



BACHELOR OF SCIENCE

INTERNATIONAL BUSINESS AND MANAGEMENT

VN-UK

Institute for Research
& Executive Education

I. OVERVIEW

| Undergraduate Programme | |
|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Awarding institution | The University of Danang |
| 2. Teaching institution(s) | VNUK Institute for Research and Executive Education |
| 3. Final award | BSc in International Business and Management |
| 4. Programme title | BSc in International Business and Management |
| 5. Programme type (Single honours/joint) | Single programme |
| 6. Typical duration | 4 years (Year 1 is equivalent to <i>International Foundation Year</i>) |
| 7. Maximum period of study | 8 years |
| 8. Modes of study | On campus |
| 9. Modes of delivery | Full time |
| 10. Language of delivery | English |
| 11. Main academic partner | Aston Business School, Aston University |
| 12. Place of delivery | VNUK, The University of Danang, 158A Le Loi street, Hai Chau district, Danang city, Vietnam |
| 13. Date of annual intake | September (Fall semester) |
| 14. Placements | A full-time compulsory 16-weeks internship will be placed in Year 3, approved by the Head of Department and the Head of Academic Affairs Office. Students are also encouraged to obtain short-term and/ or part-time work experience through job opportunities from VNUK Career Service Center. |
| 15. Articulation programmes | <ul style="list-style-type: none"> - Aston University: BSc in International Business and Management (2+2 and 3+1) - Heriot Watt University: BSc in International Business and Management (2+2 and 3+1) - Monash University: BSc in Commerce, BSc in Economics, BSc in Finance, BSc in Accounting, BSc in Banking and Finance, BSc in Business, BSc in International Business, BSc in Marketing, BSc in Business |

| | |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| | Administration - Hull University: BSc in International Business and Management (2+2 and 3+1), BSc in Computer Science and Engineering (1+3) |
| 16. Course leader | Dr. Nguyen Thi My Huong |

II. DESCRIPTION OF THE COURSE

Programme Rationale & Aims

Programme Rationale

The English-taught programme of International Business and Management (IBM) aims to learners with not only comprehensive knowledge but also transferable skills in the 21st century. The programme is devised in two strands: General management and international business. In terms of management field, learners are able to master the underlying principles of management, marketing, human resources, finance, accounting, and operations disciplines. Furthermore, learners approach to the strategic level by studying the leadership and international strategic management. On the other side, learners can grasp the understanding of knowledge on the international business discipline such as international trade, cross-culture management, export-import, international finance. Accordingly, learners can possibly work for international corporations in Vietnam and global context. Otherwise, learners can be self-directed to do their own business in the global environment. The programme can importantly encourage learners to be resilient and rebound in the unchangeable and unpredicted environment.

Our educational philosophy: **“Innovation – Compassion – Diligence”**

The most salient points of the programme:

- Developing personal competence.
- Focusing on learner-centric pedagogical methods (Project-based learning, problem-based learning, field trip, panel discussion by experts in industries)
- Having full English-taught programme delivered by both international and Vietnamese lecturers.
- Prioritize practice-oriented curriculum
- Offering student experiences through VNUK itself and exchange students by the VNUK partners in UK (Aston University, Heriot Watt University, Hull University), Australia (Monash University), South Korea (Yonsei University, Daegu Catholic University), and so on.
- Allowing students to pursue the programme 2+2, 3+1 with the VNUK’s partners.

Aims

The programme intends to develop students to become creative, proactive and responsible leaders, who will take on real world challenges by applying critical thinking and analytical skills within the global economy. Specifically, the programme aims to:

- Help students to acquire cross-cultural knowledge, develop multicultural skills and understand, apply international business theories to solve the problems of complex, fast-changing business activities and organisations within the global economy;
- Help students to develop transferable intellectual, skills to operate professionally and effectively in a range of industrial, commercial and professional contexts including multinational corporations, NGOs, multilateral international organisations.
- Develop students' autonomy in their learning and the desire to engage in lifelong learning with the latest developments in the field of international business;
- Offer opportunities for international exposure through physical international mobility or their placement in international environment.

Potential Candidates

- Candidates with A Level / SAT / ACT / IBD / IGCSE / ATAR certificates satisfied minimum required score by VNUK.
- Students graduated from high school in Vietnam with annual required score/standard

Number of credits

138 Vietnam credits (245 ECTS)

Programme Learning Outcomes

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

1. Apply the key concepts, principles and process of economics, business and management in practical situation (business, management, organisational and leadership).
2. Evaluate the impacts of factors of macro and micro environment on the organisation's strategy, behaviours and activities.
3. Resolve specific and complicated problems in business and management.
4. Develop a range of 21st century transferable skills to work effectively and professionally in the global labour force.
5. Develop creative and innovative thinking, and an entrepreneurial mindset.
6. Be self-managed and responsible for self and society.

Learning, teaching and assessment methods

Learning methods

The learning is regarded as the partnership between students, their peers, and the lecturers. We offer a mix of timetabled activity and student's own personal study. In general, the learning activities consists of:

- Timetabled activity (lectures, seminars, tutorials, supervisions and other directed activities)
- Structured independent study (preparing for timetabled activity)
- Module and course-based wider study (reading business news, academic journals, research papers and reports, employability activities, personal tutoring activity and other course-based activity)

Students can find the recommended activity schedule in each module syllabus.

Teaching methods

Lectures and seminars are the main method of teaching for timetabled teaching sessions.

- In a lecture, the module leader will deliver structured up-to-date teaching content designed to achieve the module aims, which cover theories and applications. Most of the modules will invite guest speakers from industry to deliver relevant topics related to theory applications or to sit on the assessment panel for student presentations.
- In seminars, the module leader or the seminar tutor will facilitate individual or group activity, conducting student-oriented exercises, discussion and practices. Case studies will also be used in seminars.
- Students also learn from conducting their own business plans in groups, often instructed and guided by the lecturers throughout the teaching sessions.

Assessment methods

Our overall assessment strategy is designed to motivate students and encourage an independent and group work. The assessment methods include:

- Attendance (10%)
- Formative assessments (individual in quiz, individual exercise, homework; and group work) (40%)
- Final exam (groupwork, presentation, posters, written exam, oral exam, etc.) (50%)

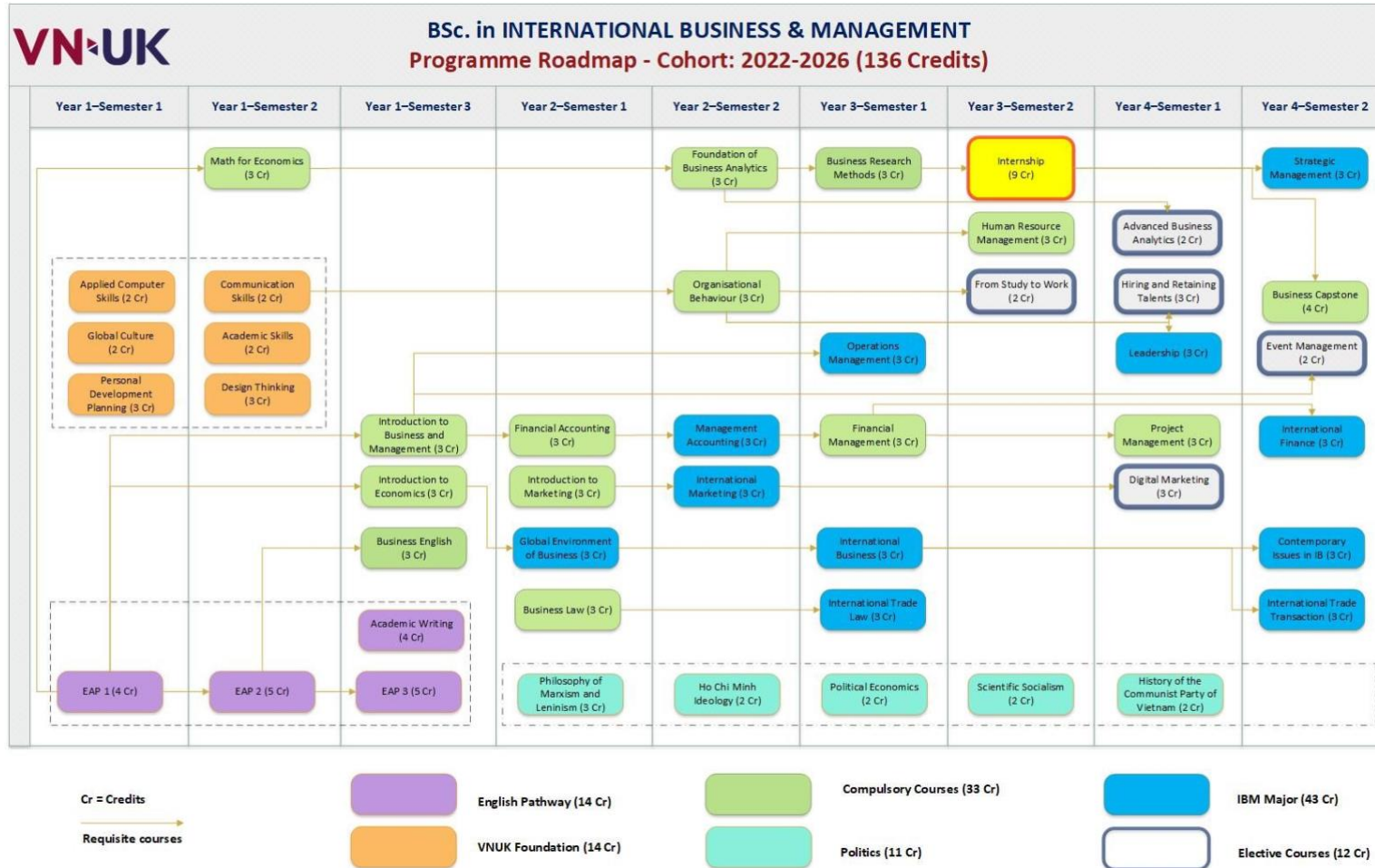
III. PROGRAMME STRUCTURE

| Full-time programme (4 years) | | | | |
|-------------------------------|-----------------------------------------|-----------|--------------|------------|
| Year 1 | | | | |
| Module Code | Module Title | Credits | ETCS credits | Status |
| BEB17005 | English for Academic Purposes 1 | 4 | 13 | Compulsory |
| BEB17006 | English for Academic Purposes 2 | 5 | 13 | Compulsory |
| BEB17007 | English for Academic Purposes 3 | 5 | 9 | Compulsory |
| BEB13135 | English for Business | 3 | 5 | Compulsory |
| BEB14134 | Academic Writing | 4 | 7 | Compulsory |
| BEB12001 | Academic skills | 2 | 5 | Core |
| BEB12003 | Communication skills | 2 | 4 | Core |
| BEB12002 | Applied computer skills | 2 | 4 | Compulsory |
| BEB13004 | Personal Development Planning | 3 | 5 | Compulsory |
| BEB12010 | Global Culture | 2 | 4 | Compulsory |
| BEB13008 | Math for Economics | 3 | 5 | Core |
| BEB23026 | Introduction to Economics | 3 | 5 | Core |
| BEB13015 | Introduction to Business and Management | 3 | 5 | Core |
| BEB13116 | Design Thinking | 3 | 5 | Compulsory |
| BEB12146 | General Law | 2 | 4 | Compulsory |
| | Total Year 1 | 46 | | |
| Year 2 | | | | |
| Module Code | Module Title | Credits | ETCS credits | Status |
| BEB13014 | Introduction to Marketing | 3 | 5 | Core |
| BEB23032 | Foundation of Business Analytics | 3 | 5 | Core |
| BEB23031 | Global Environment of Business | 3 | 5 | Compulsory |
| BEB23033 | Business Law | 3 | 5 | Core |
| BEB23025 | Organisational Behaviour | 3 | 5 | Core |
| BEB23028 | Introduction to Financial Accounting | 3 | 5 | Core |
| BEB23030 | Introduction to Management Accounting | 3 | 5 | Compulsory |
| BEB23027 | International Business | 3 | 5 | Compulsory |
| BEB22029 | Principles of Marxism-Leninism | 3 | 9 | Compulsory |
| BEB33054 | Political Economy | 2 | 4 | Compulsory |
| | Total Year 2 | 29 | | |
| Year 3 | | | | |
| Module Code | Module Title | Credits | ETCS credits | Status |
| BEB33070 | International Marketing | 3 | 5 | Core |
| BEB33052 | International Trade Law | 3 | 5 | Compulsory |

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|------------------------|-------------------------------------------------------------|----------------|-------------------------|---------------|
| BEB33049 | Operations Management | 3 | 5 | Core |
| BEB43066 | Business Research Methods | 3 | 5 | Compulsory |
| BEB33111 | Financial Management | 3 | 5 | Core |
| BEB33110 | Human Resource Management (PLACEMENT) | 3 | 5 | Core |
| BEB22034 | Ho Chi Minh Ideology | 2 | 4 | Compulsory |
| BEB43060 | The Revolutionary Road of the Communist Party of Vietnam | 2 | 4 | Compulsory |
| BEB32124 | Scientific Socialism | 2 | 4 | Compulsory |
| BEB32050 | From Study to Work | 2 | 5 | Elective |
| BEB37113 | Internship | 9 | 16 | Compulsory |
| | Total Year 3 | 35 | | |
| Year 4 | | | | |
| Module Code | Module Title | Credits | ETCS credits | Status |
| BEB43065 | Leadership | 3 | 5 | Compulsory |
| BEB43063 | Project Management | 3 | 5 | Compulsory |
| BEB43056 | International Strategic Management | 3 | 5 | Compulsory |
| BEB43064 | International Finance | 3 | 5 | Compulsory |
| BEB43062 | Contemporary Issues of International Business | 3 | 5 | Compulsory |
| BEB43059 | Export - Import Business | 3 | 5 | Compulsory |
| BEB44141 | Business Capstone | 4 | 7 | Compulsory |
| | | 22 | | |
| | Options (choose 6 credits from the list) | 6 | 11 | |
| BEB33121 | Event Management | 2 | 5 | Elective |
| BEB43115 | Hiring and Retaining talents | 3 | 5 | Elective |
| BEB43114 | Digital Marketing | 3 | 5 | Elective |
| BEB43115 | Business Plan Development | 3 | 5 | Elective |
| BEB42143 | Advanced Business Analytics | 3 | 5 | Elective |
| BEB23138 | Marketing Communications in Practice | 3 | 5 | Elective |
| | Total Year 4 | 28 | | |
| | Total credits of the programme | 136 | | |

IV. ROADMAP

Figure 1: Programmar Roadmap of International Business and Management major



V. COURSE DESCRIPTION

These are the description for all the courses in the programme (including courses for all five majors).

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| BEB17005 | English for Academic Purposes 1 |
| EAP-L1 is the first subject of the EAP program that allows students to express themselves in familiar situations. This module also instructs students on how to develop adequate arguments and strengthen their presentation skills. A special emphasis of this module is placed on helping students overcome some of the persistent errors in grammar and pronunciation that are often made by Vietnamese learners. | |
| BEB17006 | English for Academic Purposes 2 |
| EAP-L2 aims to enhance students' academic English skills, provide students with practical skills and guide students towards getting an IELTS of above 5.0. Practice activities are provided to help students practice the skills, techniques and strategies needed for the IELTS test. Particular emphasis of this course is also placed on helping students overcome some of the ongoing grammatical and pronunciation errors commonly made by Vietnamese learners. | |
| BEB17007 | English for Academic Purposes 3 |
| EAP-L3, further of EAP-L2, aims to further enhance students' academic English skills with a focus on getting an IELTS of above 5.5. Not only will students continue to master the language skills acquired in EAP-L2, they will also become familiar with other types of IELTS questions. | |
| BEB13135 | English for Business |
| This course is designed to prepare students to use English in current or future work settings. It is divided into three parts. The first part deals mainly with business etiquette, in which students are exposed to a wide range of business situations such as cross-cultural stereotypes, business hospitality or communication in meetings or negotiation. Part two is dedicated to English used in different business areas such as marketing, management and human resources, manufacturing or finance. Part three focuses more on writing skills, specifically writing a business report, plan or proposal. Students are encouraged to use their own experiences and opinions to maximize engagement and learning. | |
| BEB14134 | Academic Writing |
| This module is designed to develop students' academic writing ability, preparing students well for academic work at university. The content of this course covers topics related to different levels of argumentative writing (sentences, paragraphs and essays). Through the course, students can understand the main features and general requirements of academic writing, knowledge of | |

sentence structure, paragraphs, essays, summaries, reports and document evaluation. In addition, students can write different types of academic writing: argumentative essays, comparative essays, cause-and-effect essays, abstracts, reports and literary criticism.

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| BEB12001 | Academic Skills |
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This course is designed to develop students' academic background for their learning experience. It includes research, writing, critical thinking and more. The students will participate actively in the learning experience. With the guidance of our faculty, students will be responsible for maintaining a focused and effective classroom culture. Students will participate in communication activities such as emails, presentations, games, and more. individual and group discussions.

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| BEB12003 | Communication Skills |
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This module is designed to assist students in their transition to higher education and in an international environment. The course helps guide students on how to be an effective and active communicator in international education and professional settings. Awareness, confidence, active listening, and perspective building are key skills required for trust-building communication. Students will participate in activities centered around communication such as emails, presentations and discussion groups.

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| BEB12002 | Applied computer skills |
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This course is designed to develop students' computer skills, in general daily use as well as in academic and professional settings. The skills are transferable so that students can apply them in any career path they chose.

This course introduces students to the basic skills to work with computer in general and Personal Computer (PC) running Windows Operation System and its office applications including:

- Microsoft Office Word
- Microsoft Office Excel
- Microsoft Office PowerPoints

The course also introduces students to VNUK's emails (Gmail), Google Calendar and other applications, EndnoteX7 for reference, and other popular internet applications. Student after the course will also have basic understanding of safety and security to protect themselves from scam, phishing and other types of fraud.

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| BEB13004 | Personal Development Planning |
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Personal Development Planning is about raising self and social-awareness, developing personal and professional relationships and building a personal action plan. The action plan is based on a critical reflection of the students current situation, assessment of their skills and the identification of what they need in terms of knowledge, character and skills in order to achieve their own

personal goals and objectives. It provides students with ways to manage stress and balance their emotions as well as develop an individual approach to learning to build a solid foundation for their continuing education and career.

BEB12010

Global culture

The Global Culture course introduces students to diverse perspectives and is designed to sharpen English and critical thinking skills. By exploring new ideas, students will practice reading comprehension, source assessment, and oral discussions. Through individual and collaborative projects, class discussions, written reflections and quizzes, students will develop adaptability, cultural awareness and the skills necessary to travel abroad. Students will be involved in activities around communication. such as emails, presentations, individual chats and group discussions.

BEB13008

Math for Economics

This module provides students with a strong foundation in the key elements of mathematics, intended for students beginning to pursue a degree in economics, finance, management or business. The content of the course is presented in relation to management implications. The module focuses on introducing mathematical concepts in the context of applied economics, with each step clearly explained through examples. In addition, the module will provide students of International Business and Management with mathematical and analytical skills to access relevant documents in the undergraduate program. At the end of the course, students will be fully prepared with the knowledge and skills to study modules related to research methods, understand scholarly articles, research proposals and annual reports, and successfully conduct research projects and graduate theses.

BEB23026

Introduction to Economics

This module introduces basic economic principles and methods. The first part of the module focuses on microeconomics, studying the interaction of households and firms in the market. This first section will examine the forces of supply and demand operating in markets for goods and services. Theories related to corporate behavior will also be considered (how firms decide the quantity and mode of production). Part 2 will focus on macroeconomics, the study of the economy in general. Students will study economic growth and development, business cycles, and the impact of monetary and fiscal policies on inflation, interest rates, and government investment. Furthermore, the course will provide some basic techniques for thinking, analyzing and evaluating economic and social problems/phenomena such as taxation, pollution, income distribution and international trade.

BEB13015

Introduction to Business and Management

The module provides students with an understanding of the key principles and concepts

underpinning business, business administration and financial operations; make students aware of the role of corporate governance and the ethical aspects that businesses and individuals often encounter. In addition, the module helps and encourages students to delve deeper into theory, creatively find new solutions to business problems, specific situations and evaluate theory in written form. Students also have the opportunity to demonstrate complementary skills needed for their studies including decision-making, problem-solving, challenging situations, or data processing and management.

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| BEB13116 | Design Thinking |
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Thinking like a designer can transform the way individuals and organizations develop products, services, processes, and strategy. This approach, which is known as design thinking, brings together what is desirable from a human point of view with what is technologically feasible and economically viable. This is a creative approach to problem solving pioneered by the design firm IDEO. This is an intensive, hands-on learning experience that will challenge students to get out of their chair and out into the real world to talk to people and test the ideas. Design thinking emphasizes deep user understanding, iteration, and a focus on possibilities as a way to enhance value creation for stakeholders. Students start in the field, where they discover the needs of the target users. They then iterate ideas on teams to develop a range of promising possible solutions, create rough prototypes to take back out into the field, and test with real people in the target users.

The course will be teamwork-oriented, but students will also complete readings and independent activities that support the group work and ensure individual depth of knowledge.

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| BEB12146 | General Law |
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The General Law module is designed to provide learners with the most basic knowledge about the State and Law. The basic content of the module includes: General issues about the State and law such as State apparatus, Legal norms and Legal relations, Violations of law, etc. In addition, the module also provides provide learners with some basic knowledge about preventing and combating corruption.

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| BEB13014 | Introduction to Marketing |
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This course provides an understanding of the critical concepts and terminology used in marketing. It seeks to explain the role and function of marketing within organisations, the nature of consumer behaviours, strategic marketing frameworks, and market segmentation, targeting and positioning. Finally, the course outlines the elements which make up the marketing mix and illustrates how these are applied in a range of different contexts.

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| BEB23032 | Foundation of Business Analytics |
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This course will develop your quantitative skills to identify trends and gain insights from data set through three types of data analytics: descriptive, predictive, and prescriptive, and how to accurately analyze and visualize information as well as work with analytical tools. The course begins with the main characteristics of data set, sample and population, followed by descriptive statistics, random variable and probability distribution, hypothesis testing, inferential statistics, and regression. However, this course approaches the practical application of analytics in a business context, so you'll discover what methods, techniques and tools can be used to solve specific business problems in the most effective way. Excel and SPSS software will be used. The objective of this course provides you with information and knowledge assisting in analysis of situations to solve business and management problems and aid managerial decision making.

BEB23031
Global Environment of Business

This course provides students with knowledge on the political-economic and cultural differences among countries, the global financial system as well as the drivers of trade and investment policies. Students have the opportunity to learn from practical situations when meeting with guest speakers in the industry and company field trips. Throughout the course, students work in teams to conduct a benefit-cost-risk analysis of an assigned country as a potential market for a company to enter.

BEB23033
Business Law

A thorough working knowledge of the legal and regulatory environment in which businesses operate is essential for well-prepared business executives. This course provides an overview of the legal and regulatory environment affecting business in Vietnam. Topics include forms of business organization, contracts, corporation law, tax law, employment issues, intellectual property, insolvency law and investment (or consumer protection) law. The module comprises a mixture of scheduled learning activities and independent study.

BEB23025
Organisational Behaviour

This module is intended to introduce fundamental concepts and topics in organizational behavior and management. This course focuses on three levels of organization: individual, two-individual, and collective organization. In level one, students will learn concepts that revolve around individuals such as decision making, motivation, and personality. At level two, the level of personal and personal interaction, and students learn how to influence others. Finally, students learn the organizational behavior of groups and organizations.

BEB23028
Introduction to Financial Accounting

This module familiarizes students with the financial accounting perspective of business managers, so that they can manage more effectively using and understanding the information generated by a company's accounting system. In addition, for students continuing to study accounting, the

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| module provides a common foundation upon which further detailed studies can be built. | |
| BEB23030 | Management Accounting |
| <p>This course introduces the basics of management accounting that is suitable for any organization. Students will study that information from an entity's accounting system, related to decisions made by internal managers. These types of information are segregated from information relating to users outside the company.</p> | |
| BEB23027 | International Business |
| <p>The International Business (IB) course serves as a continuity of Global Environment for Business (GEB). While the GEB course focuses on the macro environment of the firm, this one introduces more micro aspects, including international business strategy and organization, and entry strategy, as well as basic functional activities namely exporting, global production and supply chain, global marketing and global human resource management. A range of internationalisation theories and frameworks are used to analyse strategy formulation; the foreign direct investment decisions; location choice; forms of international involvement and modes of market entry. Students have the opportunity to learn from practical situations when meeting with guest speakers in the industry. At the end of the course, students have to conduct a business analysis and propose a business plan for a company to enter a new market as a part of a problem-based learning process.</p> | |
| BEB22029 | Philosophy of Marxism and Leninism |
| <p>The module helps students to determine a theoretical basis to be able to access to core content of Ho Chi Minh Ideology and Revolutionary policy of the Communist Party of Vietnam course, understanding the Party's ideological foundation and establish students' worldview, outlook and methodology to approach science majors. The course also provides students with the understanding the basic content of Marxism - Leninism on dialectical materialism and dialectic materialism; building trustworthy and revolutionary ideal for students; and helps students to apply specialised knowledge to actively and positively address economic, political, cultural and social issues, all in line with the guidance, policies and regulation of the Party and State.</p> | |
| BEB22034 | Ho Chi Minh Ideology |
| <p>The module is to provide a systematic understanding of the field of ideology, morality and the culture of Ho Chi Minh; continuing to provide basic knowledge of Marxism – Leninism and create an understanding of the ideological foundation, the action guideline of the Communist Party of Vietnam and Vietnam's revolution.</p> | |
| BEB33070 | International Marketing |

The course aims to provide students with an understanding of concepts and practices in International Marketing Management. It seeks to build both knowledge and skills, strategies and tactics concerning factors affecting international marketing decisions: researching and targeting country markets; developing global market entry strategies; planning and implementing marketing strategies for one or more overseas markets (including issues of pricing, promotion, marketing communications, and distribution); and managing international marketing organisations. With real-world examples and discussions, students will develop their critical analysis and problem-solving skills.

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| BEB33052 | International Trade Law |
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This module is aimed to bring students the basic and general knowledge of international business law which is based on the international trade amongst the countries. The legal framework of the course is international conventions and standard terms as well as Vietnam law. In the flow of international business law, this course will majorly discuss in depth of two main subjects:

1. International trade rules, WTO law and its regulations relating to Goods and Services of Vietnam
2. and International Sale/ Commercial contract and its principles

The module comprises a mixture of scheduled learning activities and independent study.

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| BEB33049 | Operations Management |
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This module introduces students to the four periods of industrialization and focuses on the Industry 4.0. Students will learn digitalization across the three core functions of the supply chain, and technologies like cloud computing and big data analytics to support operations. Students will discuss digital platforms and supply chain-related characteristics from the perspective of digitalization and digital transformation. Based on the economic theory of transaction costs, digital platforms are changing the way businesses make buying and selling decisions. This module covers new concepts in the digital factory, components and engine of the digital factory. Core new technologies are introduced and practical examples are used to achieve lean and six-sigma production goals.

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| BEB43066 | Business Research Methods |
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The Business Research Methodology introduces students to the nature, scope and implications of research. Also, the course explores primary and secondary research approaches with application to specific problems, using qualitative and quantitative designs to investigate current issues in the area of interest of students. This course will assist students in defining, discussing and formulating a research problem, and in the selection and application of appropriate research approaches and methods of inquiry (both quantitative or qualitative) and present research results. Upon

completion of this course, students will have an in-depth understanding of research methods, develop research skills, and be able to effectively formulate and present research reports.

BEB32123

Principles of Marxism-Leninism II

The course is structured into two main parts. Firstly, students will study the political economy issues of the capitalist mode of production in both the free competition and the monopoly stage. Secondly, the course discusses the political economy issues of the transition period to socialism in Vietnam in the new context.

BEB33111

Financial Management

The internship project in the field of financial management helps students develop analytical skills, critical reasoning, rational analysis, and the ability to apply quantitative and analytical skills. Along with the project implementation, students are exposed to important methods and concepts in corporate finance, developing the knowledge and skills necessary for financial managers to design, select and implement investment strategies suitable to the actual conditions of the business.

BEB33110

Human Resource Management (PLACEMENT)

The internship project helps students examine the nature and implications of human resource management (HRM) for macro institutions, changes in the economy and labor market, and organizational strategy. Students conduct an analysis of the human resource management activities of the internship organization, thereby, they have the opportunity to learn about human resource management and employment aspects. Project-based internships related to human resources provide students with an overview and essential understanding of HRM in the business environment, as well as provide an essential background perspective for students studying industry related to human resource management.

BEB43060

The Revolutionary Road of the Communist Party of Vietnam

The course equips students with the awareness of the role of the Communist Party of Vietnam in the process of building and protecting the country experienced during the Vietnam revolutionary leadership over time. It also offers panoramic innovation and critical awareness of Party policy since 1986 through the party congresses. The experience lesson is the basis for the consolidation of patriotic education, ethnic pride and sense of responsibility of the learner in building confidence in the leadership of the party.

BEB37113

Internship

The internship period is a time for students to work as an official employee in a company within four to six months, with the guide and supervision of a lecturer. They can choose their own favourite company, or from a list of companies provided by VNUK. During their internship, writing

reflection through bi-weekly journals is needed for the supervisor to keep track of their performance. Also, students need to observe and find out a problem existing in the company. From that, they conduct a study to give recommendations to handle the problem at the end of their internship.

BEB32124
Scientific Socialism

Scientific socialism is a compulsory subject in the curriculum of all academic disciplines. The subject equips students with basic knowledge about the following contents: The historical mission of the working class; Socialism and the Transition; Democracy and the Socialist State; Social structure - classes and alliances of classes and classes in the transition period; Issues of ethnicity, religion, and family in socialism. On that basis, it helps students to have a correct awareness of the Party's line, policies and laws of the State of Vietnam.

BEB42125
History of the Communist Party of Vietnam

History of the Communist Party of Vietnam is a compulsory subject in the training program. The main content of the module provides students with basic, core and systematic knowledge about the birth of the Party (1920-1930), the process by which the Party led the struggle for power (1930-1945), led two resistance wars against French colonialism and American imperialism, completed national liberation and reunification (1945-1975), led the country in the transition to socialism and carried out doi moi (1975 - 2018). Thereby, affirming successes, highlighting limitations, and summarizing the experiences of the Party's revolutionary leadership to help learners improve their awareness and belief in the Party and their ability to still use their learned knowledge into working practice, contributing to the construction and defense of the Socialist Vietnamese Fatherland.

BEB32050 From Study to Work

This module helps students have real-life experiences in a business-like environment at school. This is a course that helps students access jobs at businesses while they are still studying. This module also guide students in making career choice decisions, how to seize opportunities in career paths, how to adapt to changes in the labor market when the economy fluctuates, and how to increase knowledge and skills when required. The content of the module includes knowing yourself in the transition period, understanding individual opportunities and potentials in the working environment, challenges in the digital economy and labor, practicing skills and knowledge in specific cases, developing the skills necessary for business success. Finally, students learn how to make effective and efficient decisions for career growth and personal and work life balance.

BEB43065
Leadership

This module will provide an overview of contemporary issues as well as leadership perspectives, systems approaches, and classical theories. Topics include leadership theories, personal

development and assessment, conflict resolution, values and ethics, motivation, competence, dynamic groups, multiculturalism in leadership, successful management. and change. Through reading, self-discovery, observation, and case studies, students can identify, observe, and analyze leadership behaviour.

BEB33121
Event Management (Elective)

This module helps students complete an event management project or organize a meeting. Project-based learning helps students have the opportunity to integrate knowledge and skills from different modules. This module provides students with the basic concepts and competencies required to perform several roles as a project coordinator professionally. It also helps to analyze the basic services that provide the event infrastructure, creative activities, and aspects of event coordination. This course enables students to develop a special event project by applying planning, organizing, and management skills. Students need to integrate and synthesize resources, personnel, time, skills, to carry out a project.

BEB43063
Project Management

The course will provide a structured approach to managing different digital project sizes. Students will be introduced to project processes, the fundamental skills and areas of knowledge required for project management. The course also provides students with tools and techniques to manage digital technology projects by applying methodologies for project estimation, planning, tracking, and project change updates. Students will also study both hardware and software platforms, building a knowledge base to support strategic technology decision making. This course also includes an introduction to Microsoft Project, one of the most used project management software. Students will have the opportunity to learn online and work with hands-on exercises, applying the software tools they have learned to each stage of the project lifecycle, and use case studies that are typical for many applications in digital project management.

BEB43056
Strategic Management

The course provides the knowledge and practice of global strategic management, taking advantage of the opportunities and addressing the challenges faced by managers and companies competing internationally in the context of the Industry 4.0. This course examines the contextual, organizational and management issues involved in the operations of companies of different sizes. The module also provides students with the fundamental tools and techniques of strategic management plus a theoretical and practical understanding of how business strategy can be formulated based on internal and environmental conditions, with special attention to the international and digital transformation context of strategic planning. The module equips students

with a framework for understanding international business strategy as an interdisciplinary activity in the context of international and competitive markets, leading to corporate decision making.

BEB43064

International Finance

The International Finance course focuses on financial management from the perspective of multinational firms that have revenues and payments denominated in foreign currencies. It offers a systematic approach to the study of some fundamental techniques in international financial management and the strategies used by managers engaged in the international financial arena. The course focuses on exchange rate behavior and exchange rate risk management using derivatives such as options and futures contracts, financing decisions, and interest rate risk management.

BEB43062

Contemporary Issues of International Business

The international business environment is always influenced by the interaction and rapid change of political, economic, social, financial, legal and technological factors. This module is designed to reinforce the application of critical thinking skills in assessing contemporary issues, enabling students to make sensible business decisions in response to changes and challenges of the market. The module focuses on practical issues and up-to-date research in areas such as: how to respond to changes in the business environment, analyzing the impact of stakeholders inside and outside the organization organization, challenges of differences between countries in international business, and how to adjust business methods and business management.

BEB43059

Export-Import Business

This module provides the basic concepts and presentation of international trade transactions; provides knowledge about international trade terms (price, payment, delivery, legality, etc) and some custom of international trade in goods (Incoterms 2010, UCP 600, URC 522 , ICC 2009, etc) in import and export; present and discuss issues related to the process of negotiation, drafting, signing and performance of contracts for the international sale of goods. The module also presents in detail the characteristics, content and implementation of the current main methods of international trade in the world market.

BEB43068

Business Plan Development

This module is intended to help students develop entrepreneurial strategies and business plans in groups, sparking creativity and benefiting from individual entrepreneurship. For those interested in new and growing businesses, a comprehensive business plan is required if they want to compete effectively in the marketplace. This module focuses on aspects of business plan development including assessing the business environment, presenting investment concepts and development strategies, providing marketing methods, building a cohesive management team, launching

production and developing financial projects. Students will develop and present business plans according to their individual needs.

The objective of this module is for students to make brief and effective reports and presentations; ensure the structure and composition of a strategic and financially dynamic business plan; global organizational awareness of the influence of strategic factors on business plans; analyze the feasibility of new products and services; SWOT analysis; prepare a financial plan; build capital structure and target capital in line with business plan.

BEB44141

Business Capstone

The capstone course is a method of summative evaluation in which the student is given an opportunity to demonstrate integrated knowledge and growth in the major. The course will assess a student's cognitive and intellectual growth in their major which is International Business and also the overall academic learning experience. The course will provide an opportunity for students to integrate and applied learning from their academic career in a comprehensive manner. The capstone provides an opportunity for students to integrate and apply knowledge from their academic studies; through the comprehensive evaluation of core curriculum of finance and accounting, economics, marketing, management, human resource, and all learned fields.

BEB43115

Hiring and Retaining Talents (Elective)

This module focuses on the main content of talent planning, recruitment and selection in human resource management, and talent management. Students learn how to identify talent and how to develop talent after being recruited into the organization. The module will help students realize the importance of recruitment goals and organizational strategy. Students learn how to plan, attract talent, and select the right people for the right positions in the organization. An important objective of the module is to provide students with practical skills in talent management.

BEB43114

Digital Marketing (Elective)

The module provides students with the basics of digital marketing and a range of online tools for integrated marketing communications. Specifically, students understand and know how to use email marketing, SEO/SEM, and social media tools in hands-on projects, and also have the ability to analyze data to support decision making in the field of marketing. From there, they are able to build, execute and evaluate digital marketing plans, contributing to improving the business efficiency of the organization on the digital platform.

BEB23138

Marketing Communication in Practice (Elective)

This module outlines concepts, tools, and processes step-by-step, enabling students to develop a Marketing communications plan that integrates structures to reinforce and coordinate the elements of Marketing communications (e.g., marketing communications). e.g. advertising, public

relations, advertising, sales promotion, event marketing, direct marketing, electronic communication and personal selling) into practice.

BEB42143

Advanced Business Analysis (Elective)

This course helps learners understand the basic applications of data analysis in business decision making and organizational strategic planning. Specifically, after completing the module, learners are expected to understand how data analysis improves the quality of business decision-making processes, understand advanced content in data analysis such as: database systems, data consolidation and presentation, probability and distribution of data, data visualization, data mining, and big data; understand the method of using quantitative tools in business inference and forecasting such as correlation analysis, linear regression, decision tree analysis, k-nearest algorithm. Learners gain skills that help apply acquired knowledge to build, deploy, and manage data analysis models to support business decisions. In addition, learners should acquire the skills to collect, synthesize, compare, comment, and evaluate business data through the application of data analysis methods. Finally, learners need to build skills in interpreting data analysis results and presenting quantitative reports, thereby enhancing critical thinking skills.

For more information and contact

Dr. Nguyen Thi My Huong

Dean, The VNUK of Research and Executive Education

E-mail: huong.nguyen@vnuk.edu.vn

Telephone: +84 914 165 166

Visit our programme at website: <https://vnuk.udn.vn/>