2	
43	Sales Management				
44	E-commerce		X	2	
45	Extra Curricular Report	X		2	
	Apprenticeship & Graduation			10	
	TOTAL			126	

7.6. Major: MARKETING

7.6.1. Objectives

Our students are trained to pursuit a career in business operating in the global and cross-cultural environment. The specialisation aims at:

- Training them to become future managers with knowledge and skills in marketing and management
- Catching market opportunities
- Identifying and evaluating the competitive situations
- Developing marketing strategies and implement marketing plans
- Equipping students with hands-on practices in market research, negotiation and communication with customers
- Helping students identify opportunities and challenges in the economic integration world
- Familiarizing students with decision making practices and teamwork skills in the international communication skill

7.6.2. Specialisation training programme:

No	Subjects	Quality	Number of	Notes
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				Credits	
		Obligatory	Optional		
	GENERAL STUDIES			37	
1	The Basic principles of Marxism-Leninism	X		5	
2	Revolutionary line of the Communist Party of Vietnam	X		3	
3	Ho Chi Minh's Ideology	X		2	
4	Foreign Language (part 1 & part 2)	X		7	
5	Advanced Mathematics	X		4	
6	Theories of Probability and Maths Statistics	X		3	
7	Fundamentals of Law	X		2	
8	Fundamentals of Informatics	X		3	
9	Optimisation	X		2	
10	International Economics	X		2	
11	Management	X		2	
12	Development Economics	X		2	
	MAJOR STUDIES			06	
13	Micro-economics I	X		3	
14	Macro-economics I	X		3	
	OPTIONAL SUBJECTS ON THE STAGE OF GENERAL STUDIES			06	
15	History of Economic Theories		X	3	
	Fundamentals of Marketing				
	Principles of Accounting				
16	Principles of Economic Statistics		X	3	
	Theories of Monetary Finance				
	Law of Labour				
	FUNDAMENTALS OF MAJOR SPECIALISATIONS			09	
17	Econometrics	X		3	
18	Principles of Accounting	X		3	
19	Fundamentals of Marketing	X		3	
	MAJOR SPECIALISATIONS			25	
20	Management II	X		2	
21	Strategic Management	X		3	
22	Human Resource Management	X		3	
23	Financial Management	X		3	
24	Marketing Management	X		2	
25	Business Communication	X		2	
26	Organisational Behavior	X		2	
27	Quality Management I	X		2	
28	Marketing Research	X		2	
29	International Management I	X		2	
30	Risk Management	X		2	
	SUPPLEMENTARY COURSEWORK			13	
31	Foreign Language	X		5	

32	Economic Law	X		2	
33	Stock Exchange	X		2	
34	International Payment	X		2	
35	Managerial Accounting	X		2	
	SUB-MAJORS			22	
36	Marketing Research	X		2	
37	Customer Behavior	X		2	
38	Advertising	X		2	
39	Industrial Marketing	X		2	
40	Service Marketing	X		2	
41	Public Relation	X		2	
42	Global Marketing	X		2	
43	Brand Management				
44	Sales Management				
	E-Marketing		X	2	
45	Extra Curricular Report	X		2	
	Apprenticeship & Graduation			10	
	TOTAL			126	

7.7. Major: TOURRISM MANAGEMENT

7.7.1. Objectives

Undergraduates are trained to pursuit a career in Travel and Hospitality Businesses. Our graduates can:

- Understand management models in tourism and practices
- Identify organizational structures and participants in tourism
- Segment tourism market
- Understand demand and forms of tourist supplies
- Understand modern technologies applied in tourism and strategies to integrate into international business community
- Analyze culture, traditions, business practices and foreign histories.
- Learn to initiate business ideas including planning, implementing and controlling
- Make a survey, study markets, evaluate and measure performance of decision making
- Own communication skills and master principles of customer services.

7.7.2. Specialisation training programme:

No	Subjects	Quality		Number of Credits	Notes
		Obligatory	Optional		
	GENERAL STUDIES			37	
1	The Basic Principles of Marxism-Leninism	X		5	
2	Revolutionary Line of the Communist Party of Vietnam	X		3	
3	Ho Chi Minh's Ideology	X		2	
4	Foreign Language (part 1 & part 2)	X		7	
5	Advanced Mathematics	X		4	
6	Theories of Probability and Maths Statistics	X		3	
7	Fundamentals of Law	X		2	

8	Fundamentals of Informatics	X		3	
9	Optimisation	X		2	
10	International Economics	X		2	
11	Management	X		2	
12	Development Economics	X		2	
	MAJOR STUDIES			06	
13	Micro-economics I	X		3	
14	Macro-economics I	X		3	
	OPTIONAL SUBJECTS ON THE STAGE OF GENERAL STUDIES			06	
15	History of Economic Theories		X	3	
	Fundamentals of Marketing				
	Principles of Accounting				
16	Principles of Economic Statistics		X	3	
	Theories of Monetary Finance				
	Law of Labour				
	FUNDAMENTALS OF MAJOR SPECIALISATIONS			09	
17	Econometrics	X		3	
18	Principles of Accounting	X		3	
19	Fundamentals of Marketing	X		3	
	MAJOR SPECIALISATIONS			25	
20	Management II	X		2	
21	Strategic Management	X		3	
22	Human Resource Management	X		3	
23	Financial Management	X		3	
24	Marketing Management	X		2	
25	Business Communication	X		2	
26	Organisational Behaviour	X		2	
27	Quality Management I	X		2	
28	Marketing Research	X		2	
29	International Management I	X		2	
30	Risk Management	X		2	
	SUPPLEMENTARY COURSEWORK			13	
31	Foreign Language	X		5	
32	Economic Law	X		2	
33	Stock Exchange	X		2	
34	International Payment	X		2	
35	Managerial Accounting	X		2	
	SUB-MAJORS			22	
36	Hotel Management	X		2	
37	Restaurant Management	X		2	
38	Travel Management	X		2	
39	Tourist Event & Conference Management	X		2	
40	Management for Transportation Firm	X		2	
41	Resorts and Ecological Tour	X		2	

42	Tourism Marketing				
43	Professional Skills of Travel Agency		X	2	
	Reception Skills				
45	Extra Curricular Report	X		2	
	Apprenticeship & Graduation			10	
	TOTAL			126	