

**CHƯƠNG TRÌNH ĐÀO TẠO KHÓA 2023 – NGÀNH QUẢN TRỊ KINH DOANH
TRÌNH ĐỘ ĐẠI HỌC**

*(Kèm theo Quyết định số /QĐ-ĐHQT ngày tháng năm 2023 của Hiệu trưởng
Trường Đại học Quốc tế)*

1. Thông tin chung

- Tên ngành đào tạo:
 - + Tiếng Việt: Quản trị kinh doanh
 - + Tiếng Anh: Business Administration
- Mã ngành đào tạo: 52.34.01.02
- Trình độ đào tạo: Đại học
- Loại hình đào tạo: Chính quy, tập trung
- Thời gian đào tạo: 4 năm
- Tên văn bằng sau khi tốt nghiệp:
 - + Tiếng Việt: Cử nhân Quản trị kinh doanh
 - + Tiếng Anh: Bachelor of Business in Business Administration
- Nơi đào tạo: Trường Đại học Quốc tế

2. Thông tin tuyển sinh và kế hoạch đào tạo

a. Đối tượng tuyển sinh:

Đối tượng tuyển sinh căn cứ theo quy chế tuyển sinh đại học của Bộ Giáo dục và Đào tạo và Đề án tuyển sinh hàng năm của Đại học Quốc gia TP.HCM và Đề án tuyển sinh của trường Đại học Quốc tế.

b. Hình thức tuyển sinh:

Trường Đại học Quốc tế thực hiện tuyển sinh theo Quy chế tuyển sinh Đại học ban hành hàng năm bởi Bộ Giáo dục và Đào tạo, căn cứ theo Đề án tuyển sinh hàng năm của Đại học Quốc gia TP.HCM và Đề án tuyển sinh của trường Đại học Quốc tế.

c. Tổ hợp môn xét tuyển: A00, A01, D01, D07

d. Dự kiến chỉ tiêu tuyển sinh, quy mô đào tạo: 320

3. Mục tiêu đào tạo

a. Mục tiêu chung:

Khoa Quản trị Kinh doanh – trường Đại học Quốc tế có sứ mạng dẫn dắt và truyền đạt kinh nghiệm giúp sinh viên phát triển kiến thức và các kỹ năng quản trị cần thiết. Từ đó, sinh viên ra trường có đủ khả năng để thực hiện các công việc bản thân yêu thích và là nhân tố đóng góp tích cực cho sự phát triển chung của xã hội.

Sinh viên ngành Quản trị Kinh doanh- trường Đại học Quốc Tế được trang bị hệ thống kiến thức phong phú về giáo dục đại cương; về giáo dục chuyên nghiệp bao gồm cơ sở lý luận, mô hình lý thuyết và ứng dụng thực tiễn trong hoạt động kinh doanh.

Trong quá trình học tập tại trường, sinh viên được rèn luyện kỹ năng làm việc nhóm, thuyết trình, nghiên cứu, và phát triển kỹ năng lãnh đạo thông qua các hoạt động đa dạng của khoa (câu lạc bộ học thuật, thực tập tại công ty, và tham gia hoạt động xã hội v/v...) và học cách định hướng nghề nghiệp trong tương lai.

b. Mục tiêu cụ thể (Program Objectives - POs)

Chương trình đào tạo Quản trị kinh doanh nhằm cung cấp cho sinh viên kiến thức, kỹ năng để làm việc theo 4 định hướng nghề nghiệp: Quản trị doanh nghiệp (Business Management); Kinh doanh quốc tế (International Business), Quản trị Tiếp thị (Marketing Management) và Quản trị du lịch khách sạn (Hospitality Management). Sinh viên tốt nghiệp có thể làm việc theo 1 trong 4 định hướng trên (O1 – O4) cũng như có khả năng giao tiếp hiệu quả (O5)

O1: Hướng Quản trị Doanh nghiệp

Sinh viên có thể hiểu và ứng dụng các kiến thức về hành vi của cá nhân và tổ chức, đặc biệt là ứng dụng lý thuyết vào tình huống quản lý thực tế, nắm vững các kỹ năng lãnh đạo, kỹ năng ra quyết định, các kiến thức về quản lý vận hành quy trình sản xuất, hoạch định phát triển nguồn nhân lực, lập kế hoạch và điều chỉnh chiến lược hoạt động của tổ chức nhằm thích ứng với môi trường kinh doanh.

O2: Hướng Kinh doanh Quốc tế

Sinh viên có thể nắm vững và áp dụng các mô hình lý thuyết và công cụ phân tích cần thiết để hiểu được nhiều khía cạnh của môi trường kinh doanh quốc tế (tài chính, chính trị, kinh tế, văn hóa v/v) và sự ảnh hưởng của môi trường này đến chiến lược, kết quả hoạt động của doanh nghiệp. Các hoạt động chức năng của một doanh nghiệp được xem xét trong bối cảnh toàn cầu hóa, tập trung vào ba lĩnh vực có quan hệ mật thiết với nhau và ảnh hưởng đến doanh nghiệp hoạt động trong phạm vi quốc tế là: kinh tế - tài chính quốc tế, Tiếp thị quốc tế và chiến lược kinh doanh quốc tế.

O3: Hướng Tiếp thị

Sinh viên nắm vững và có thể áp dụng các mô hình lý thuyết và công cụ phân tích cần thiết để hiểu rõ động thái của khách hàng tổ chức/cá nhân; có khả năng thực hiện công tác quản trị chiến lược Tiếp thị cho doanh nghiệp, bao gồm nghiên cứu thị trường, phân khúc thị trường, định vị sản phẩm và triển khai các chiến lược truyền thông, quan hệ công chúng, phát triển thương hiệu. Sinh viên chuyên ngành Tiếp thị được phát triển các kỹ năng như sau: xác định nhu cầu khách hàng, phân tích và chọn lựa thị trường mục tiêu, phát triển sản phẩm mới, quản trị kênh phân phối, xây dựng và thực hiện chiến lược truyền thông quảng cáo v/v....

O4: Hướng Quản trị Khách sạn – Nhà hàng

Sinh viên theo học ngành Quản trị Khách sạn – Nhà hàng sẽ được cung cấp những kiến thức toàn diện và kỹ năng quản trị các nghiệp vụ chuyên môn để đảm bảo thực hiện các công việc quản lý và điều phối các hoạt động cả ngành Quản trị Khách sạn – Nhà hàng. Chương trình cung cấp các công cụ hữu ích cho việc đánh giá và nhận định sự đa dạng trong kinh doanh và môi trường quản lý khách sạn – nhà hàng trong và ngoài nước. Các sinh viên được cung cấp các kiến thức cốt lõi liên quan đến một loạt các hoạt động trong lĩnh vực khách sạn – nhà hàng như: bộ phận ẩm thực, bộ phận tiền sảnh, bộ phận buồng phòng, v.v....

O5: Sinh viên có thể giao tiếp, làm việc, nhận thức đúng đắn về các vấn đề đạo đức kinh doanh và sử dụng ngoại ngữ thành thạo trong môi trường làm việc quốc tế

4. Chuẩn đầu ra của chương trình đào tạo (Program Learning Outcomes – PLOs)

Sinh viên chương trình Quản trị Kinh doanh, trường ĐH Quốc tế khi tốt nghiệp, được trang bị các kiến thức, kỹ năng và các khả năng sau:

C1. Kiến thức về Lí luận chính trị

Về lý luận chính trị:

- Sinh viên tốt nghiệp có hiểu biết đúng đắn về đường lối, chính sách của Đảng và Nhà nước.
- Chấp hành nghiêm túc pháp luật của Nhà nước, quy định của cơ quan làm việc sau khi tốt nghiệp.
- Có thể giới quan, nhân sinh quan đúng đắn và có khả năng nhận thức, đánh giá các hiện tượng một cách logic và tích cực.

Về đạo đức, hành vi:

- Có đạo đức cá nhân và đạo đức nghề nghiệp tốt.
- Có tinh thần yêu nước, yêu đồng bào, gắn bó và có tinh thần phục vụ cộng đồng tốt.
- Có tinh thần trách nhiệm cá nhân và trách nhiệm với cộng đồng.
- Có tính chủ động, tích cực, cầu tiến, sáng tạo trong công việc.
- Có tinh thần và kỹ năng làm việc nhóm hiệu quả cao, tính chuyên nghiệp cao.

C2. Khả năng về ngoại ngữ

- Chuẩn trình độ tiếng Anh đầu ra cho các ngành đào tạo bậc Đại học là bậc 4/6 theo khung năng lực ngoại ngữ 6 bậc Việt Nam. Các loại chứng chỉ được Trường Đại học Quốc tế công nhận với mức điểm tối thiểu cụ thể như sau:

- IELTS 5.5, hoặc
- TOEFL iBT 61, hoặc
- TOEIC 600 (Kĩ năng Nghe + Đọc), 270 (Kĩ năng Nói + Viết), hoặc
- Cambridge Exam First FCE, hoặc
- BEC Business Vantage, hoặc
- BULATS 60

- Sinh viên tốt nghiệp phải viết luận văn tốt nghiệp bằng Tiếng Anh và phải bảo vệ thành công trước một Hội đồng

- Sinh viên tốt nghiệp có thể tham gia vào các cuộc đối thoại hoặc thảo luận với vốn từ tương đối đầy đủ cho mọi tình huống, có kiến thức tương đối tốt về các thành ngữ tiếng Anh, ngữ động từ và từ ngữ thông tục.

- Sinh viên tốt nghiệp nắm vững tất cả các lĩnh vực ngữ pháp tiếng Anh và có thể trình bày dưới dạng luận văn các vấn đề trong đời sống cũng như trong môi trường học thuật.

C3. Khả năng về công nghệ thông tin

- Sinh viên tốt nghiệp có khả năng phân tích và khai thác công nghệ thông tin để nâng cao lợi thế cạnh tranh trong hoạt động của tổ chức và năng suất cá nhân.

- Sinh viên có khả năng sử dụng các phần mềm văn bản, bảng tính, cơ sở dữ liệu, xử lý thống kê và các phần mềm chuyên ngành để giải quyết các vấn đề về kế toán, tài chính và định lượng.

- Sinh viên tốt nghiệp có khả năng ứng dụng công nghệ thông tin để lựa chọn, xử lý số liệu, mô tả, chứng minh và giải thích các số liệu nhằm xây dựng các báo cáo, đưa ra các quyết định.

C4. Kiến thức Chuyên môn

Sinh viên ngành Quản trị Kinh doanh được trang bị kiến thức và kỹ năng quản lý kinh doanh để có thể làm việc trong các lĩnh vực:

- Chuyên viên hay nhà quản lý cấp trung trong các bộ phận chức năng như nhân sự, hành chính, dự án, sản xuất, kinh doanh và tiếp thị v.v tại các doanh nghiệp nhà nước, doanh nghiệp vừa và nhỏ, hoặc các doanh nghiệp nước ngoài

- Chuyên viên phụ trách quản trị Tiếp thị, chuyên viên phân tích tại các công ty Nghiên cứu thị trường, hoặc chuyên viên tư vấn quản trị tại các công ty tư vấn phát triển doanh nghiệp

- Chuyên viên hay nhà quản lý trong các bộ phận, phòng ban của các nhà hàng, khách sạn, và các công ty du lịch v.v...

C5. Kỹ năng

Sinh viên tốt nghiệp chương trình Quản trị Kinh doanh có các kỹ năng liên quan đến các lĩnh vực như sau:

Kỹ năng phân tích (Analytical) và phản biện (Critical thinking)

- Sinh viên tốt nghiệp có khả năng hiểu, phân tích và khai thác các số liệu; sử dụng tốt các kỹ thuật Giải quyết vấn đề để đưa ra quyết định kinh doanh cũng như xây dựng các báo cáo

- Sinh viên tốt nghiệp được trang bị kỹ năng tư duy phản biện tốt, từ đó phân tích, đánh giá nhằm đưa ra cách giải quyết. Sinh viên có thể diễn giải và đánh giá những tình huống phức tạp, xác định vấn đề, áp dụng lý thuyết đã học vào tình huống mơ hồ hoặc các vấn đề mới chưa có tiền lệ từ đó ra quyết định và ứng dụng trong thực tiễn

Kỹ năng giao tiếp (Communication) và Làm việc Nhóm (Teamwork)

- Sinh viên tốt nghiệp có khả năng giao tiếp một cách hiệu quả bằng tiếng Anh trong tất cả các hình thức giao tiếp như văn bản, thuyết trình, tổ chức và chia sẻ thông tin.

- Sinh viên tốt nghiệp có được kỹ năng của một thành viên nhóm hiệu quả. Những ý kiến hay hành động của sinh viên sẽ hữu ích với những thành viên khác trong nhóm. Sự tham gia của sinh viên mang tính xây dựng. Sinh viên biết học hỏi và tôn trọng những khả năng và đóng góp của đồng nghiệp. Sinh viên sẵn sàng chịu trách nhiệm về hành vi và hành động của họ

Khả năng tự đào tạo (Continuing Self-Development) và Nhận thức triển vọng (Perspective)

- Mỗi sinh viên luôn được khuyến khích xây dựng thái độ và hành vi tự học phù hợp với môi trường kinh doanh.

- Sinh viên tốt nghiệp có khả năng tự đào tạo, tự trau dồi kiến thức hoặc thông qua các cơ sở đào tạo, tham gia vào các hiệp hội nghề nghiệp. Sinh viên có thể sử dụng

các tài liệu và nguồn lực để tham khảo, biết cách đặt ra những câu hỏi hiệu quả và thích hợp.

- Sinh viên có thể lĩnh hội, mô tả, giải thích những yếu tố liên quan đến môi trường ngành công nghiệp (như khách hàng, cạnh tranh, nhà cung cấp, luật, môi trường) và đánh giá sự ảnh hưởng đến hoạt động của tổ chức hay các vấn đề và quyết định trong kinh doanh.

C6. Thái độ và đạo đức nghề nghiệp

- Sinh viên tốt nghiệp với bằng cử nhân có khả năng nhận biết, hiểu và đánh giá các vấn đề và tình huống có liên quan đến đạo đức kinh doanh, từ đó đưa ra quyết định đúng đắn cho doanh nghiệp

- Sinh viên tốt nghiệp nhận ra được những vấn đề về đạo đức kinh doanh trong nhiều bối cảnh khác nhau trong và ngoài nước, từ đó có nhiều giải pháp đa dạng và đưa ra được lựa chọn hợp lý cho vấn đề đó

5. Ma trận giữa mục tiêu đào tạo và chuẩn đầu ra

Bảng 1 sau đây thể hiện các mối quan hệ giữa Mục tiêu đào tạo và Chuẩn đầu ra:

Bảng 2. Mối quan hệ giữa CDR của CTĐT và mục tiêu đào tạo

Chuẩn đầu ra/ Mục tiêu đào tạo		O1	O2	O3	O4	O5
C1	Kiến thức về lí luận chính trị - Lí luận chính trị - Phẩm chất đạo đức					X
C2	Khả năng ngoại ngữ	X	X	X	X	X
C3	Kiến thức về công nghệ thông tin	X	X	X	X	X
C4	Kiến thức chuyên môn	X	X	X	X	
C5	Kỹ năng					
	- Kỹ năng giao tiếp & làm việc nhóm	X	X	X	X	X
	- Kỹ năng phân tích & tư duy phân biện	X	X	X	X	
	- Khả năng tự đào tạo và tư duy triển vọng	X	X	X	X	
C6	Thái độ và đạo đức nghề nghiệp	X	X	X	X	X

6. Quy trình đào tạo, điều kiện tốt nghiệp

a. Quy trình đào tạo

- Ngôn ngữ giảng dạy là tiếng Anh (trừ các môn học thuộc Lý luận Chính trị, Giáo dục quốc phòng và Giáo dục Thể chất dạy bằng tiếng Việt).

- Đào tạo theo hệ thống tín chỉ. Căn cứ vào chương trình đào tạo và năng lực cá nhân, sinh viên thuộc chương trình quản trị kinh doanh đăng ký môn học từng học kỳ. Nếu kết quả môn học không đạt sinh viên phải đăng ký học lại ở các học kỳ sau.

b. Điều kiện tốt nghiệp

Sinh viên ngành Quản trị kinh doanh sẽ được công nhận tốt nghiệp khi thỏa mãn đồng thời các điều kiện sau đây:

- Tích lũy đủ 139 tín chỉ của chương trình đào tạo (CTĐT)
- Hoàn thành các môn học bắt buộc của CTĐT
- Bảo vệ thành công luận văn tốt nghiệp
- Hoàn thành chứng chỉ Giáo dục quốc phòng
- Hoàn thành chứng chỉ Giáo dục thể chất
- Có chứng chỉ Anh văn IELTS 5.5, hoặc TOEFL iBT 61, hoặc TOEIC 600 (Kĩ năng Nghe + Đọc) và 270 (Kĩ năng Nói + Viết), hoặc Cambridge Exam First FCE, hoặc BEC Business Vantage, hoặc BULATS 60 (có giá trị đến thời điểm tốt nghiệp)

7. Thang điểm (theo thang điểm chính thức của trường)

Trường quy định thang điểm đánh giá kết quả học tập của người học (Quy chế đào tạo trình độ đại học theo hệ thống tín chỉ tại trường Đại học Quốc tế)

Bảng 3: Thang điểm

Xếp loại	Thang điểm 100	Thang điểm 4	Thang điểm A, B
Đạt			
Xuất sắc	$90 \leq \text{ĐTBTL} \leq 100$	4.0	A+
Giỏi	$80 \leq \text{ĐTBTL} < 90$	3.5	A
Khá	$70 \leq \text{ĐTBTL} < 80$	3.0	B+
Trung bình khá	$60 \leq \text{ĐTBTL} < 70$	2.5	B
Trung bình	$50 \leq \text{ĐTBTL} < 60$	2.0	C
Không đạt			
Yếu	$40 \leq \text{ĐTBTL} < 50$	1.5	D+
Kém	$10 \leq \text{ĐTBTL} < 30$	1.0	D
	$\text{ĐTBTL} < 10$	0	F

8. Khối lượng kiến thức toàn khoá

Tổng số tín chỉ: 139 tín chỉ, trong đó phân bổ kiến thức như Bảng 4 (không bao gồm giáo dục thể chất và giáo dục quốc phòng):

Bảng 4. Cấu trúc chương trình đào tạo

Loại kiến thức	Số tín chỉ
1. Kiến thức giáo dục đại cương	50
- Khối kiến thức lý luận chính trị	11

- Khối kiến thức khoa học xã hội và nhân văn	18
- Khối kiến thức Toán – Tin học – KH Tự nhiên	13
- Khối kiến thức ngoại ngữ	08
2. Kiến thức giáo dục chuyên nghiệp - cơ sở	71
- Khối kiến thức cơ sở của ngành	33
- Khối kiến thức ngành	38
3. Thực tập tốt nghiệp	6
4. Khóa luận tốt nghiệp	12
Tổng cộng	139
+ Chứng chỉ giáo dục quốc phòng	
+ Chứng chỉ giáo dục thể chất	

9. Nội dung chương trình đào tạo

Bảng 5. Các môn học thuộc CTĐT

TT	Nội dung chương trình	MSMH	Tín chỉ			
			Tổng cộng	Lý thuyết	Thực hành / Thí nghiệm	Khác (nếu có)
1	Kiến thức giáo dục đại cương		50	50		
1.1	Các môn lý luận chính trị:		11	11		
	Triết học Mác-Lenin (<i>Philosophy of Marxism and Leninism</i>)	PE015IU	3	3		
	Kinh tế chính trị Mac-Lenin (<i>Political economics of Marxism and Leninism</i>)	PE016IU	2	2		
	Chủ nghĩa xã hội khoa học (<i>Scientific socialism</i>)	PE017IU	2	2		
	Lịch sử Đảng Cộng sản Việt Nam (<i>History of Vietnamese Communist Party</i>)	PE018IU	2	2		
	Tư tưởng Hồ Chí Minh (<i>Ho Chi Minh's Thoughts</i>)	PE019IU	2	2		
1.2	Khoa học Xã hội		9	9		
	- Bắt buộc		6	6		
	Kinh tế vĩ mô (<i>Introduction to Macro Economics</i>)	BA119IU	3	3		

	Kinh tế vi mô (<i>Introduction to Micro Economics</i>)	BA117IU	3	3		
	- Tự chọn: chọn 1 trong 2 môn		3	3		
	Xã hội học (<i>Introduction to Sociology</i>)	BA197IU	3	3		
	Tâm lý học (<i>Introduction to Psychology</i>)	BA118IU	3	3		
1.3	Nhân văn – Nghệ thuật		9	9		
	- Bắt buộc		6	6		
	Pháp luật đại cương (<i>General Law</i>)	PE021IU	3	3		
	Tư duy lý luận (<i>Critical Thinking</i>)	PE008IU	3	3		
	- Tự chọn: chọn 1 trong 2 môn		3	3		
	Lịch sử và Văn hóa VN (<i>Vietnamese History and Culture</i>)	PE010IU	3	3		
	Địa lý kinh tế thế giới (<i>World Economic Geography</i>)	PE007IU	3	3		
1.4	Ngoại ngữ:		8	8		
	- Bắt buộc		8	8		
	Anh văn chuyên ngành 1 (<i>Writing AE1, Listening AE1</i>)	EN007IU, EN008IU	4	4		
	Anh văn chuyên ngành 2 (<i>Writing AE2, Listening AE2</i>)	EN011IU, EN012IU	4	4		
1.5	Toán – Tin học – Khoa học tự nhiên – Công nghệ - Môi trường:		13	13		
	- Bắt buộc					
	Thuật toán trong kinh doanh (<i>Math for Business</i>)	BA282IU	4	4		
	Thống kê trong kinh doanh (<i>Statistics for Business</i>)	BA080IU	3	3		
	Phương pháp định lượng trong kinh doanh (<i>Quantitative Methods for Business</i>)	BA168IU	3	3		
	Tin học Quản lý (<i>Business Computing Skills</i>)	BA120IU	3	3		
1.6	Giáo dục Thể chất:					

	- Bắt buộc					
	Giáo dục thể chất 1 (<i>Physical Training 1</i>)	PT001IU				
	Giáo dục thể chất 2 (<i>Physical Training 2</i>)	PT002IU				
1.7	Giáo dục Quốc phòng		4 tuần			
2	Kiến thức giáo dục chuyên nghiệp		71	71		
	Kiến thức cơ sở ngành		33	33		
	- Bắt buộc		33	33		
	Thảo luận chuyên đề 1 (<i>Workshop 1</i>)	BA256IU	3	3		
	Nguyên lý quản trị (<i>Principles of Management</i>)	BA123IU	3	3		
	Đạo đức kinh doanh (<i>Business Ethics</i>)	BA020IU	3	3		
	Giao tiếp trong kinh doanh (<i>Business Communication</i>)	BA006IU	3	3		
	Kinh tế quốc tế (<i>International Economics</i>)	BA068IU	3	3		
	Kê toán tài chính (<i>Financial Accounting</i>)	BA005IU	3	3		
2.1	Quản trị tài chính (<i>Fundamental of Financial Management</i>)	BA016IU	3	3		
	Hành vi tổ chức (<i>Organizational Behavior</i>)	BA130IU	3	3		
	Nguyên lý tiếp thị (<i>Principles of Marketing</i>)	BA003IU	3	3		
	Phương pháp nghiên cứu khoa học (<i>Business Research Methods</i>)	BA161IU	3	3		
	Quản trị kinh doanh đại cương (<i>Introduction to Business Administration</i>)	BA115IU	3	3		
2.2	Kiến thức ngành chính					
	Kiến thức của ngành chính		38	38		
2.2.1	- Bắt buộc					
	Hướng quản trị doanh nghiệp		29	29		

Sáng lập doanh nghiệp (<i>Entrepreneurship and Small Business Management</i>)	BA154IU	3	3		
Quản trị chất lượng (<i>Quality Management</i>)	BA018IU	3	3		
Quản trị nguồn nhân lực (<i>Human Resources Management</i>)	BA156IU	3	3		
Quản trị hậu cần và chuỗi cung ứng (<i>Logistic and Supply Chain Management</i>)	BA022IU	3	3		
Quản trị dự án (<i>Project Management</i>)	BA023IU	3	3		
Luật kinh doanh (<i>Business Law</i>)	BA081IU	3	3		
Quản trị sản xuất (<i>Production and Operations Management</i>)	BA164IU	3	3		
Quản trị chiến lược (<i>Strategy Formulation and Implementation</i>)	BA162IU	3	3		
Thảo luận chuyên đề ngành quản trị doanh nghiệp (<i>Workshop 2 Business Management</i>)	BA274IU	2	2		
<i>Tự chọn 1 trong 2 môn sau</i>					
Hệ thống thông tin quản lý (<i>Management Information Systems</i>)	BA169IU	3	3		
Thương mại điện tử (<i>E – Commerce</i>)	BA027IU				
Hướng Kinh doanh quốc tế		26	26		
Quản trị kinh doanh quốc tế (<i>International Business Management</i>)	BA151IU	3	3		
Quản trị tài chính quốc tế (<i>International Financial Management</i>)	BA051IU	3	3		
Quản trị tiếp thị quốc tế (<i>International Marketing</i>)	BA145IU	3	3		
Quản trị xuất nhập khẩu (<i>Import Export Management</i>)	BA084IU	3	3		

Luật kinh doanh (<i>Business Law</i>)	BA081IU	3	3		
Quản trị sản xuất (<i>Production and Operations Management</i>)	BA164IU	3	3		
Quản trị chiến lược (<i>Strategy Formulation and Implementation</i>)	BA162IU	3	3		
Thảo luận chuyên đề kinh doanh quốc tế (<i>Workshop 2 on International Business</i>)	BA273IU	2	2		
<i>Tự chọn 1 trong 2 môn sau</i>					
Hệ thống thông tin quản lý (<i>Management Information Systems</i>)	BA169IU	3	3		
Thương mại điện tử (<i>E – Commerce</i>)	BA027IU				
Hướng Tiếp thị		26	26		
Hành vi khách hàng (<i>Consumer Behavior</i>)	BA083IU	3	3		
Nghiên cứu tiếp thị (<i>Marketing Research</i>)	BA035IU	3	3		
Chiến lược tiếp thị (<i>Marketing Strategy</i>)	BA142IU	3	3		
Quản trị Tiếp thị quốc tế (<i>International Marketing</i>)	BA145IU	3	3		
Luật kinh doanh (<i>Business Law</i>)	BA081IU	3	3		
Quản trị sản xuất (<i>Production and Operations Management</i>)	BA164IU	3	3		
Quản trị chiến lược (<i>Strategy Formulation and Implementation</i>)	BA162IU	3	3		
Thảo luận chuyên đề về ngành tiếp thị (<i>Workshop 2 on Marketing</i>)	BA275IU	2	2		
<i>Tự chọn 1 trong 2 môn sau</i>					
Hệ thống thông tin quản lý (<i>Management Information Systems</i>)	BA169IU	3	3		
Thương mại điện tử (<i>E – Commerce</i>)	BA027IU				

Hướng Quản trị Khách sạn – Nhà hàng		32	32		
Tổng quan ngành Quản trị Khách sạn – Nhà hàng (<i>Introduction to Hospitality Industry</i>)	BA198IU	3	3		
Quản trị nguồn nhân lực (<i>Human Resources Management</i>)	BA156IU	3	3		
Các vấn đề pháp lý trong ngành Quản trị Khách sạn – Nhà hàng (<i>Hospitality Legal issues</i>)	BA225IU	3	3		
Kỹ năng lãnh đạo và quản lý trong ngành Quản trị Khách sạn – Nhà hàng (<i>Leadership and Management Skills in Hospitality Management</i>)	BA226IU	3	3		
Quản trị ẩm thực (<i>Food and Beverage Management</i>)	BA228IU	3	3		
Nghiệp vụ phục vụ chuyên nghiệp (<i>The Professional Waiter</i>)	BA229IU	3	1	2	Phòng thực hành
Quản lý và điều hành bộ phận buồng (<i>Houskeeping Operations & Management</i>)	BA254IU	3	1	2	Phòng thực hành
Quản lý và điều hành bộ phận tiền sảnh (<i>Front Office Management and Operation</i>)	BA231IU	3	1	2	Phòng thực hành
Kinh doanh và tiếp thị dịch vụ khách hàng trong ngành quản trị Khách sạn – Nhà hàng (<i>Hospitality Sales and Marketing</i>)	BA232IU	3	3		
Quản lý và điều hành khách sạn (<i>Hotel Management and Operation</i>)	BA233IU	3	3		
Thảo luận chuyên đề về ngành quản trị khách sạn – nhà hàng (<i>Workshop 2 on Hospitality Management</i>)	BA272IU	2	2		

Kiến thức ngành tự chọn						
2.2.2	Hướng quản trị doanh nghiệp (chọn 3 môn từ các môn sau đây)		9	9		
	Quản lý bán hàng (<i>Sales Management</i>)	BA032IU	3	3		
	Quản trị rủi ro (<i>Risk Management</i>)	BA171IU	3	3		
	Quản trị kinh doanh quốc tế (<i>International Business Management</i>)	BA151IU	3	3		
	Mô phỏng chiến lược kinh doanh (<i>Business Game</i>)	BA140IU	3	3		
	Quản trị tài chính quốc tế (<i>International Financial Management</i>)	BA051IU	3	3		
	Thiết kế và thay đổi tổ chức (<i>Organizational Design and Change</i>)	BA158IU	3	3		
	Đàm phán và quản trị quan hệ (<i>Negotiation and Relationship Management</i>)	BA160IU	3	3		
	Nhượng quyền thương mại (<i>Franchising</i>)	BA176IU	3	3		
	Quản lý dịch vụ khách hàng (<i>Customer Service Management</i>)	BA038IU	3	3		
	Kỹ năng lãnh đạo (<i>Leadership</i>)	BA098IU	3	3		
	Chuyên đề nghiên cứu (<i>Special Study</i>)	BA150IU	3	3		
	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng (<i>Workshop 2 on Hospitality Management</i>)	BA272IU	2	2		
	Thảo luận chuyên đề về ngành tiếp thị (<i>Workshop 2 on Marketing</i>)	BA275IU	2	2		
Thảo luận chuyên đề ngành tài chính (<i>Workshop 2 on Financial</i>)	BA257IU	2	2			

Thảo luận chuyên đề kinh doanh quốc tế (<i>Workshop 2 on International Business</i>)	BA273IU	2	2		
Thảo luận chuyên đề ngành kế toán (<i>Workshop 2 on Accounting Issues</i>)	BA281IU	2	2		
Hệ thống thông tin địa lý (<i>Geographical Information System</i>)	BA285IU	3	3		
Hướng Kinh doanh quốc tế (chọn 4 môn từ các môn sau đây)		12	12		
Quản trị thương hiệu (<i>Brand Management</i>)	BA082IU	3	3		
Sáng lập doanh nghiệp (<i>Entrepreneurship and Small Business Management</i>)	BA154IU	3	3		
Mô phỏng chiến lược kinh doanh (<i>Business Game</i>)	BA140IU	3	3		
Quản trị đa văn hóa (<i>Multicultural Management</i>)	BA155IU	3	3		
Quản trị tài chính doanh nghiệp (<i>Corporate Finance</i>)	BA054IU	3	3		
Kỹ năng lãnh đạo (<i>Leadership</i>)	BA098IU	3	3		
Nhượng quyền thương mại (<i>Franchising</i>)	BA176IU	3	3		
Quản trị chiến lược toàn cầu (<i>Global Strategic Management</i>)	BA099IU	3	3		
Đàm phán và quản trị quan hệ (<i>Negotiation and Relationship Management</i>)	BA160IU	3	3		
Mô phỏng chiến lược kinh doanh (<i>Business Game</i>)	BA140IU	3	3		
Quản trị doanh nghiệp (<i>Corporate Governance</i>)	BA213IU	3	3		
Luật kinh doanh quốc tế (<i>International Business Law</i>)	BA152IU	3	3		

Quản trị nguồn nhân lực (<i>Human Resources Management</i>)	BA156IU	3	3		
Quản trị rủi ro (<i>Risk Management</i>)	BA171IU	3	3		
Chuyên đề nghiên cứu khoa học (<i>Special Study</i>)	BA150IU	3	3		
Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng (<i>Workshop 2 on Hospitality Management</i>)	BA272IU	2	2		
Thảo luận chuyên đề ngành quản trị doanh nghiệp (<i>Workshop 2 Business Management</i>)	BA274IU	2	2		
Thảo luận chuyên đề ngành tài chính (<i>Workshop 2 on Financial</i>)	BA257IU	2	2		
Thảo luận chuyên đề về ngành tiếp thị (<i>Workshop 2 on Marketing</i>)	BA275IU	2	2		
Thảo luận chuyên đề ngành kế toán (<i>Workshop 2 on Accounting Issues</i>)	BA281IU	2	2		
Hệ thống thông tin địa lý (<i>Geographical Information System</i>)	BA285IU	3	3		
Hướng Tiếp thị (chọn 4 môn từ các môn sau đây)		12	12		
Quản lý bán hàng (<i>Sales Management</i>)	BA032IU	3	3		
Quản trị thương hiệu (<i>Brand Management</i>)	BA082IU	3	3		
Mô phỏng chiến lược kinh doanh (<i>Business Game</i>)	BA140IU	3	3		
Quảng cáo và quan hệ công chúng (<i>Advertising and PR</i>)	BA094IU	3	3		
Tiếp thị giữa các doanh nghiệp (<i>B2B Marketing</i>)	BA045IU	3	3		
Quản trị bán lẻ (<i>Retail Management</i>)	BA146IU	3	3		

Quản trị quan hệ khách hàng (<i>Customer Relationship Management</i>)	BA182IU	3	3		
Nhượng quyền thương mại (<i>Franchising</i>)	BA176IU	3	3		
Quản trị dự án (<i>Project Management</i>)	BA023IU	3	3		
Kênh tiếp thị (<i>Marketing Channels</i>)	BA183IU	3	3		
Lập kế hoạch sản phẩm mới (<i>New Product Planning</i>)	BA149IU	3	3		
Tiếp thị kỹ thuật số (<i>Digital Marketing</i>)	BA148IU	3	3		
Chuyên đề Nghiên cứu khoa học (<i>Special Study</i>)	BA150IU	3	3		
Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng (<i>Workshop 2 on Hospitality Management</i>)	BA272IU	2	2		
Thảo luận chuyên đề ngành quản trị doanh nghiệp (<i>Workshop 2 Business Management</i>)	BA274IU	2	2		
Thảo luận chuyên đề ngành tài chính (<i>Workshop 2 on Financial</i>)	BA257IU	2	2		
Thảo luận chuyên đề kinh doanh quốc tế (<i>Workshop 2 on International Business</i>)	BA273IU	2	2		
Thảo luận chuyên đề ngành kế toán (<i>Workshop 2 on Accounting Issues</i>)	BA281IU	2	2		
Hệ thống thông tin địa lý (<i>Geographical Information System</i>)	BA285IU	3	3		
Hướng Quản trị Khách sạn – Nhà hàng (chọn 2 môn từ các môn sau đây)		6	6		
Quản lý thiết bị khách sạn (<i>Hospitality Facilities Management</i>)	BA241IU	3	3		

Quản lý chất lượng trong Khách sạn – Nhà hàng (<i>Quality Management in the Hospitality</i>)	BA242IU	3	3		
Vệ sinh an toàn thực phẩm trong Khách sạn – Nhà hàng (<i>Safety, Sanitation and Security</i>)	BA207IU	3	3		
Quản lý dịch vụ khách hàng (<i>Service Management</i>)	BA243IU	3	3		
Kỹ năng giám sát trong Khách sạn – Nhà hàng (<i>Supervision in the Hospitality</i>)	BA244IU	3	3		
Quản lý doanh thu (<i>Revenue Management</i>)	BA245IU	3	3		
Tổ chức và quản lý du lịch tàu biển (<i>Cruise Line Operation and Management</i>)	BA211IU	3	3		
Quản lý và phát triển khu nghỉ dưỡng (<i>Resort Management and Development</i>)	BA246IU	3	3		
Quản lý hội nghị và tổ chức sự kiện (<i>Conference and Event Management</i>)	BA223IU	3	3		
Kiểm soát chi phí trong dịch vụ ẩm thực (<i>Food and Beverage Cost Control</i>)	BA248IU	3	3		
Sáng lập doanh nghiệp (<i>Entrepreneurship and Small Business Management</i>)	BA154IU	3	3		
Luật kinh doanh (<i>Business Law</i>)	BA081IU	3	3		
Thảo luận chuyên đề ngành tài chính (<i>Workshop 2 on Financial</i>)	BA257IU	2	2		
Thảo luận chuyên đề ngành quản trị doanh nghiệp (<i>Workshop 2 Business Management</i>)	BA274IU	2	2		

	Thảo luận chuyên đề kinh doanh quốc tế (<i>Workshop 2 on International Business</i>)	BA273IU	2	2		
	Thảo luận chuyên đề về ngành tiếp thị (<i>Workshop 2 on Marketing</i>)	BA275IU	2	2		
	Thảo luận chuyên đề ngành kế toán (<i>Workshop 2 on Accounting Issues</i>)	BA281IU	2	2		
	Hệ thống thông tin địa lý (<i>Geographical Information System</i>)	BA285IU	3	3		
3	Thực tập và làm khóa luận tốt nghiệp		18		18	
	Thực tập (<i>Internship</i>)	BA153IU	3		3	
	Thực tập chuyên sâu (<i>Specialized Internship</i>)	BA255IU	3		3	
	Luận văn tốt nghiệp (<i>Thesis</i>)	BA170IU	12		12	
	Tổng cộng kiến thức toàn khóa		139	115	24	

10. Dự kiến kế hoạch giảng dạy (phân bố các môn học theo từng học kỳ)

Tùy vào trình độ tiếng Anh của người học đạt trình độ AE1, IE2, IE1 và IE0, kế hoạch giảng dạy các môn học được cụ thể tương ứng được trình bày trong các Bảng 6, Bảng 7, Bảng 8 và Bảng 9.

10.1 Trình độ AE1

Bảng 6. Kế hoạch giảng dạy đối với người học đạt trình độ AE1

Học kỳ	MMH	Tên môn học	Tín chỉ			
			Tổng cộng	Lý thuyết	Thực hành / Thí nghiệm	Khác (nếu có)
1 (Năm 1) 19 tín chỉ	EN007IU EN008IU	Anh văn chuyên ngành 1	4	4		
	BA115IU	Quản trị kinh doanh đại cương	3	3		
	BA117IU	Kinh tế Vi mô	3	3		
	BA120IU	Tin học quản lý	3	3		
	BA005IU	Kế toán tài chính	3	3		
	PT001IU	Giáo dục thể chất 1	3		3	

	PE015IU	Triết học Mác-Lenin	3	3		
2 (Năm 1) 16 tín chỉ	EN011IU EN012IU	Anh văn chuyên ngành 2	4	4		
	BA282IU	Thuật toán trong kinh doanh	4	4		
	BA119IU	Kinh tế vĩ mô	3	3		
	BA123IU	Nguyên lý quản trị	3	3		
	PE016IU	Kinh tế chính trị Mac-Lenin	2	2		
	PT002IU	Giáo dục thể chất 2	3		3	
	Hè (Năm 1) 05 tín chỉ	PE017IU	Chủ nghĩa xã hội khoa học	2	2	
PE008IU		Tư duy lý luận	3	3		
1 (Năm 2) 14 tín chỉ	BA003IU	Nguyên lý tiếp thị	3	3		
	BA080IU	Thống kê trong kinh doanh	3	3		
	PE021IU	Pháp luật đại cương	3	3		
	PE018IU	Lịch sử Đảng Cộng sản Việt Nam	2	2		
	Môn tự chọn (chọn 1 trong 2)		3	3		
	BA197IU	Xã hội học	3	3		
	BA118IU	Tâm lý học	3	3		
2 (Năm 2) 20 tín chỉ	BA256IU	Thảo luận chuyên đề 1	3	3		
	BA130IU	Hành vi tổ chức	3	3		
	BA068IU	Kinh tế quốc tế	3	3		
	BA168IU	Phương pháp định lượng trong kinh doanh	3	3		
	BA016IU	Quản trị tài chính	3	3		
	PE019IU	Tư tưởng Hồ Chí Minh	2	2		
	Môn tự chọn (chọn 1 trong 2)		3	3		
	PE010IU	Lịch sử và Văn hóa VN	3	3		
	PE007IU	Địa lý kinh tế thế giới	3	3		
Hệ Quản trị doanh nghiệp						
1 (Năm 3) 18 tín chỉ	BA020IU	Đạo đức kinh doanh	3	3		
	BA081IU	Luật kinh doanh	3	3		
	BA162IU	Quản trị chiến lược	3	3		
	BA164IU	Quản trị sản xuất	3	3		
		Tự chọn 01	3	3		
	Môn tự chọn (chọn 1 trong 2)		3	3		
	BA027IU	Thương mại điện tử	3	3		
	BA169IU	Hệ thống thông tin quản lý	3	3		
2 (Năm 3) 15 tín chỉ	BA018IU	Quản trị chất lượng	3	3		
	BA006IU	Giao tiếp trong kinh doanh	3	3		

	BA154IU	Sáng lập doanh nghiệp	3	3		
	BA156IU	Quản trị nguồn nhân lực	3	3		
	BA153IU	Thực tập	3		3	
Hè (Năm 3) 03 tín chỉ	BA255IU	Thực tập chuyên sâu	3		3	
1 (Năm 4) 17 tín chỉ	BA022IU	Quản trị hậu cần và chuỗi cung ứng	3	3		
	BA023IU	Quản trị dự án	3	3		
	BA161IU	Phương pháp nghiên cứu khoa học	3	3		
	BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2	2		
		Tự chọn 02	3	3		
		Tự chọn 03	3	3		
2 (Năm 4) 12 tín chỉ	BA170IU	Luận văn tốt nghiệp	12		12	
Môn tự chọn (chọn 03 môn trong các môn sau đây)						
	BA032IU	Quản lý bán hàng	3	3		
	BA038IU	Quản lý dịch vụ khách hàng	3	3		
	BA051IU	Quản trị tài chính quốc tế	3	3		
	BA098IU	Kỹ năng lãnh đạo	3	3		
	BA140IU	Mô phỏng chiến lược kinh doanh	3	3		
	BA150IU	Chuyên đề nghiên cứu	3	3		
	BA151IU	Quản trị kinh doanh quốc tế	3	3		
	BA158IU	Thiết kế và thay đổi tổ chức	3	3		
	BA160IU	Đàm phán và quản trị quan hệ	3	3		
	BA171IU	Quản trị rủi ro	3	3		
	BA176IU	Nhượng quyền thương mại	3	3		
	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2	2		
	BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2	2		
	BA257IU	Thảo luận chuyên đề ngành tài chính	2	2		
	BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2	2		
	BA281IU	Thảo luận chuyên đề ngành kế toán	2	2		
	BA285IU	Hệ thống thông tin địa lý	3	3		
Hệ Kinh doanh quốc tế						
1 (Năm 3) 18 tín chỉ	BA020IU	Đạo đức kinh doanh	3	3		
	BA081IU	Luật kinh doanh	3	3		
	BA162IU	Quản trị chiến lược	3	3		
	BA164IU	Quản trị sản xuất	3	3		

		Tự chọn 01	3	3		
	Môn tự chọn (chọn 1 trong 2)		3	3		
	BA027IU	Thương mại điện tử	3	3		
	BA169IU	Hệ thống thông tin quản lý	3	3		
2 (Năm 3) 15 tín chỉ	BA051IU	Quản trị tài chính quốc tế	3	3		
	BA006IU	Giao tiếp trong kinh doanh	3	3		
	BA151IU	Quản trị kinh doanh quốc tế	3	3		
	BA153IU	Thực tập	3		3	
		Tự chọn 02	3	3		
Hè (Năm 3) 03 tín chỉ	BA255IU	Thực tập chuyên sâu	3		3	
1 (Năm 4) 17 tín chỉ	BA084IU	Quản trị xuất nhập khẩu	3	3		
	BA145IU	Quản trị tiếp thị quốc tế	3	3		
	BA161IU	Phương pháp nghiên cứu khoa học	3	3		
	BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2	2		
		Tự chọn 03	3	3		
		Tự chọn 04	3	3		
2 (Năm 4) 12 tín chỉ	BA170IU	Luận văn tốt nghiệp	12		12	
Môn tự chọn (chọn 04 môn trong các môn sau đây)						
	BA054IU	Quản trị tài chính doanh nghiệp	3	3		
	BA082IU	Quản trị thương hiệu	3	3		
	BA099IU	Quản trị chiến lược toàn cầu	3	3		
	BA098IU	Kỹ năng lãnh đạo	3	3		
	BA140IU	Mô phỏng chiến lược kinh doanh	3	3		
	BA150IU	Chuyên đề nghiên cứu	3	3		
	BA152IU	Luật kinh doanh quốc tế	3	3		
	BA213IU	Quản trị doanh nghiệp	3	3		
	BA160IU	Đàm phán và quản trị quan hệ	3	3		
	BA171IU	Quản trị rủi ro	3	3		
	BA176IU	Nhượng quyền thương mại	3	3		
	BA154IU	Sáng lập doanh nghiệp	3	3		
	BA155IU	Quản trị đa văn hóa	3	3		
	BA156IU	Quản trị nguồn nhân lực	3	3		
	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2	2		
	BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2	2		

	BA257IU	Thảo luận chuyên đề ngành tài chính	2	2		
	BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2	2		
	BA281IU	Thảo luận chuyên đề ngành kế toán	2	2		
	BA285IU	Hệ thống thông tin địa lý	3	3		
Hệ Tiếp thị						
1 (Năm 3) 18 tín chỉ	BA020IU	Đạo đức kinh doanh	3	3		
	BA006IU	Giao tiếp trong kinh doanh	3	3		
	BA162IU	Quản trị chiến lược	3	3		
	BA164IU	Quản trị sản xuất	3	3		
		Tự chọn 01	3	3		
	Môn tự chọn (chọn 1 trong 2)		3	3		
	BA027IU	Thương mại điện tử	3	3		
	BA169IU	Hệ thống thông tin quản lý	3	3		
2 (Năm 3) 15 tín chỉ	BA035IU	Nghiên cứu tiếp thị	3	3		
	BA081IU	Luật kinh doanh	3	3		
	BA083IU	Hành vi khách hàng	3	3		
	BA153IU	Thực tập	3		3	
		Tự chọn 02	3	3		
Hè (Năm 3) 03 tín chỉ	BA255IU	Thực tập chuyên sâu	3		3	
1 (Năm 4) 17 tín chỉ	BA142IU	Chiến lược tiếp thị	3	3		
	BA145IU	Quản trị tiếp thị quốc tế	3	3		
	BA161IU	Phương pháp nghiên cứu khoa học	3	3		
	BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2	2		
		Tự chọn 03	3	3		
		Tự chọn 04	3	3		
2 (Năm 4) 12 tín chỉ	BA170IU	Luận văn tốt nghiệp	12		12	
Môn tự chọn (chọn 04 môn trong các môn sau đây)						
	BA032IU	Quản lý bán hàng	3	3		
	BA082IU	Quản trị thương hiệu	3	3		
	BA140IU	Mô phỏng chiến lược kinh doanh	3	3		
	BA094IU	Quảng cáo và quan hệ công chúng	3	3		
	BA045IU	Tiếp thị giữa các doanh nghiệp	3	3		
	BA146IU	Quản trị bán lẻ	3	3		
	BA182IU	Quản trị quan hệ khách hàng	3	3		
	BA176IU	Nhượng quyền thương mại	3	3		
	BA023IU	Quản trị dự án	3	3		

	BA183IU	Kênh tiếp thị	3	3		
	BA149IU	Lập kế hoạch sản phẩm mới	3	3		
	BA148IU	Tiếp thị kỹ thuật số	3	3		
	BA150IU	Chuyên đề Nghiên cứu khoa học	3	3		
	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2	2		
	BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2	2		
	BA257IU	Thảo luận chuyên đề ngành tài chính	2	2		
	BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2	2		
	BA281IU	Thảo luận chuyên đề ngành kế toán	2	2		
	BA285IU	Hệ thống thông tin địa lý	3	3		
Hệ Quản lý Nhà hàng- Khách sạn						
1 (Năm 3) 18 tín chỉ	BA020IU	Đạo đức kinh doanh	3	3		
	BA198IU	Tổng quan ngành Quản trị Khách sạn – Nhà hàng	3	3		
	BA228IU	Quản trị ẩm thực	3	3		
	BA226IU	Kỹ năng lãnh đạo và quản lý trong ngành Quản trị Khách sạn – Nhà hàng	3	3		
	BA206IU	Các vấn đề pháp lý trong ngành Quản trị Khách sạn – Nhà hàng	3	3		
	BA153IU	Thực tập	3		3	
2 (Năm 3) 15 tín chỉ	BA254IU	Quản lý và điều hành bộ phận buồng	3	1	2	
	BA006IU	Giao tiếp trong kinh doanh	3	3		
	BA229IU	Nghiệp vụ phục vụ chuyên nghiệp	3	1	2	
	BA156IU	Quản trị nguồn nhân lực	3	3		
	BA231IU	Quản lý và điều hành bộ phận tiền sảnh	3	1	2	
Hè (Năm 3) 03 tín chỉ	BA255IU	Thực tập chuyên sâu	3		3	
1 (Năm 4) 17 tín chỉ	BA233IU	Quản lý và điều hành khách sạn	3	3		
	BA232IU	Kinh doanh và tiếp thị dịch vụ khách hàng trong ngành quản trị Khách sạn – Nhà hàng	3	3		
	BA161IU	Phương pháp nghiên cứu khoa học	3	3		
	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2	2		
		Tự chọn 01	3	3		
		Tự chọn 02	3	3		
2 (Năm 4) 12 tín chỉ	BA170IU	Luận văn tốt nghiệp	12		12	

Môn tự chọn (chọn 02 môn trong các môn sau đây)						
BA241IU	Quản lý thiết bị khách sạn	3	3			
BA242IU	Quản lý chất lượng trong Khách sạn – Nhà hàng	3	3			
BA207IU	Vệ sinh an toàn thực phẩm trong Khách sạn – Nhà hàng	3	3			
BA243IU	Quản lý dịch vụ khách hàng	3	3			
BA244IU	Kỹ năng giám sát trong Khách sạn – Nhà hàng	3	3			
BA245IU	Quản lý doanh thu	3	3			
BA211IU	Tổ chức và quản lý du lịch tàu biển	3	3			
BA246IU	Quản lý và phát triển khu nghỉ dưỡng	3	3			
BA223IU	Quản lý hội nghị và tổ chức sự kiện	3	3			
BA248IU	Kiểm soát chi phí trong dịch vụ ẩm thực	3	3			
BA154IU	Sáng lập doanh nghiệp	3	3			
BA081IU	Luật kinh doanh	3	3			
BA257IU	Thảo luận chuyên đề ngành tài chính	2	2			
BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2	2			
BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2	2			
BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2	2			
BA281IU	Thảo luận chuyên đề ngành kế toán	2	2			
BA285IU	Hệ thống thông tin địa lý	3	3			

NĂM 1								
NĂM 1	HỌC KÌ 1				HỌC KÌ 2			
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	EN007IU	Anh văn chuyên ngành 1	2	1	EN011IU	Anh văn chuyên ngành 2	2
	2	EN008IU		2	2	EN012IU		2
	3	BA117IU	Kinh tế Vi mô	3	3	BA282IU	Thuật toán trong kinh doanh	4
	4	BA115IU	Quản trị kinh doanh đại cương	3	4	BA119IU	Kinh tế vĩ mô	3
	5	BA120IU	Tin học quản lý	3	5	BA123IU	Nguyên lý quản trị	3
	6	BA005IU	Kế toán tài chính	3	6	PE016IU	Kinh tế chính trị Mac-Lenin	2

	7	PT001IU	Giáo dục thể chất 1	3	7	PT002IU	Giáo dục thể chất 2	3	
	8	PE015IU	Triết học Mác-Lenin	3					
Tổng TC				19	Tổng TC			16	
HỌC KÌ HÈ									
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
	1	PE017IU	Chủ nghĩa xã hội khoa học	2	2	PE008IU	Tư duy lý luận	3	
Tổng TC								5	
NĂM 2									
NĂM 2	HỌC KÌ 1				HỌC KÌ 2				
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
	1	BA003IU	Nguyên lý tiếp thị	3	1	BA256IU	Thảo luận chuyên đề 1	3	
	2	BA080IU	Thống kê trong kinh doanh	3	2	BA130IU	Hành vi tổ chức	3	
	3	PE021IU	Pháp luật đại cương	3	3	BA068IU	Kinh tế quốc tế	3	
	4	PE018IU	Lịch sử Đảng Cộng sản Việt Nam	2	4	BA168IU	Phương pháp định lượng trong kinh doanh	3	
	Môn tự chọn (chọn 1 trong 2 môn sau đây)					5	BA016IU	Quản trị tài chính	3
	5	BA118IU	Tâm lý học	3	6	PE019IU	Tư tưởng Hồ Chí Minh	2	
	6	BA197IU	Xã hội học	3	Môn tự chọn (chọn 1 trong 2 môn sau đây)				
						7	PE007IU	Địa lý kinh tế thế giới	3
						8	PE010IU	Lịch sử và Văn hóa VN	3
Tổng TC				14	Tổng TC			20	
Tổng TC năm 1 và năm 2				74	Số tín chỉ của môn Giáo dục thể chất 1 và 2 không được tính trong tổng tín chỉ nhưng sinh viên bắt buộc phải hoàn thành 2 môn này				
CHUYÊN NGÀNH: QUẢN TRỊ DOANH NGHIỆP									
NĂM 3									
NĂM 3	HỌC KÌ 1				HỌC KÌ 2				
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
	1	BA020IU	Đạo đức kinh doanh	3	1	BA018IU	Quản trị chất lượng	3	

	2	BA081IU	Luật kinh doanh	3	2	BA006IU	Giao tiếp trong kinh doanh	3		
	3	BA162IU	Quản trị chiến lược	3	3	BA154IU	Sáng lập doanh nghiệp	3		
	4	BA164IU	Quản trị sản xuất	3	4	BA156IU	Quản trị nguồn nhân lực	3		
	5		Tự chọn 01	3	5	BA153IU	Thực tập	3		
Môn tự chọn (chọn 1 trong 2 môn sau đây)										
	6	BA027IU	Thương mại điện tử	3						
	7	BA169IU	Hệ thống thông tin quản lý	3						
Tổng TC				18	Tổng TC			15		
HỌC KÌ HÈ										
STT	MMH	Tên môn học		TC						
1	BA255IU	Thực tập chuyên sâu		3						
Tổng TC				3						
NĂM 4										
NĂM 4	HỌC KÌ 1				HỌC KÌ 2					
	STT	MMH	Tên môn học		TC	STT	MMH	Tên môn học		TC
	1	BA022IU	Quản trị hậu cần và chuỗi cung ứng		3	1	BA170IU	Luận văn tốt nghiệp		12
	2	BA023IU	Quản trị dự án		3					
	3	BA161IU	Phương pháp nghiên cứu khoa học		3					
	4	BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp		2					
	5		Tự chọn 02		3					
	6		Tự chọn 03		3					
	Tổng TC				17	Tổng TC			12	
MÔN TỰ CHỌN (chọn 03 môn trong các môn sau đây)										
MÔN TỰ CHỌN	STT	MMH	Tên môn học		TC	STT	MMH	Tên môn học		TC
	1	BA032IU	Quản lý bán hàng		3	13	<i>Thảo luận chuyên đề (chọn 02 trong 05 thảo luận chuyên đề sau đây)</i>		4	
2	BA038IU	Quản lý dịch vụ khách hàng		3	BA272IU		Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng		2	

	3	BA051IU	Quản trị tài chính quốc tế	3		BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2
	4	BA098IU	Kỹ năng lãnh đạo	3		BA257IU	Thảo luận chuyên đề ngành tài chính	2
	5	BA140IU	Mô phỏng chiến lược kinh doanh	3		BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2
	6	BA150IU	Chuyên đề nghiên cứu	3		BA281IU	Thảo luận chuyên đề ngành kế toán	2
	7	BA151IU	Quản trị kinh doanh quốc tế	3	<i>2 môn Thảo luận chuyên đề các chuyên ngành khác (4 tín chỉ) được tính bằng 1 môn tự chọn (3 tín chỉ)</i>			
	8	BA158IU	Thiết kế và thay đổi tổ chức	3				
	9	BA160IU	Đàm phán và quản trị quan hệ	3				
	10	BA171IU	Quản trị rủi ro	3				
	11	BA176IU	Nhượng quyền thương mại	3				
	12	BA285IU	Hệ thống thông tin địa lý	3				
Tổng TC chuyên ngành Quản trị doanh nghiệp				65	TC			
CHUYÊN NGÀNH: KINH DOANH QUỐC TẾ								
NĂM 3								
NĂM 3	HỌC KÌ 1				HỌC KÌ 2			
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA020IU	Đạo đức kinh doanh	3	1	BA051IU	Quản trị tài chính quốc tế	3
	2	BA081IU	Luật kinh doanh	3	2	BA006IU	Giao tiếp trong kinh doanh	3
	3	BA162IU	Quản trị chiến lược	3	3	BA151IU	Quản trị kinh doanh quốc tế	3
	4	BA164IU	Quản trị sản xuất	3	4	BA153IU	Thực tập	3
	5		Tự chọn 01	3	5		Tự chọn 02	3
	Môn tự chọn (chọn 1 trong 2 môn sau đây)							
	6	BA027IU	Thương mại điện tử	3				
	7	BA169IU	Hệ thống thông tin quản lý	3				
Tổng TC				18	Tổng TC			15
HỌC KÌ HÈ								

	STT	MMH	Tên môn học	TC					
	1	BA255IU	Thực tập chuyên sâu	3					
	Tổng TC				3				
NĂM 4									
NĂM 4	HỌC KÌ 1				HỌC KÌ 2				
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
	1	BA084IU	Quản trị xuất nhập khẩu	3	1	BA170IU	Luận văn tốt nghiệp	12	
	2	BA145IU	Quản trị tiếp thị quốc tế	3					
	3	BA161IU	Phương pháp nghiên cứu khoa học	3					
	4	BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2					
	5		Tự chọn 03	3					
	6		Tự chọn 04	3					
	Tổng TC								17
MÔN TỰ CHỌN (chọn 04 môn trong các môn sau đây)									
MÔN TỰ CHỌN	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
	1	BA054IU	Quản trị tài chính doanh nghiệp	3	16	<i>Thảo luận chuyên đề (chọn 02 trong 05 thảo luận chuyên đề sau đây)</i>		4	
	2	BA082IU	Quản trị thương hiệu	3		BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2	
	3	BA099IU	Quản trị chiến lược toàn cầu	3		BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2	
	4	BA098IU	Kỹ năng lãnh đạo	3		BA257IU	Thảo luận chuyên đề ngành tài chính	2	
	5	BA140IU	Mô phỏng chiến lược kinh doanh	3		BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2	
	6	BA150IU	Chuyên đề nghiên cứu	3		BA281IU	Thảo luận chuyên đề ngành kế toán	2	
	7	BA152IU	Luật kinh doanh quốc tế	3					
	8	BA213IU	Quản trị doanh nghiệp	3					

	9	BA160IU	Đàm phán và quản trị quan hệ	3	<i>2 môn Thảo luận chuyên đề các chuyên ngành khác (4 tín chỉ) được tính bằng 1 môn tự chọn (3 tín chỉ)</i>			
	10	BA171IU	Quản trị rủi ro	3				
	11	BA154IU	Sáng lập doanh nghiệp	3				
	12	BA155IU	Quản trị đa văn hóa	3				
	13	BA156IU	Quản trị nguồn nhân lực	3				
	14	BA176IU	Nhượng quyền thương mại	3				
	15	BA285IU	Hệ thống thông tin địa lý	3				
Tổng TC chuyên ngành Kinh doanh quốc tế				65 TC				
CHUYÊN NGÀNH: TIẾP THỊ								
NĂM 3								
NĂM 3	HỌC KÌ 1				HỌC KÌ 2			
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA020IU	Đạo đức kinh doanh	3	1	BA035IU	Nghiên cứu tiếp thị	3
	2	BA006IU	Giao tiếp trong kinh doanh	3	2	BA081IU	Luật kinh doanh	3
	3	BA162IU	Quản trị chiến lược	3	3	BA083IU	Hành vi khách hàng	3
	4	BA164IU	Quản trị sản xuất	3	4	BA153IU	Thực tập	3
	5		Tự chọn 01	3	5		Tự chọn 02	3
	Môn tự chọn (chọn 1 trong 2 môn sau đây)							
	6	BA027IU	Thương mại điện tử	3				
	7	BA169IU	Hệ thống thông tin quản lý	3				
	Tổng TC				18	Tổng TC		15
	HỌC KÌ HÈ							
STT	MMH	Tên môn học	TC					
1	BA255IU	Thực tập chuyên sâu	3					
Total credits			3					
NĂM 4								
NĂM 4	HỌC KÌ 1				HỌC KÌ 2			
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA142IU	Chiến lược tiếp thị	3	1	BA170IU	Luận văn tốt nghiệp	12

2	BA145IU	Quản trị tiếp thị quốc tế	3		
3	BA161IU	Phương pháp nghiên cứu khoa học	3		
4	BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2		
5		Tự chọn 03	3		
6		Tự chọn 04	3		
Tổng TC			17		Tổng TC

MÔN TỰ CHỌN (chọn 04 môn trong các môn sau đây)

STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
1	BA032IU	Quản lý bán hàng	3	Thảo luận chuyên đề (chọn 02 trong 05 thảo luận chuyên đề sau đây)			
2	BA023IU	Quản trị dự án	3	15	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2
3	BA045IU	Tiếp thị giữa các doanh nghiệp	3		BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2
4	BA082IU	Quản trị thương hiệu	3		BA257IU	Thảo luận chuyên đề ngành tài chính	2
5	BA140IU	Mô phỏng chiến lược kinh doanh	3		BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2
6	BA150IU	Chuyên đề Nghiên cứu khoa học	3		BA281IU	Thảo luận chuyên đề ngành kế toán	2
7	BA094IU	Quảng cáo và quan hệ công chúng	3		2 môn Thảo luận chuyên đề các chuyên ngành khác (4 tín chỉ) được tính bằng 1 môn tự chọn (3 tín chỉ)		
8	BA146IU	Quản trị bán lẻ	3				
9	BA148IU	Tiếp thị kỹ thuật số	3				
10	BA149IU	Lập kế hoạch sản phẩm mới	3				
11	BA176IU	Nhượng quyền thương mại	3				
12	BA182IU	Quản trị quan hệ khách hàng	3				
13	BA183IU	Kênh tiếp thị	3				
14	BA285IU	Hệ thống thông tin địa lý	3				
Tổng TC chuyên ngành Tiếp thị			65	TC			

CHUYÊN NGÀNH: QUẢN LÝ NHÀ HÀNG- KHÁCH SẠN									
NĂM 3									
NĂM 3	HỌC KÌ 1				HỌC KÌ 2				
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
	1	BA020IU	Đạo đức kinh doanh	3	1	BA254IU	Quản lý và điều hành bộ phận buồng	3	
	2	BA198IU	Tổng quan ngành Quản trị Khách sạn – Nhà hàng	3	2	BA006IU	Giao tiếp trong kinh doanh	3	
	3	BA228IU	Quản trị ẩm thực	3	3	BA229IU	Nghiệp vụ phục vụ chuyên nghiệp	3	
	4	BA226IU	Kỹ năng lãnh đạo và quản lý trong ngành Quản trị Khách sạn – Nhà hàng	3	4	BA156IU	Quản trị nguồn nhân lực	3	
	5	BA206IU	Các vấn đề pháp lý trong ngành Quản trị Khách sạn – Nhà hàng	3	5	BA231IU	Quản lý và điều hành bộ phận tiền sảnh	3	
	6	BA153IU	Thực tập	3					
	Tổng TC				18	Tổng TC			15
	HỌC KÌ HÈ								
STT	MMH	Tên môn học	TC						
1	BA255IU	Thực tập chuyên sâu	3						
Tổng TC			3						
NĂM 4									
NĂM 4	HỌC KÌ 1				HỌC KÌ 2				
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
	1	BA233IU	Quản lý và điều hành khách sạn	3	1	BA170IU	Luận văn tốt nghiệp	12	
	2	BA232IU	Kinh doanh và tiếp thị dịch vụ khách hàng trong ngành quản trị Khách sạn – Nhà hàng	3					
	3	BA161IU	Phương pháp nghiên cứu khoa học	3					
4	BA272IU	Thảo luận chuyên đề về ngành Quản trị	2						

		Khách sạn - Nhà hàng						
	5		Tự chọn 01	3				
	6		Tự chọn 02	3				
	Tổng TC			17	Tổng TC		12	
MÔN TỰ CHỌN (chọn 02 môn trong các môn sau đây)								
MÔN TỰ CHỌN	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA081IU	Luật kinh doanh	3	14	<i>Thảo luận chuyên đề (chọn 02 trong 05 thảo luận chuyên đề sau đây)</i>		4
	2	BA154IU	Sáng lập doanh nghiệp	3		BA257IU	Thảo luận chuyên đề ngành tài chính	2
	3	BA207IU	Vệ sinh an toàn thực phẩm trong Khách sạn – Nhà hàng	3		BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2
	4	BA211IU	Tổ chức và quản lý du lịch tàu biển	3		BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2
	5	BA223IU	Quản lý hội nghị và tổ chức sự kiện	3		BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2
	6	BA241IU	Quản lý thiết bị khách sạn	3		BA281IU	Thảo luận chuyên đề ngành kế toán	2
	7	BA242IU	Quản lý chất lượng trong Khách sạn – Nhà hàng	3		<i>2 môn Thảo luận chuyên đề các chuyên ngành khác (4 tín chỉ) được tính bằng 1 môn tự chọn (3 tín chỉ)</i>		
	8	BA243IU	Quản lý dịch vụ khách hàng	3				
	9	BA244IU	Kỹ năng giám sát trong Khách sạn – Nhà hàng	3				
	10	BA245IU	Quản lý doanh thu	3				
	11	BA246IU	Quản lý và phát triển khu nghỉ dưỡng	3				
	12	BA248IU	Kiểm soát chi phí trong dịch vụ ẩm thực	3				
	13	BA285IU	Hệ thống thông tin địa lý	3				
Tổng TC chuyên ngành Quản lý Nhà hàng-Khách sạn				65	TC			

10.2 Trình độ IE2

Bảng 7. Kế hoạch giảng dạy đối với người học đạt trình độ IE2

Học kỳ	MMH	Tên môn học	Tín chỉ				
			Tổng cộng	Lý thuyết	Thực hành / Thí nghiệm	Khác (nếu có)	
1 (Năm 1) 03 tín chỉ	ENTP02	IE2	13	13			
	Sinh viên phải hoàn thành IE2 để tiếp tục đăng kí các môn dưới đây						
	PT001IU	Giáo dục thể chất 1	3		3		
2 (Năm 1) 19 tín chỉ	EN007IU EN008IU	Anh văn chuyên ngành 1	4	4			
	BA115IU	Quản trị kinh doanh đại cương	3	3			
	BA282IU	Thuật toán trong kinh doanh	4	4			
	BA120IU	Tin học quản lý	3	3			
	PE008IU	Tư duy lý luận	3	3			
	PE016IU	Kinh tế chính trị Mac-Lenin	2	2			
Hè (Năm 1) 06 tín chỉ	EN011IU EN012IU	Anh văn chuyên ngành 2	4	4			
	PT002IU	Giáo dục thể chất 2	3		3		
	PE017IU	Chủ nghĩa xã hội khoa học	2	2			
1 (Năm 2) 23 tín chỉ	BA005IU	Kế toán tài chính	3	3			
	BA117IU	Kinh tế Vi mô	3	3			
	PE021IU	Pháp luật đại cương	3	3			
	BA123IU	Nguyên lý quản trị	3	3			
	BA003IU	Nguyên lý tiếp thị	3	3			
	BA080IU	Thống kê trong kinh doanh	3	3			
	PE018IU	Lịch sử Đảng Cộng sản Việt Nam	2	2			
	Môn tự chọn (chọn 1 trong 2)			3	3		
	BA197IU	Xã hội học	3	3			
BA118IU	Tâm lý học	3	3				
2 (Năm 2) 23 tín chỉ	BA256IU	Thảo luận chuyên đề 1	3	3			
	BA130IU	Hành vi tổ chức	3	3			
	BA068IU	Kinh tế quốc tế	3	3			
	BA168IU	Phương pháp định lượng trong kinh doanh	3	3			
	BA016IU	Quản trị tài chính	3	3			
	BA119IU	Kinh tế vĩ mô	3	3			

	PE019IU	Tư tưởng Hồ Chí Minh	2	2		
	Môn tự chọn (chọn 1 trong 2)		3	3		
	PE010IU	Lịch sử và Văn hóa VN	3	3		
	PE007IU	Địa lý kinh tế thế giới	3	3		
Hệ Quản trị doanh nghiệp						
1 (Năm 3) 18 tín chỉ	BA020IU	Đạo đức kinh doanh	3	3		
	BA081IU	Luật kinh doanh	3	3		
	BA162IU	Quản trị chiến lược	3	3		
	BA164IU	Quản trị sản xuất	3	3		
		Tự chọn 01	3	3		
	Môn tự chọn (chọn 1 trong 2)		3	3		
	BA027IU	Thương mại điện tử	3	3		
	BA169IU	Hệ thống thông tin quản lý	3	3		
2 (Năm 3) 15 tín chỉ	BA018IU	Quản trị chất lượng	3	3		
	BA006IU	Giao tiếp trong kinh doanh	3	3		
	BA154IU	Sáng lập doanh nghiệp	3	3		
	BA156IU	Quản trị nguồn nhân lực	3	3		
	BA153IU	Thực tập	3		3	
Hè (Năm 3) 03 tín chỉ	BA255IU	Thực tập chuyên sâu	3		3	
1 (Năm 4) 17 tín chỉ	BA022IU	Quản trị hậu cần và chuỗi cung ứng	3			
	BA023IU	Quản trị dự án	3			
	BA161IU	Phương pháp nghiên cứu khoa học	3			
	BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2			
		Tự chọn 02	3			
		Tự chọn 03	3			
2 (Năm 4) 12 tín chỉ	BA170IU	Luận văn tốt nghiệp	12		12	
Môn tự chọn (chọn 03 môn trong các môn sau đây)						
	BA032IU	Quản lý bán hàng	3	3		
	BA038IU	Quản lý dịch vụ khách hàng	3	3		
	BA051IU	Quản trị tài chính quốc tế	3	3		
	BA098IU	Kỹ năng lãnh đạo	3	3		
	BA140IU	Mô phỏng chiến lược kinh doanh	3	3		
	BA150IU	Chuyên đề nghiên cứu	3	3		
	BA151IU	Quản trị kinh doanh quốc tế	3	3		
	BA158IU	Thiết kế và thay đổi tổ chức	3	3		

	BA160IU	Đàm phán và quản trị quan hệ	3	3			
	BA171IU	Quản trị rủi ro	3	3			
	BA176IU	Nhượng quyền thương mại	3	3			
	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2	2			
	BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2	2			
	BA257IU	Thảo luận chuyên đề ngành tài chính	2	2			
	BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2	2			
	BA281IU	Thảo luận chuyên đề ngành kế toán	2	2			
	BA285IU	Hệ thống thông tin địa lý	3	3			
Hệ Kinh doanh quốc tế							
1 (Năm 3) 18 tín chỉ	BA020IU	Đạo đức kinh doanh	3	3			
	BA081IU	Luật kinh doanh	3	3			
	BA162IU	Quản trị chiến lược	3	3			
	BA164IU	Quản trị sản xuất	3	3			
		Tự chọn 01	3	3			
		Môn tự chọn (chọn 1 trong 2)		3	3		
	BA027IU	Thương mại điện tử	3	3			
	BA169IU	Hệ thống thông tin quản lý	3	3			
2 (Năm 3) 15 tín chỉ	BA051IU	Quản trị tài chính quốc tế	3	3			
	BA006IU	Giao tiếp trong kinh doanh	3	3			
	BA151IU	Quản trị kinh doanh quốc tế	3	3			
	BA153IU	Thực tập	3		3		
		Tự chọn 02	3	3			
Hè (Năm 3) 03 tín chỉ	BA255IU	Thực tập chuyên sâu	3		3		
1 (Năm 4) 17 tín chỉ	BA084IU	Quản trị xuất nhập khẩu	3	3			
	BA145IU	Quản trị tiếp thị quốc tế	3	3			
	BA161IU	Phương pháp nghiên cứu khoa học	3	3			
	BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2	2			
		Tự chọn 03	3	3			
		Tự chọn 04	3	3			
2 (Năm 4) 12 tín chỉ	BA170IU	Luận văn tốt nghiệp	12		12		
Môn tự chọn (chọn 04 môn trong các môn sau đây)							
	BA054IU	Quản trị tài chính doanh nghiệp	3	3			
	BA082IU	Quản trị thương hiệu	3	3			

	BA099IU	Quản trị chiến lược toàn cầu	3	3		
	BA098IU	Kỹ năng lãnh đạo	3	3		
	BA140IU	Mô phỏng chiến lược kinh doanh	3	3		
	BA150IU	Chuyên đề nghiên cứu	3	3		
	BA152IU	Luật kinh doanh quốc tế	3	3		
	BA213IU	Quản trị doanh nghiệp	3	3		
	BA160IU	Đàm phán và quản trị quan hệ	3	3		
	BA171IU	Quản trị rủi ro	3	3		
	BA176IU	Nhượng quyền thương mại	3	3		
	BA154IU	Sáng lập doanh nghiệp	3	3		
	BA155IU	Quản trị đa văn hóa	3	3		
	BA156IU	Quản trị nguồn nhân lực	3	3		
	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2	2		
	BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2	2		
	BA257IU	Thảo luận chuyên đề ngành tài chính	2	2		
	BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2	2		
	BA281IU	Thảo luận chuyên đề ngành kế toán	2	2		
	BA285IU	Hệ thống thông tin địa lý	3	3		
Hệ Tiếp thị						
1 (Năm 3) 18 tín chỉ	BA020IU	Đạo đức kinh doanh	3	3		
	BA081IU	Luật kinh doanh	3	3		
	BA162IU	Quản trị chiến lược	3	3		
	BA164IU	Quản trị sản xuất	3	3		
		Tự chọn 01	3	3		
		Môn tự chọn (chọn 1 trong 2)	3	3		
	BA027IU	Thương mại điện tử	3	3		
	BA169IU	Hệ thống thông tin quản lý	3	3		
2 (Năm 3) 15 tín chỉ	BA035IU	Nghiên cứu tiếp thị	3	3		
	BA006IU	Giao tiếp trong kinh doanh	3	3		
	BA083IU	Hành vi khách hàng	3	3		
	BA153IU	Thực tập	3		3	
		Tự chọn 02	3	3		
Hè (Năm 3) 03 tín chỉ	BA255IU	Thực tập chuyên sâu	3		3	
1 (Năm 4) 17 tín chỉ	BA142IU	Chiến lược tiếp thị	3	3		
	BA145IU	Quản trị tiếp thị quốc tế	3	3		

	BA161IU	Phương pháp nghiên cứu khoa học	3	3		
	BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2	2		
		Tự chọn 03	3	3		
		Tự chọn 04	3	3		
2 (Năm 4) 12 tín chỉ	BA170IU	Luận văn tốt nghiệp	12		12	
Môn tự chọn (chọn 04 môn trong các môn sau đây)						
	BA032IU	Quản lý bán hàng	3	3		
	BA082IU	Quản trị thương hiệu	3	3		
	BA140IU	Mô phỏng chiến lược kinh doanh	3	3		
	BA094IU	Quảng cáo và quan hệ công chúng	3	3		
	BA045IU	Tiếp thị giữa các doanh nghiệp	3	3		
	BA146IU	Quản trị bán lẻ	3	3		
	BA182IU	Quản trị quan hệ khách hàng	3	3		
	BA176IU	Nhượng quyền thương mại	3	3		
	BA023IU	Quản trị dự án	3	3		
	BA183IU	Kênh tiếp thị	3	3		
	BA149IU	Lập kế hoạch sản phẩm mới	3	3		
	BA148IU	Tiếp thị kỹ thuật số	3	3		
	BA150IU	Chuyên đề Nghiên cứu khoa học	3	3		
	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2	2		
	BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2	2		
	BA257IU	Thảo luận chuyên đề ngành tài chính	2	2		
	BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2	2		
	BA281IU	Thảo luận chuyên đề ngành kế toán	2	2		
	BA285IU	Hệ thống thông tin địa lý	3	3		
Hệ Quản lý Nhà hàng- Khách sạn						
1 (Năm 3) 18 tín chỉ	BA020IU	Đạo đức kinh doanh	3	3		
	BA198IU	Tổng quan ngành Quản trị Khách sạn – Nhà hàng	3	3		
	BA228IU	Quản trị ẩm thực	3	3		
	BA226IU	Kỹ năng lãnh đạo và quản lý trong ngành Quản trị Khách sạn – Nhà hàng	3	3		
	BA206IU	Các vấn đề pháp lý trong ngành Quản trị Khách sạn – Nhà hàng	3	3		
	BA153IU	Thực tập	3		3	
	BA254IU	Quản lý và điều hành bộ phận bùong	3	1	2	

2 (Năm 3) 15 tín chỉ	BA006IU	Giao tiếp trong kinh doanh	3	3		
	BA229IU	Nghiệp vụ phục vụ chuyên nghiệp	3	1	2	
	BA156IU	Quản trị nguồn nhân lực	3	3		
	BA231IU	Quản lý và điều hành bộ phận tiền sảnh	3	1	2	
Hè (Năm 3) 03 tín chỉ	BA255IU	Thực tập chuyên sâu	3		3	
1 (Năm 4) 17 tín chỉ	BA233IU	Quản lý và điều hành khách sạn	3	3		
	BA232IU	Kinh doanh và tiếp thị dịch vụ khách hàng trong ngành quản trị Khách sạn – Nhà hàng	3	3		
	BA161IU	Phương pháp nghiên cứu khoa học	3	3		
	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2	2		
		Tự chọn 01	3	3		
		Tự chọn 02	3	3		
2 (Năm 4) 12 tín chỉ	BA170IU	Luận văn tốt nghiệp	12		12	
Môn tự chọn (chọn 02 môn trong các môn sau đây)						
	BA241IU	Quản lý thiết bị khách sạn	3	3		
	BA242IU	Quản lý chất lượng trong Khách sạn – Nhà hàng	3	3		
	BA207IU	Vệ sinh an toàn thực phẩm trong Khách sạn – Nhà hàng	3	3		
	BA243IU	Quản lý dịch vụ khách hàng	3	3		
	BA244IU	Kỹ năng giám sát trong Khách sạn – Nhà hàng	3	3		
	BA245IU	Quản lý doanh thu	3	3		
	BA211IU	Tổ chức và quản lý du lịch tàu biển	3	3		
	BA246IU	Quản lý và phát triển khu nghỉ dưỡng	3	3		
	BA223IU	Quản lý hội nghị và tổ chức sự kiện	3	3		
	BA248IU	Kiểm soát chi phí trong dịch vụ ẩm thực	3	3		
	BA154IU	Sáng lập doanh nghiệp	3	3		
	BA081IU	Luật kinh doanh	3	3		
	BA257IU	Thảo luận chuyên đề ngành tài chính	2	2		
	BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2	2		
	BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2	2		
	BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2	2		

	BA281IU	Thảo luận chuyên đề ngành kế toán	2	2		
	BA285IU	Hệ thống thông tin địa lý	3	3		

NĂM 1								
NĂM 1	HỌC KÌ 1				HỌC KÌ 2			
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	ENTP02	IE2	13	1	EN007IU	Anh văn chuyên ngành 1	2
	Sinh viên phải hoàn thành IE2 để tiếp tục đăng kí các môn dưới đây				2	EN008IU		2
					3	BA115IU	Quản trị kinh doanh đại cương	3
					4	BA282IU	Thuật toán trong kinh doanh	4
					5	BA120IU	Tin học quản lý	3
	2	PT001IU	Giáo dục thể chất 1	3	6	PE008IU	Tư duy lý luận	3
	3	PE015IU	Triết học Mác-Lenin	3	7	PE016IU	Kinh tế chính trị Mác-Lenin	2
	Tổng TC				3	Tổng TC		
HỌC KÌ HÈ								
STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
1	EN011IU	Anh văn chuyên ngành 2	2	3	PT002IU	Giáo dục thể chất 2	3	
2	EN012IU		2	4	PE017IU	Chủ nghĩa xã hội khoa học	2	
Tổng TC				6				
NĂM 2								
NĂM 2	HỌC KÌ 1				HỌC KÌ 2			
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA005IU	Kế toán tài chính	3	1	BA256IU	Thảo luận chuyên đề 1	3
	2	BA117IU	Kinh tế Vi mô	3	2	BA130IU	Hành vi tổ chức	3
	3	PE021IU	Pháp luật đại cương	3	3	BA068IU	Kinh tế quốc tế	3
	4	BA123IU	Nguyên lý quản trị	3	4	BA168IU	Phương pháp định lượng trong kinh doanh	3
	5	BA003IU	Nguyên lý tiếp thị	3	5	BA016IU	Quản trị tài chính	3
	6	BA080IU	Thống kê trong kinh doanh	3	6	BA119IU	Kinh tế vĩ mô	3
	7	PE018IU	Lịch sử Đảng Cộng sản Việt Nam	2	7	PE019IU	Tư tưởng Hồ Chí Minh	2
	Môn tự chọn (chọn 1 trong 2 môn sau đây)				Môn tự chọn (chọn 1 trong 2 môn sau đây)			

8	BA118IU	Tâm lý học	3	8	PE007IU	Địa lý kinh tế thế giới	3	
9	BA197IU	Xã hội học	3	9	PE010IU	Lịch sử và Văn hóa VN	3	
Tổng TC			23	Tổng TC			23	
Tổng TC năm 1 và năm 2			74	Số tín chỉ của môn IE2, Giáo dục thể chất 1 và 2 không được tính trong tổng tín chỉ nhưng sinh viên bắt buộc phải hoàn thành 2 môn này				
CHUYÊN NGÀNH: QUẢN TRỊ DOANH NGHIỆP								
NĂM 3								
NĂM 3	HỌC KÌ 1				HỌC KÌ 2			
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA020IU	Đạo đức kinh doanh	3	1	BA018IU	Quản trị chất lượng	3
	2	BA081IU	Luật kinh doanh	3	2	BA006IU	Giao tiếp trong kinh doanh	3
	3	BA162IU	Quản trị chiến lược	3	3	BA154IU	Sáng lập doanh nghiệp	3
	4	BA164IU	Quản trị sản xuất	3	4	BA156IU	Quản trị nguồn nhân lực	3
	5		Tự chọn 01	3	5	BA153IU	Thực tập	3
	Môn tự chọn (chọn 1 trong 2 môn sau đây)							
	6	BA027IU	Thương mại điện tử	3				
	7	BA169IU	Hệ thống thông tin quản lý	3				
	Tổng TC			18	Tổng TC			15
	HỌC KÌ HÈ							
	STT	MMH	Tên môn học	TC				
1	BA255IU	Thực tập chuyên sâu	3					
Tổng TC			3					
NĂM 4								
NĂM 4	HỌC KÌ 1				HỌC KÌ 2			
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA022IU	Quản trị hậu cần và chuỗi cung ứng	3	1	BA170IU	Luận văn tốt nghiệp	12
	2	BA023IU	Quản trị dự án	3				
3	BA161IU	Phương pháp nghiên cứu khoa học	3					

	4	BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2					
	5		Tự chọn 02	3					
	6		Tự chọn 03	3					
	Tổng TC			17	Tổng TC			12	
MÔN TỰ CHỌN (chọn 03 môn trong các môn sau đây)									
MÔN TỰ CHỌN	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
	1	BA032IU	Quản lý bán hàng	3	13	<i>Thảo luận chuyên đề (chọn 02 trong 05 thảo luận chuyên đề sau đây)</i>		4	
	2	BA038IU	Quản lý dịch vụ khách hàng	3		BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2	
	3	BA051IU	Quản trị tài chính quốc tế	3		BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2	
	4	BA098IU	Kỹ năng lãnh đạo	3		BA257IU	Thảo luận chuyên đề ngành tài chính	2	
	5	BA140IU	Mô phỏng chiến lược kinh doanh	3		BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2	
	6	BA150IU	Chuyên đề nghiên cứu	3		BA281IU	Thảo luận chuyên đề ngành kế toán	2	
	7	BA151IU	Quản trị kinh doanh quốc tế	3		<i>2 môn Thảo luận chuyên đề các chuyên ngành khác (4 tín chỉ) được tính bằng 1 môn tự chọn (3 tín chỉ)</i>			
	8	BA158IU	Thiết kế và thay đổi tổ chức	3					
	9	BA160IU	Đàm phán và quản trị quan hệ	3					
	10	BA171IU	Quản trị rủi ro	3					
	11	BA176IU	Nhượng quyền thương mại	3					
	12	BA285IU	Hệ thống thông tin địa lý	3					
Tổng TC chuyên ngành Quản trị doanh nghiệp				65	TC				
CHUYÊN NGÀNH: KINH DOANH QUỐC TẾ									
NĂM 3									
TR	HỌC KÌ 1				HỌC KÌ 2				

STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
1	BA020IU	Đạo đức kinh doanh	3	1	BA051IU	Quản trị tài chính quốc tế	3	
2	BA081IU	Luật kinh doanh	3	2	BA006IU	Giao tiếp trong kinh doanh	3	
3	BA162IU	Quản trị chiến lược	3	3	BA151IU	Quản trị kinh doanh quốc tế	3	
4	BA164IU	Quản trị sản xuất	3	4	BA153IU	Thực tập	3	
5		Tự chọn 01	3	5		Tự chọn 02	3	
Môn tự chọn (chọn 1 trong 2 môn sau đây)								
6	BA027IU	Thương mại điện tử	3					
7	BA169IU	Hệ thống thông tin quản lý	3					
Tổng TC			18	Tổng TC			15	
HỌC KÌ HÈ								
STT	MMH	Tên môn học	TC					
1	BA255IU	Thực tập chuyên sâu	3					
Tổng TC			3					
NĂM 4								
HỌC KÌ 1				HỌC KÌ 2				
STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
1	BA084IU	Quản trị xuất nhập khẩu	3	1	BA170IU	Luận văn tốt nghiệp	12	
2	BA145IU	Quản trị tiếp thị quốc tế	3					
3	BA161IU	Phương pháp nghiên cứu khoa học	3					
4	BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2					
5		Tự chọn 03	3					
6		Tự chọn 04	3					
Tổng TC			17	Tổng TC			12	
MÔN TỰ CHỌN (chọn 04 môn trong các môn sau đây)								
MÔN TỰ CHỌN	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA054IU	Quản trị tài chính doanh nghiệp	3	16	<i>Thảo luận chuyên đề (chọn 02 trong 05 thảo luận chuyên đề sau đây)</i>		4
	2	BA082IU	Quản trị thương hiệu	3		BA272IU	Thảo luận chuyên đề về	2

						ngành Quản trị Khách sạn - Nhà hàng		
	3	BA099IU	Quản trị chiến lược toàn cầu	3		BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2
	4	BA098IU	Kỹ năng lãnh đạo	3		BA257IU	Thảo luận chuyên đề ngành tài chính	2
	5	BA140IU	Mô phỏng chiến lược kinh doanh	3		BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2
	6	BA150IU	Chuyên đề nghiên cứu	3		BA281IU	Thảo luận chuyên đề ngành kế toán	2
	7	BA152IU	Luật kinh doanh quốc tế	3	<i>2 môn Thảo luận chuyên đề các chuyên ngành khác (4 tín chỉ) được tính bằng 1 môn tự chọn (3 tín chỉ)</i>			
	8	BA213IU	Quản trị doanh nghiệp	3				
	9	BA160IU	Đàm phán và quản trị quan hệ	3				
	10	BA171IU	Quản trị rủi ro	3				
	11	BA154IU	Sáng lập doanh nghiệp	3				
	12	BA155IU	Quản trị đa văn hóa	3				
	13	BA156IU	Quản trị nguồn nhân lực	3				
	14	BA176IU	Nhượng quyền thương mại	3				
	15	BA285IU	Hệ thống thông tin địa lý	3				
Tổng TC chuyên ngành Kinh doanh quốc tế				65 TC				
CHUYÊN NGÀNH: TIẾP THỊ								
NĂM 3								
NĂM 3	HỌC KÌ 1				HỌC KÌ 2			
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA020IU	Đạo đức kinh doanh	3	1	BA035IU	Nghiên cứu tiếp thị	3
	2	BA081IU	Luật kinh doanh	3	2	BA006IU	Giao tiếp trong kinh doanh	3
	3	BA162IU	Quản trị chiến lược	3	3	BA083IU	Hành vi khách hàng	3
4	BA164IU	Quản trị sản xuất	3	4	BA153IU	Thực tập	3	

5		Tự chọn 01	3	5		Tự chọn 02	3	
Môn tự chọn (chọn 1 trong 2 môn sau đây)								
6	BA027IU	Thương mại điện tử	3					
7	BA169IU	Hệ thống thông tin quản lý	3					
Tổng TC			18	Tổng TC			15	
HỌC KÌ HÈ								
STT	MMH	Tên môn học	TC					
1	BA255IU	Thực tập chuyên sâu	3					
Total credits			3					
NĂM 4								
HỌC KÌ 1				HỌC KÌ 2				
NĂM 4	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA142IU	Chiến lược tiếp thị	3	1	BA170IU	Luận văn tốt nghiệp	12
	2	BA145IU	Quản trị tiếp thị quốc tế	3				
	3	BA161IU	Phương pháp nghiên cứu khoa học	3				
	4	BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2				
	5		Tự chọn 03	3				
	6		Tự chọn 04	3				
	Tổng TC			17	Tổng TC			12
MÔN TỰ CHỌN (chọn 04 môn trong các môn sau đây)								
MÔN TỰ CHỌN	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA032IU	Quản lý bán hàng	3	<i>Thảo luận chuyên đề (chọn 02 trong 05 thảo luận chuyên đề sau đây)</i>			
	2	BA023IU	Quản trị dự án	3	15	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2
	3	BA045IU	Tiếp thị giữa các doanh nghiệp	3		BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2
	4	BA082IU	Quản trị thương hiệu	3		BA257IU	Thảo luận chuyên đề ngành tài chính	2
	5	BA140IU	Mô phỏng chiến lược kinh doanh	3		BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2

	6	BA150IU	Chuyên đề Nghiên cứu khoa học	3		BA281IU	Thảo luận chuyên đề ngành kế toán	2	
	7	BA094IU	Quảng cáo và quan hệ công chúng	3	<i>2 môn Thảo luận chuyên đề các chuyên ngành khác (4 tín chỉ) được tính bằng 1 môn tự chọn (3 tín chỉ)</i>				
	8	BA146IU	Quản trị bán lẻ	3					
	9	BA148IU	Tiếp thị kỹ thuật số	3					
	10	BA149IU	Lập kế hoạch sản phẩm mới	3					
	11	BA176IU	Nhượng quyền thương mại	3					
	12	BA182IU	Quản trị quan hệ khách hàng	3					
	13	BA183IU	Kênh tiếp thị	3					
	14	BA285IU	Hệ thống thông tin địa lý	3					
Tổng TC chuyên ngành Tiếp thị				65	TC				
CHUYÊN NGÀNH: QUẢN LÝ NHÀ HÀNG- KHÁCH SẠN									
NĂM 3									
NĂM 3	HỌC KÌ 1				HỌC KÌ 2				
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
	1	BA020IU	Đạo đức kinh doanh	3	1	BA254IU	Quản lý và điều hành bộ phận buồng	3	
	2	BA198IU	Tổng quan ngành Quản trị Khách sạn – Nhà hàng	3	2	BA006IU	Giao tiếp trong kinh doanh	3	
	3	BA228IU	Quản trị ẩm thực	3	3	BA229IU	Nghiệp vụ phục vụ chuyên nghiệp	3	
	4	BA226IU	Kỹ năng lãnh đạo và quản lý trong ngành Quản trị Khách sạn – Nhà hàng	3	4	BA156IU	Quản trị nguồn nhân lực	3	
	5	BA206IU	Các vấn đề pháp lý trong ngành Quản trị Khách sạn – Nhà hàng	3	5	BA231IU	Quản lý và điều hành bộ phận tiền sảnh	3	
	6	BA153IU	Thực tập	3					
	Tổng TC				18	Tổng TC			15
	HỌC KÌ HÈ								
STT	MMH	Tên môn học	TC						
1	BA255IU	Thực tập chuyên sâu	3						

Tổng TC		3						
NĂM 4								
NĂM 4	HỌC KÌ 1				HỌC KÌ 2			
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA233IU	Quản lý và điều hành khách sạn	3	1	BA170IU	Luận văn tốt nghiệp	12
	2	BA232IU	Kinh doanh và tiếp thị dịch vụ khách hàng trong ngành quản trị Khách sạn – Nhà hàng	3				
	3	BA161IU	Phương pháp nghiên cứu khoa học	3				
	4	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2				
	5		Tự chọn 01	3				
	6		Tự chọn 02	3				
	Tổng TC							
MÔN TỰ CHỌN (chọn 02 môn trong các môn sau đây)								
MÔN TỰ CHỌN	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA081IU	Luật kinh doanh	3	14	<i>Thảo luận chuyên đề (chọn 02 trong 05 thảo luận chuyên đề sau đây)</i>		4
	2	BA154IU	Sáng lập doanh nghiệp	3		BA257IU	Thảo luận chuyên đề ngành tài chính	2
	3	BA207IU	Vệ sinh an toàn thực phẩm trong Khách sạn – Nhà hàng	3		BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2
	4	BA211IU	Tổ chức và quản lý du lịch tàu biển	3		BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2
	5	BA223IU	Quản lý hội nghị và tổ chức sự kiện	3		BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2
	6	BA241IU	Quản lý thiết bị khách sạn	3		BA281IU	Thảo luận chuyên đề ngành kế toán	2
	7	BA242IU	Quản lý chất lượng trong Khách sạn – Nhà hàng	3		<i>2 môn Thảo luận chuyên đề các chuyên ngành khác (4 tín chỉ) được tính bằng 1 môn tự chọn (3 tín chỉ)</i>		

	8	BA243IU	Quản lý dịch vụ khách hàng	3
	9	BA244IU	Kỹ năng giám sát trong Khách sạn – Nhà hàng	3
	10	BA245IU	Quản lý doanh thu	3
	11	BA246IU	Quản lý và phát triển khu nghỉ dưỡng	3
	12	BA248IU	Kiểm soát chi phí trong dịch vụ ẩm thực	3
	13	BA285IU	Hệ thống thông tin địa lý	3
Tổng TC chuyên ngành Quản lý Nhà hàng-Khách sạn				65 TC

10.3 Trình độ IE1

Bảng 8. Kế hoạch giảng dạy đối với người học đạt trình độ IE1

Học kỳ	MMH	Tên môn học	Tín chỉ			
			Tổng cộng	Lý thuyết	Thực hành / Thí nghiệm	Khác (nếu có)
1 (Năm 1) 0 tín chỉ	ENTP01	IE1	17	17		
	ENTP02	IE2	13	13		
2 (Năm 1) 20 tín chỉ	EN007IU EN008IU	Anh văn chuyên ngành 1	4	4		
	PE015IU	Triết học Mác-Lenin	3	3		
	PE008IU	Tư duy lý luận	3	3		
	BA282IU	Thuật toán trong kinh doanh	4	4		
	BA115IU	Quản trị kinh doanh đại cương	3	3		
	BA120IU	Tin học quản lý	3	3		
	PT001IU	Giáo dục thể chất 1	3		3	
Hè (Năm 1) 6 tín chỉ	EN011IU EN012IU	Anh văn chuyên ngành 2	4	4		
	PE016IU	Kinh tế chính trị Mac-Lenin	2	2		
	PT002IU	Giáo dục thể chất 2	3		3	
1 (Năm 2) 23 tín chỉ	BA005IU	Kế toán tài chính	3	3		
	BA123IU	Nguyên lý quản trị	3	3		
	PE021IU	Pháp luật đại cương	3	3		
	BA117IU	Kinh tế Vi mô	3	3		

	BA003IU	Nguyên lý tiếp thị	3	3		
	BA080IU	Thống kê trong kinh doanh	3	3		
	PE017IU	Chủ nghĩa xã hội khoa học	2	2		
	Môn tự chọn (chọn 1 trong 2)		3	3		
	BA197IU	Xã hội học	3	3		
	BA118IU	Tâm lý học	3	3		
2 (Năm 2) 23 tín chỉ	BA256IU	Thảo luận chuyên đề 1	3	3		
	BA130IU	Hành vi tổ chức	3	3		
	BA068IU	Kinh tế quốc tế	3	3		
	BA168IU	Phương pháp định lượng trong kinh doanh	3	3		
	BA016IU	Quản trị tài chính	3	3		
	BA119IU	Kinh tế vĩ mô	3	3		
	PE018IU	Lịch sử Đảng Cộng sản Việt Nam	2	2		
	Môn tự chọn (chọn 1 trong 2)		3	3		
	PE010IU	Lịch sử và Văn hóa VN	3	3		
	PE007IU	Địa lý kinh tế thế giới	3	3		
Hệ Quản trị doanh nghiệp						
1 (Năm 3) 20 tín chỉ	BA020IU	Đạo đức kinh doanh	3	3		
	BA081IU	Luật kinh doanh	3	3		
	BA162IU	Quản trị chiến lược	3	3		
	BA164IU	Quản trị sản xuất	3	3		
	PE019IU	Tư tưởng Hồ Chí Minh	2	2		
		Tự chọn 01	3	3		
	Môn tự chọn (chọn 1 trong 2)		3	3		
	BA027IU	Thương mại điện tử	3	3		
	BA169IU	Hệ thống thông tin quản lý	3	3		
2 (Năm 3) 15 tín chỉ	BA018IU	Quản trị chất lượng	3	3		
	BA006IU	Giao tiếp trong kinh doanh	3	3		
	BA154IU	Sáng lập doanh nghiệp	3	3		
	BA156IU	Quản trị nguồn nhân lực	3	3		
	BA153IU	Thực tập	3		3	
Hè (Năm 4) 03 tín chỉ	BA255IU	Thực tập chuyên sâu	3		3	
1 (Năm 4) 17 tín chỉ	BA022IU	Quản trị hậu cần và chuỗi cung ứng	3			
	BA023IU	Quản trị dự án	3			
	BA161IU	Phương pháp nghiên cứu khoa học	3			

	BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2			
		Tự chọn 02	3			
		Tự chọn 03	3			
2 (Năm 4) 12 tín chỉ	BA170IU	Luận văn tốt nghiệp	12		12	
	Môn tự chọn (chọn 03 môn trong các môn sau đây)					
	BA032IU	Quản lý bán hàng	3	3		
	BA038IU	Quản lý dịch vụ khách hàng	3	3		
	BA051IU	Quản trị tài chính quốc tế	3	3		
	BA098IU	Kỹ năng lãnh đạo	3	3		
	BA140IU	Mô phỏng chiến lược kinh doanh	3	3		
	BA150IU	Chuyên đề nghiên cứu	3	3		
	BA151IU	Quản trị kinh doanh quốc tế	3	3		
	BA158IU	Thiết kế và thay đổi tổ chức	3	3		
	BA160IU	Đàm phán và quản trị quan hệ	3	3		
	BA171IU	Quản trị rủi ro	3	3		
	BA176IU	Nhượng quyền thương mại	3	3		
	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2	2		
	BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2	2		
	BA257IU	Thảo luận chuyên đề ngành tài chính	2	2		
	BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2	2		
	BA281IU	Thảo luận chuyên đề ngành kế toán	2	2		
	BA285IU	Hệ thống thông tin địa lý	3	3		
	Hệ Kinh doanh quốc tế					
	BA020IU	Đạo đức kinh doanh	3	3		
	BA081IU	Luật kinh doanh	3	3		
	BA162IU	Quản trị chiến lược	3	3		
	BA164IU	Quản trị sản xuất	3	3		
	PE019IU	Tư tưởng Hồ Chí Minh	2	2		
		Tự chọn 01	3	3		
	Môn tự chọn (chọn 1 trong 2)		3	3		
	BA027IU	Thương mại điện tử	3	3		
	BA169IU	Hệ thống thông tin quản lý	3	3		
	BA051IU	Quản trị tài chính quốc tế	3	3		
1 (Năm 3) 20 tín chỉ						

2 (Năm 3) 15 tín chỉ	BA006IU	Giao tiếp trong kinh doanh	3	3		
	BA151IU	Quản trị kinh doanh quốc tế	3	3		
	BA153IU	Thực tập	3		3	
		Tự chọn 02	3	3		
Hè (Năm 3) 03 tín chỉ	BA255IU	Thực tập chuyên sâu	3		3	
1 (Năm 4) 17 tín chỉ	BA084IU	Quản trị xuất nhập khẩu	3	3		
	BA145IU	Quản trị tiếp thị quốc tế	3	3		
	BA161IU	Phương pháp nghiên cứu khoa học	3	3		
	BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2	2		
		Tự chọn 03	3	3		
		Tự chọn 04	3	3		
2 (Năm 4) 12 tín chỉ	BA170IU	Luận văn tốt nghiệp	12		12	
Môn tự chọn (chọn 04 môn trong các môn sau đây)						
	BA054IU	Quản trị tài chính doanh nghiệp	3	3		
	BA082IU	Quản trị thương hiệu	3	3		
	BA099IU	Quản trị chiến lược toàn cầu	3	3		
	BA098IU	Kỹ năng lãnh đạo	3	3		
	BA140IU	Mô phỏng chiến lược kinh doanh	3	3		
	BA150IU	Chuyên đề nghiên cứu	3	3		
	BA152IU	Luật kinh doanh quốc tế	3	3		
	BA213IU	Quản trị doanh nghiệp	3	3		
	BA160IU	Đàm phán và quản trị quan hệ	3	3		
	BA171IU	Quản trị rủi ro	3	3		
	BA176IU	Nhượng quyền thương mại	3	3		
	BA154IU	Sáng lập doanh nghiệp	3	3		
	BA155IU	Quản trị đa văn hóa	3	3		
	BA156IU	Quản trị nguồn nhân lực	3	3		
	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2	2		
	BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2	2		
	BA257IU	Thảo luận chuyên đề ngành tài chính	2	2		
	BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2	2		
	BA281IU	Thảo luận chuyên đề ngành kế toán	2	2		
	BA285IU	Hệ thống thông tin địa lý	3	3		

Hệ Tiếp thị						
1 (Năm 3) 20 tín chỉ	BA020IU	Đạo đức kinh doanh	3	3		
	BA081IU	Luật kinh doanh	3	3		
	BA162IU	Quản trị chiến lược	3	3		
	BA164IU	Quản trị sản xuất	3	3		
	PE019IU	Tư tưởng Hồ Chí Minh	2	2		
		Tự chọn 01	3	3		
	Môn tự chọn (chọn 1 trong 2)		3	3		
	BA027IU	Thương mại điện tử	3	3		
	BA169IU	Hệ thống thông tin quản lý	3	3		
2 (Năm 3) 15 tín chỉ	BA035IU	Nghiên cứu tiếp thị	3	3		
	BA006IU	Giao tiếp trong kinh doanh	3	3		
	BA083IU	Hành vi khách hàng	3	3		
	BA153IU	Thực tập	3		3	
		Tự chọn 02	3	3		
Hè (Năm 3) 03 tín chỉ	BA255IU	Thực tập chuyên sâu	3		3	
1 (Năm 4) 17 tín chỉ	BA142IU	Chiến lược tiếp thị	3	3		
	BA145IU	Quản trị tiếp thị quốc tế	3	3		
	BA161IU	Phương pháp nghiên cứu khoa học	3	3		
	BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2	2		
		Tự chọn 03	3	3		
		Tự chọn 04	3	3		
2 (Năm 4) 12 tín chỉ	BA170IU	Luận văn tốt nghiệp	12		12	
Môn tự chọn (chọn 04 môn trong các môn sau đây)						
	BA032IU	Quản lý bán hàng	3	3		
	BA023IU	Quản trị dự án	3	3		
	BA045IU	Tiếp thị giữa các doanh nghiệp	3	3		
	BA082IU	Quản trị thương hiệu	3	3		
	BA140IU	Mô phỏng chiến lược kinh doanh	3	3		
	BA150IU	Chuyên đề Nghiên cứu khoa học	3	3		
	BA094IU	Quảng cáo và quan hệ công chúng	3	3		
	BA146IU	Quản trị bán lẻ	3	3		
	BA148IU	Tiếp thị kỹ thuật số	3	3		
	BA149IU	Lập kế hoạch sản phẩm mới	3	3		
	BA176IU	Nhượng quyền thương mại	3	3		

	BA182IU	Quản trị quan hệ khách hàng	3	3		
	BA183IU	Kênh tiếp thị	3	3		
	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2	2		
	BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2	2		
	BA257IU	Thảo luận chuyên đề ngành tài chính	2	2		
	BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2	2		
	BA281IU	Thảo luận chuyên đề ngành kế toán	2	2		
	BA285IU	Hệ thống thông tin địa lý	3	3		
Hệ Quản lí Nhà hàng- Khách sạn						
1 (Năm 3) 20 tín chỉ	BA020IU	Đạo đức kinh doanh	3	3		
	BA198IU	Tổng quan ngành Quản trị Khách sạn – Nhà hàng	3	3		
	BA228IU	Quản trị ẩm thực	3	3		
	BA226IU	Kỹ năng lãnh đạo và quản lý trong ngành Quản trị Khách sạn – Nhà hàng	3	3		
	BA206IU	Các vấn đề pháp lý trong ngành Quản trị Khách sạn – Nhà hàng	3	3		
	PE019IU	Tư tưởng Hồ Chí Minh	2	2		
	BA153IU	Thực tập	3		3	
2 (Năm 3) 15 tín chỉ	BA254IU	Quản lý và điều hành bộ phận buồng	3	1	2	
	BA006IU	Giao tiếp trong kinh doanh	3	3		
	BA229IU	Nghiệp vụ phục vụ chuyên nghiệp	3	1	2	
	BA156IU	Quản trị nguồn nhân lực	3	3		
	BA231IU	Quản lý và điều hành bộ phận tiền sảnh	3	1	2	
Hè (Năm 3) 03 tín chỉ	BA255IU	Thực tập chuyên sâu	3		3	
1 (Năm 4) 17 tín chỉ	BA233IU	Quản lý và điều hành khách sạn	3	3		
	BA232IU	Kinh doanh và tiếp thị dịch vụ khách hàng trong ngành quản trị Khách sạn – Nhà hàng	3	3		
	BA161IU	Phương pháp nghiên cứu khoa học	3	3		
	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2	2		
		Tự chọn 01	3	3		
		Tự chọn 02	3	3		

2 (Năm 4) 12 tín chỉ	BA170IU	Luận văn tốt nghiệp	12		12	
Môn tự chọn (chọn 02 môn trong các môn sau đây)						
	BA081IU	Luật kinh doanh	3	3		
	BA154IU	Sáng lập doanh nghiệp	3	3		
	BA207IU	Vệ sinh an toàn thực phẩm trong Khách sạn – Nhà hàng	3	3		
	BA211IU	Tổ chức và quản lý du lịch tàu biển	3	3		
	BA223IU	Quản lý hội nghị và tổ chức sự kiện	3	3		
	BA241IU	Quản lý thiết bị khách sạn	3	3		
	BA242IU	Quản lý chất lượng trong Khách sạn – Nhà hàng	3	3		
	BA243IU	Quản lý dịch vụ khách hàng	3	3		
	BA244IU	Kỹ năng giám sát trong Khách sạn – Nhà hàng	3	3		
	BA245IU	Quản lý doanh thu	3	3		
	BA246IU	Quản lý và phát triển khu nghỉ dưỡng	3	3		
	BA248IU	Kiểm soát chi phí trong dịch vụ ẩm thực	3	3		
	BA257IU	Thảo luận chuyên đề ngành tài chính	2	2		
	BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2	2		
	BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2	2		
	BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2	2		
	BA281IU	Thảo luận chuyên đề ngành kế toán	2	2		
	BA285IU	Hệ thống thông tin địa lý	3	3		

NĂM 1								
NĂM 1	HỌC KÌ 1				HỌC KÌ 2			
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	ENTP01	IE1	17	1	EN007IU	Anh văn chuyên ngành 1	2
	2	ENTP02	IE2	13	2	EN008IU		2
					3	PE015IU	Triết học Mác-Lenin	3
				4	PE008IU	Tư duy lý luận	3	

				5	BA282IU	Thuật toán trong kinh doanh	4	
				6	BA115IU	Quản trị kinh doanh đại cương	3	
				7	BA120IU	Tin học quản lý	3	
				8	PT001IU	Giáo dục thể chất 1	3	
Tổng TC			0	Tổng TC			20	
HỌC KÌ HÈ								
STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
1	EN011IU	Anh văn chuyên ngành 2	2	3	PT002IU	Giáo dục thể chất 2	3	
2	EN012IU		2	4	PE016IU	Kinh tế chính trị Mac-Lenin	2	
Tổng TC							6	
NĂM 2								
NĂM 2	HỌC KÌ 1				HỌC KÌ 2			
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA005IU	Kế toán tài chính	3	1	BA256IU	Thảo luận chuyên đề 1	3
	2	BA123IU	Nguyên lý quản trị	3	2	BA130IU	Hành vi tổ chức	3
	3	PE021IU	Pháp luật đại cương	3	3	BA068IU	Kinh tế quốc tế	3
	4	BA117IU	Kinh tế Vi mô	3	4	BA168IU	Phương pháp định lượng trong kinh doanh	3
	5	BA003IU	Nguyên lý tiếp thị	3	5	BA016IU	Quản trị tài chính	3
	6	BA080IU	Thống kê trong kinh doanh	3	6	BA119IU	Kinh tế vĩ mô	3
	7	PE017IU	Chủ nghĩa xã hội khoa học	2	7	PE018IU	Lịch sử Đảng Cộng sản Việt Nam	2
	Môn tự chọn (chọn 1 trong 2 môn sau đây)				Môn tự chọn (chọn 1 trong 2 môn sau đây)			
	8	BA118IU	Tâm lý học	3	8	PE007IU	Địa lý kinh tế thế giới	3
9	BA197IU	Xã hội học	3	9	PE010IU	Lịch sử và Văn hóa VN	3	
Tổng TC			23	Tổng TC			23	
Tổng TC năm 1 và năm 2			72	Số tín chỉ của môn Giáo dục thể chất 1 và 2 không được tính trong tổng tín chỉ nhưng sinh viên bắt buộc phải hoàn thành 2 môn này				
CHUYÊN NGÀNH: QUẢN TRỊ DOANH NGHIỆP								

NĂM 3									
NĂM 3	HỌC KÌ 1				HỌC KÌ 2				
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
	1	BA020IU	Đạo đức kinh doanh	3	1	BA018IU	Quản trị chất lượng	3	
	2	BA081IU	Luật kinh doanh	3	2	BA006IU	Giao tiếp trong kinh doanh	3	
	3	BA162IU	Quản trị chiến lược	3	3	BA154IU	Sáng lập doanh nghiệp	3	
	4	BA164IU	Quản trị sản xuất	3	4	BA156IU	Quản trị nguồn nhân lực	3	
	5	PE019IU	Tư tưởng Hồ Chí Minh	2	5	BA153IU	Thực tập	3	
	6		Tự chọn 01	3					
	Môn tự chọn (chọn 1 trong 2 môn sau đây)								
	7	BA027IU	Thương mại điện tử	3					
	8	BA169IU	Hệ thống thông tin quản lý	3					
	Tổng TC				20	Tổng TC			15
	HỌC KÌ HÈ								
	STT	MMH	Tên môn học	TC					
1	BA255IU	Thực tập chuyên sâu	3						
Tổng TC			3						
NĂM 4									
NĂM 4	HỌC KÌ 1				HỌC KÌ 2				
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
	1	BA022IU	Quản trị hậu cần và chuỗi cung ứng	3	1	BA170IU	Luận văn tốt nghiệp	12	
	2	BA023IU	Quản trị dự án	3					
	3	BA161IU	Phương pháp nghiên cứu khoa học	3					
	4	BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2					
	5		Tự chọn 02	3					
	6		Tự chọn 03	3					
	Tổng TC								17
MÔN TỰ CHỌN (chọn 03 môn trong các môn sau đây)									
MÔN TỰ CHỌN	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	

	1	BA032IU	Quản lý bán hàng	3	13	<i>Thảo luận chuyên đề (chọn 02 trong 05 thảo luận chuyên đề sau đây)</i>		4
	2	BA038IU	Quản lý dịch vụ khách hàng	3		BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2
	3	BA051IU	Quản trị tài chính quốc tế	3		BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2
	4	BA098IU	Kỹ năng lãnh đạo	3		BA257IU	Thảo luận chuyên đề ngành tài chính	2
	5	BA140IU	Mô phỏng chiến lược kinh doanh	3		BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2
	6	BA150IU	Chuyên đề nghiên cứu	3		BA281IU	Thảo luận chuyên đề ngành kế toán	2
	7	BA151IU	Quản trị kinh doanh quốc tế	3	<i>2 môn Thảo luận chuyên đề các chuyên ngành khác (4 tín chỉ) được tính bằng 1 môn tự chọn (3 tín chỉ)</i>			
	8	BA158IU	Thiết kế và thay đổi tổ chức	3				
	9	BA160IU	Đàm phán và quản trị quan hệ	3				
	10	BA171IU	Quản trị rủi ro	3				
	11	BA176IU	Nhượng quyền thương mại	3				
	12	BA285IU	Hệ thống thông tin địa lý	3				
Tổng TC chuyên ngành Quản trị doanh nghiệp				67	TC			
CHUYÊN NGÀNH: KINH DOANH QUỐC TẾ								
NĂM 3								
NĂM 3	HỌC KÌ 1				HỌC KÌ 2			
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA020IU	Đạo đức kinh doanh	3	1	BA051IU	Quản trị tài chính quốc tế	3
	2	BA081IU	Luật kinh doanh	3	2	BA006IU	Giao tiếp trong kinh doanh	3
	3	BA162IU	Quản trị chiến lược	3	3	BA151IU	Quản trị kinh doanh quốc tế	3
4	BA164IU	Quản trị sản xuất	3	4	BA153IU	Thực tập	3	

5	PE019IU	Tư tưởng Hồ Chí Minh	2	5		Tự chọn 02	3	
6		Tự chọn 01	3					
Môn tự chọn (chọn 1 trong 2 môn sau đây)								
7	BA027IU	Thương mại điện tử	3					
8	BA169IU	Hệ thống thông tin quản lý	3					
Tổng TC			20	Tổng TC			15	
HỌC KÌ HÈ								
STT	MMH	Tên môn học	TC					
1	BA255IU	Thực tập chuyên sâu	3					
Tổng TC			3					
NĂM 4								
HỌC KÌ 1				HỌC KÌ 2				
STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
1	BA084IU	Quản trị xuất nhập khẩu	3	1	BA170IU	Luận văn tốt nghiệp	12	
2	BA145IU	Quản trị tiếp thị quốc tế	3					
3	BA161IU	Phương pháp nghiên cứu khoa học	3					
4	BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2					
5		Tự chọn 03	3					
6		Tự chọn 04	3					
Tổng TC			17					Tổng TC
MÔN TỰ CHỌN (chọn 04 môn trong các môn sau đây)								
MÔN TỰ CHỌN	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA054IU	Quản trị tài chính doanh nghiệp	3	16	<i>Thảo luận chuyên đề (chọn 02 trong 05 thảo luận chuyên đề sau đây)</i>		4
	2	BA082IU	Quản trị thương hiệu	3		BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2
	3	BA099IU	Quản trị chiến lược toàn cầu	3		BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2

	4	BA098IU	Kỹ năng lãnh đạo	3		BA257IU	Thảo luận chuyên đề ngành tài chính	2
	5	BA140IU	Mô phỏng chiến lược kinh doanh	3		BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2
	6	BA150IU	Chuyên đề nghiên cứu	3		BA281IU	Thảo luận chuyên đề ngành kế toán	2
	7	BA152IU	Luật kinh doanh quốc tế	3	<i>2 môn Thảo luận chuyên đề các chuyên ngành khác (4 tín chỉ) được tính bằng 1 môn tự chọn (3 tín chỉ)</i>			
	8	BA213IU	Quản trị doanh nghiệp	3				
	9	BA160IU	Đàm phán và quản trị quan hệ	3				
	10	BA171IU	Quản trị rủi ro	3				
	11	BA154IU	Sáng lập doanh nghiệp	3				
	12	BA155IU	Quản trị đa văn hóa	3				
	13	BA156IU	Quản trị nguồn nhân lực	3				
	14	BA176IU	Nhượng quyền thương mại	3				
	15	BA285IU	Hệ thống thông tin địa lý	3				
Tổng TC chuyên ngành Kinh doanh quốc tế								
CHUYÊN NGÀNH: TIẾP THỊ								
NĂM 3								
NĂM 3	HỌC KÌ 1				HỌC KÌ 2			
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA020IU	Đạo đức kinh doanh	3	1	BA035IU	Nghiên cứu tiếp thị	3
	2	BA081IU	Luật kinh doanh	3	2	BA006IU	Giao tiếp trong kinh doanh	3
	3	BA162IU	Quản trị chiến lược	3	3	BA083IU	Hành vi khách hàng	3
	4	BA164IU	Quản trị sản xuất	3	4	BA153IU	Thực tập	3
	5	PE019IU	Tư tưởng Hồ Chí Minh	2	5		Tự chọn 02	3
	6		Tự chọn 01	3				
	Môn tự chọn (chọn 1 trong 2 môn sau đây)							
7	BA027IU	Thương mại điện tử	3					

	8	BA169IU	Hệ thống thông tin quản lý	3				
Tổng TC				20	Tổng TC			15
HỌC KÌ HÈ								
	STT	MMH	Tên môn học	TC				
	1	BA255IU	Thực tập chuyên sâu	3				
Total credits				3				
NĂM 4								
	HỌC KÌ 1				HỌC KÌ 2			
NĂM 4	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA142IU	Chiến lược tiếp thị	3	1	BA170IU	Luận văn tốt nghiệp	12
	2	BA145IU	Quản trị tiếp thị quốc tế	3				
	3	BA161IU	Phương pháp nghiên cứu khoa học	3				
	4	BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2				
	5		Tự chọn 03	3				
	6		Tự chọn 04	3				
	Tổng TC							
MÔN TỰ CHỌN (chọn 04 môn trong các môn sau đây)								
MÔN TỰ CHỌN	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA032IU	Quản lý bán hàng	3	<i>Thảo luận chuyên đề (chọn 02 trong 05 thảo luận chuyên đề sau đây)</i>			
	2	BA023IU	Quản trị dự án	3	15	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2
	3	BA045IU	Tiếp thị giữa các doanh nghiệp	3		BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2
	4	BA082IU	Quản trị thương hiệu	3		BA257IU	Thảo luận chuyên đề ngành tài chính	2
	5	BA140IU	Mô phỏng chiến lược kinh doanh	3		BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2
	6	BA150IU	Chuyên đề Nghiên cứu khoa học	3		BA281IU	Thảo luận chuyên đề ngành kế toán	2

	7	BA094IU	Quảng cáo và quan hệ công chúng	3	<i>2 môn Thảo luận chuyên đề các chuyên ngành khác (4 tín chỉ) được tính bằng 1 môn tự chọn (3 tín chỉ)</i>				
	8	BA146IU	Quản trị bán lẻ	3					
	9	BA148IU	Tiếp thị kỹ thuật số	3					
	10	BA149IU	Lập kế hoạch sản phẩm mới	3					
	11	BA176IU	Nhượng quyền thương mại	3					
	12	BA182IU	Quản trị quan hệ khách hàng	3					
	13	BA183IU	Kênh tiếp thị	3					
	14	BA285IU	Hệ thống thông tin địa lý	3					
Tổng TC chuyên ngành Tiếp thị				67 TC					
CHUYÊN NGÀNH: QUẢN LÝ NHÀ HÀNG- KHÁCH SẠN									
NĂM 3									
NĂM 3	HỌC KÌ 1				HỌC KÌ 2				
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
	1	BA020IU	Đạo đức kinh doanh	3	1	BA254IU	Quản lý và điều hành bộ phận buồng	3	
	2	BA198IU	Tổng quan ngành Quản trị Khách sạn – Nhà hàng	3	2	BA006IU	Giao tiếp trong kinh doanh	3	
	3	BA228IU	Quản trị ẩm thực	3	3	BA229IU	Nghiệp vụ phục vụ chuyên nghiệp	3	
	4	BA226IU	Kỹ năng lãnh đạo và quản lý trong ngành Quản trị Khách sạn – Nhà hàng	3	4	BA156IU	Quản trị nguồn nhân lực	3	
	5	BA206IU	Các vấn đề pháp lý trong ngành Quản trị Khách sạn – Nhà hàng	3	5	BA231IU	Quản lý và điều hành bộ phận tiền sảnh	3	
	6	PE019IU	Tư tưởng Hồ Chí Minh	2					
	7	BA153IU	Thực tập	3					
	Tổng TC				20	Tổng TC			15
	HỌC KÌ HÈ								
STT	MMH	Tên môn học	TC						
1	BA255IU	Thực tập chuyên sâu	3						
Tổng TC			3						

NĂM 4								
NĂM 4	HỌC KÌ 1				HỌC KÌ 2			
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA233IU	Quản lý và điều hành khách sạn	3	1	BA170IU	Luận văn tốt nghiệp	12
	2	BA232IU	Kinh doanh và tiếp thị dịch vụ khách hàng trong ngành quản trị Khách sạn – Nhà hàng	3				
	3	BA161IU	Phương pháp nghiên cứu khoa học	3				
	4	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2				
	5		Tự chọn 01	3				
	6		Tự chọn 02	3				
Tổng TC				17				
MÔN TỰ CHỌN (chọn 02 môn trong các môn sau đây)								
MÔN TỰ CHỌN	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA081IU	Luật kinh doanh	3	14	<i>Thảo luận chuyên đề (chọn 02 trong 05 thảo luận chuyên đề sau đây)</i>		4
	2	BA154IU	Sáng lập doanh nghiệp	3		BA257IU	Thảo luận chuyên đề ngành tài chính	2
	3	BA207IU	Vệ sinh an toàn thực phẩm trong Khách sạn – Nhà hàng	3		BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2
	4	BA211IU	Tổ chức và quản lý du lịch tàu biển	3		BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2
	5	BA223IU	Quản lý hội nghị và tổ chức sự kiện	3		BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2
	6	BA241IU	Quản lý thiết bị khách sạn	3		BA281IU	Thảo luận chuyên đề ngành kế toán	2
	7	BA242IU	Quản lý chất lượng trong Khách sạn – Nhà hàng	3		<i>2 môn Thảo luận chuyên đề các chuyên ngành khác (4 tín chỉ) được tính bằng 1 môn tự chọn (3 tín chỉ)</i>		
	8	BA243IU	Quản lý dịch vụ khách hàng	3				

	9	BA244IU	Kỹ năng giám sát trong Khách sạn – Nhà hàng	3
	10	BA245IU	Quản lý doanh thu	3
	11	BA246IU	Quản lý và phát triển khu nghỉ dưỡng	3
	12	BA248IU	Kiểm soát chi phí trong dịch vụ ẩm thực	3
	13	BA285IU	Hệ thống thông tin địa lý	3
Tổng TC chuyên ngành Quản lý Nhà hàng-Khách sạn				67 TC

10.4 Trình độ IE0

Bảng 9. Kế hoạch giảng dạy đối với người học đạt trình độ IE0

Học kỳ	MMH	Tên môn học	Tín chỉ			
			Tổng cộng	Lý thuyết	Thực hành / Thí nghiệm	Khác (nếu có)
1 (Năm 1) 0 tín chỉ	ENTP00	IE0	17	17		
	ENTP01	IE1	17	17		
	ENTP02	IE2	13	13		
2 (Năm 1) 03 tín chỉ	Sinh viên phải hoàn thành IE0, IE1 và IE2 để tiếp tục đăng kí các môn dưới đây					
	PE015IU	Triết học Mác-Lenin	3	3		
	PT001IU	Giáo dục thể chất 1	3		3	
Hè (Năm 1) 6 tín chỉ	EN007IU EN008IU	Anh văn chuyên ngành 1	4	4		
	PE016IU	Kinh tế chính trị Mac-Lenin	2	2		
	PT002IU	Giáo dục thể chất 2	3		3	
1 (Năm 2) 18 tín chỉ	EN011IU EN012IU	Anh văn chuyên ngành 2	4	4		
	BA115IU	Quản trị kinh doanh đại cương	3	3		
	BA117IU	Kinh tế Vi mô	3	3		
	BA120IU	Tin học quản lý	3	3		
	BA005IU	Kế toán tài chính	3	3		
	PE017IU	Chủ nghĩa xã hội khoa học	2	2		
2 (Năm 2) 15 tín chỉ	BA282IU	Thuật toán trong kinh doanh	4	4		
	BA119IU	Kinh tế vĩ mô	3	3		

	BA123IU	Nguyên lý quản trị	3	3		
	PE008IU	Tư duy lý luận	3	3		
	PE018IU	Lịch sử Đảng Cộng sản Việt Nam	2	2		
1 (Năm 3) 14 tín chỉ	BA003IU	Nguyên lý tiếp thị	3	3		
	BA080IU	Thống kê trong kinh doanh	3	3		
	PE021IU	Pháp luật đại cương	3	3		
	PE019IU	Tư tưởng Hồ Chí Minh	2	2		
	Môn tự chọn (chọn 1 trong 2)		3	3		
	BA197IU	Xã hội học	3	3		
	BA118IU	Tâm lý học	3	3		
2 (Năm 3) 18 tín chỉ	BA256IU	Thảo luận chuyên đề 1	3	3		
	BA130IU	Hành vi tổ chức	3	3		
	BA068IU	Kinh tế quốc tế	3	3		
	BA168IU	Phương pháp định lượng trong kinh doanh	3	3		
	BA016IU	Quản trị tài chính	3	3		
	Môn tự chọn (chọn 1 trong 2)		3	3		
	PE010IU	Lịch sử và Văn hóa VN	3	3		
	PE007IU	Địa lý kinh tế thế giới	3	3		
Hệ Quản trị doanh nghiệp						
1 (Năm 4) 18 tín chỉ	BA020IU	Đạo đức kinh doanh	3	3		
	BA081IU	Luật kinh doanh	3	3		
	BA162IU	Quản trị chiến lược	3	3		
	BA164IU	Quản trị sản xuất	3	3		
		Tự chọn 01	3	3		
	Môn tự chọn (chọn 1 trong 2)		3	3		
	BA027IU	Thương mại điện tử	3	3		
	BA169IU	Hệ thống thông tin quản lý	3	3		
2 (Năm 4) 15 tín chỉ	BA018IU	Quản trị chất lượng	3	3		
	BA006IU	Giao tiếp trong kinh doanh	3	3		
	BA154IU	Sáng lập doanh nghiệp	3	3		
	BA156IU	Quản trị nguồn nhân lực	3	3		
	BA153IU	Thực tập	3		3	
Hè (Năm 4) 03 tín chỉ	BA255IU	Thực tập chuyên sâu	3		3	
	BA022IU	Quản trị hậu cần và chuỗi cung ứng	3			
	BA023IU	Quản trị dự án	3			

1 (Năm 5) 17 tín chỉ	BA161IU	Phương pháp nghiên cứu khoa học	3			
	BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2			
		Tự chọn 02	3			
		Tự chọn 03	3			
2 (Năm 5) 12 tín chỉ	BA170IU	Luận văn tốt nghiệp	12		12	
Môn tự chọn (chọn 03 môn trong các môn sau đây)						
	BA032IU	Quản lý bán hàng	3	3		
	BA038IU	Quản lý dịch vụ khách hàng	3	3		
	BA051IU	Quản trị tài chính quốc tế	3	3		
	BA098IU	Kỹ năng lãnh đạo	3	3		
	BA140IU	Mô phỏng chiến lược kinh doanh	3	3		
	BA150IU	Chuyên đề nghiên cứu	3	3		
	BA151IU	Quản trị kinh doanh quốc tế	3	3		
	BA158IU	Thiết kế và thay đổi tổ chức	3	3		
	BA160IU	Đàm phán và quản trị quan hệ	3	3		
	BA171IU	Quản trị rủi ro	3	3		
	BA176IU	Nhượng quyền thương mại	3	3		
	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2	2		
	BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2	2		
	BA257IU	Thảo luận chuyên đề ngành tài chính	2	2		
	BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2	2		
	BA281IU	Thảo luận chuyên đề ngành kế toán	2	2		
	BA285IU	Hệ thống thông tin địa lý	3	3		
Hệ Kinh doanh quốc tế						
1 (Năm 4) 18 tín chỉ	BA020IU	Đạo đức kinh doanh	3	3		
	BA081IU	Luật kinh doanh	3	3		
	BA162IU	Quản trị chiến lược	3	3		
	BA164IU	Quản trị sản xuất	3	3		
		Tự chọn 01	3	3		
	Môn tự chọn (chọn 1 trong 2)		3	3		
	BA027IU	Thương mại điện tử	3	3		
	BA169IU	Hệ thống thông tin quản lý	3	3		
	BA051IU	Quản trị tài chính quốc tế	3	3		

2 (Năm 4) 15 tín chỉ	BA006IU	Giao tiếp trong kinh doanh	3	3		
	BA151IU	Quản trị kinh doanh quốc tế	3	3		
	BA153IU	Thực tập	3		3	
		Tự chọn 02	3	3		
Hè (Năm 4) 03 tín chỉ	BA255IU	Thực tập chuyên sâu	3		3	
1 (Năm 5) 17 tín chỉ	BA084IU	Quản trị xuất nhập khẩu	3	3		
	BA145IU	Quản trị tiếp thị quốc tế	3	3		
	BA161IU	Phương pháp nghiên cứu khoa học	3	3		
	BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2	2		
		Tự chọn 03	3	3		
		Tự chọn 04	3	3		
2 (Năm 5) 12 tín chỉ	BA170IU	Luận văn tốt nghiệp	12		12	
Môn tự chọn (chọn 04 môn trong các môn sau đây)						
	BA054IU	Quản trị tài chính doanh nghiệp	3	3		
	BA082IU	Quản trị thương hiệu	3	3		
	BA099IU	Quản trị chiến lược toàn cầu	3	3		
	BA098IU	Kỹ năng lãnh đạo	3	3		
	BA140IU	Mô phỏng chiến lược kinh doanh	3	3		
	BA150IU	Chuyên đề nghiên cứu	3	3		
	BA152IU	Luật kinh doanh quốc tế	3	3		
	BA213IU	Quản trị doanh nghiệp	3	3		
	BA160IU	Đàm phán và quản trị quan hệ	3	3		
	BA171IU	Quản trị rủi ro	3	3		
	BA176IU	Nhượng quyền thương mại	3	3		
	BA154IU	Sáng lập doanh nghiệp	3	3		
	BA155IU	Quản trị đa văn hóa	3	3		
	BA156IU	Quản trị nguồn nhân lực	3	3		
	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2	2		
	BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2	2		
	BA257IU	Thảo luận chuyên đề ngành tài chính	2	2		
	BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2	2		
	BA281IU	Thảo luận chuyên đề ngành kế toán	2	2		
	BA285IU	Hệ thống thông tin địa lý	3	3		

Hệ Tiếp thị						
1 (Năm 4) 18 tín chỉ	BA020IU	Đạo đức kinh doanh	3	3		
	BA081IU	Luật kinh doanh	3	3		
	BA162IU	Quản trị chiến lược	3	3		
	BA164IU	Quản trị sản xuất	3	3		
		Tự chọn 01	3	3		
	Môn tự chọn (chọn 1 trong 2)		3	3		
	BA027IU	Thương mại điện tử	3	3		
	BA169IU	Hệ thống thông tin quản lý	3	3		
2 (Năm 4) 15 tín chỉ	BA035IU	Nghiên cứu tiếp thị	3	3		
		Giao tiếp trong kinh doanh	3	3		
	BA083IU	Hành vi khách hàng	3	3		
	BA153IU	Thực tập	3		3	
		Tự chọn 02	3	3		
Hè (Năm 4) 03 tín chỉ	BA255IU	Thực tập chuyên sâu	3		3	
1 (Năm 5) 17 tín chỉ	BA142IU	Chiến lược tiếp thị	3	3		
	BA145IU	Quản trị tiếp thị quốc tế	3	3		
	BA161IU	Phương pháp nghiên cứu khoa học	3	3		
	BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2	2		
		Tự chọn 03	3	3		
		Tự chọn 04	3	3		
2 (Năm 5) 12 tín chỉ	BA170IU	Luận văn tốt nghiệp	12		12	
Môn tự chọn (chọn 04 môn trong các môn sau đây)						
	BA032IU	Quản lý bán hàng	3	3		
	BA082IU	Quản trị thương hiệu	3	3		
	BA140IU	Mô phỏng chiến lược kinh doanh	3	3		
	BA094IU	Quảng cáo và quan hệ công chúng	3	3		
	BA045IU	Tiếp thị giữa các doanh nghiệp	3	3		
	BA146IU	Quản trị bán lẻ	3	3		
	BA182IU	Quản trị quan hệ khách hàng	3	3		
	BA176IU	Nhượng quyền thương mại	3	3		
	BA023IU	Quản trị dự án	3	3		
	BA183IU	Kênh tiếp thị	3	3		
	BA149IU	Lập kế hoạch sản phẩm mới	3	3		
	BA148IU	Tiếp thị kỹ thuật số	3	3		

	BA150IU	Chuyên đề Nghiên cứu khoa học	3	3		
	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2	2		
	BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2	2		
	BA257IU	Thảo luận chuyên đề ngành tài chính	2	2		
	BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2	2		
	BA281IU	Thảo luận chuyên đề ngành kế toán	2	2		
	BA285IU	Hệ thống thông tin địa lý	3	3		
Hệ Quản lý Nhà hàng- Khách sạn						
1 (Năm 4) 18 tín chỉ	BA020IU	Đạo đức kinh doanh	3	3		
	BA198IU	Tổng quan ngành Quản trị Khách sạn – Nhà hàng	3	3		
	BA228IU	Quản trị ẩm thực	3	3		
	BA226IU	Kỹ năng lãnh đạo và quản lý trong ngành Quản trị Khách sạn – Nhà hàng	3	3		
	BA206IU	Các vấn đề pháp lý trong ngành Quản trị Khách sạn – Nhà hàng	3	3		
	BA153IU	Thực tập	3		3	
2 (Năm 4) 15 tín chỉ	BA254IU	Quản lý và điều hành bộ phận buồng	3	1	2	
	BA006IU	Giao tiếp trong kinh doanh	3	3		
	BA229IU	Nghiệp vụ phục vụ chuyên nghiệp	3	1	2	
	BA156IU	Quản trị nguồn nhân lực	3	3		
	BA231IU	Quản lý và điều hành bộ phận tiền sảnh	3	1	2	
Hè (Năm 4) 03 tín chỉ	BA255IU	Thực tập chuyên sâu	3		3	
1 (Năm 5) 17 tín chỉ	BA233IU	Quản lý và điều hành khách sạn	3	3		
	BA232IU	Kinh doanh và tiếp thị dịch vụ khách hàng trong ngành quản trị Khách sạn – Nhà hàng	3	3		
	BA161IU	Phương pháp nghiên cứu khoa học	3	3		
	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2	2		
		Tự chọn 01	3	3		
		Tự chọn 02	3	3		
2 (Năm 5) 12 tín chỉ	BA170IU	Luận văn tốt nghiệp	12		12	

Môn tự chọn (chọn 02 môn trong các môn sau đây)					
BA241IU	Quản lý thiết bị khách sạn	3	3		
BA242IU	Quản lý chất lượng trong Khách sạn – Nhà hàng	3	3		
BA207IU	Vệ sinh an toàn thực phẩm trong Khách sạn – Nhà hàng	3	3		
BA243IU	Quản lý dịch vụ khách hàng	3	3		
BA244IU	Kỹ năng giám sát trong Khách sạn – Nhà hàng	3	3		
BA245IU	Quản lý doanh thu	3	3		
BA211IU	Tổ chức và quản lý du lịch tàu biển	3	3		
BA246IU	Quản lý và phát triển khu nghỉ dưỡng	3	3		
BA223IU	Quản lý hội nghị và tổ chức sự kiện	3	3		
BA248IU	Kiểm soát chi phí trong dịch vụ ẩm thực	3	3		
BA154IU	Sáng lập doanh nghiệp	3	3		
BA081IU	Luật kinh doanh	3	3		
BA257IU	Thảo luận chuyên đề ngành tài chính	2	2		
BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2	2		
BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2	2		
BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2	2		
BA281IU	Thảo luận chuyên đề ngành kế toán	2	2		
BA285IU	Hệ thống thông tin địa lý	3	3		

NĂM 1								
	HỌC KÌ 1				HỌC KÌ 2			
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
NĂM 1	1	ENTP00	IE0	17	1	ENTP02	IE2	13
	2	ENTP01	IE1	17	Sinh viên phải hoàn thành IE0, IE1 và IE2 để tiếp tục đăng kí các môn dưới đây			
					2	PE015IU	Triết học Mác-Lenin	3
					3	PT001IU	Giáo dục thể chất 1	3
	Tổng TC				0	Tổng TC		
HỌC KÌ HÈ								

STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
1	EN007IU	Anh văn chuyên ngành 1	2	3	PT002IU	Giáo dục thể chất 2	3	
2	EN008IU		2	4	PE016IU	Kinh tế chính trị Mac-Lenin	2	
Tổng TC			6					
NĂM 2								
NĂM 2	HỌC KÌ 1				HỌC KÌ 2			
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	EN011IU	Anh văn chuyên ngành 2	2	1	BA282IU	Thuật toán trong kinh doanh	4
	2	EN012IU		2	2	BA119IU	Kinh tế vĩ mô	3
	3	BA117IU	Kinh tế Vi mô	3	3	BA123IU	Nguyên lý quản trị	3
	4	BA115IU	Quản trị kinh doanh đại cương	3	4	PE008IU	Tư duy lý luận	3
	5	BA120IU	Tin học quản lý	3	5	PE018IU	Lịch sử Đảng Cộng sản Việt Nam	2
	6	BA005IU	Kế toán tài chính	3				
	7	PE017IU	Chủ nghĩa xã hội khoa học	2				
	Tổng TC			18	Tổng TC			15
NĂM 3								
HỌC KÌ 1				HỌC KÌ 2				
STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
1	BA003IU	Nguyên lý tiếp thị	3	1	BA256IU	Thảo luận chuyên đề 1	3	
2	BA080IU	Thống kê trong kinh doanh	3	2	BA130IU	Hành vi tổ chức	3	
3	PE021IU	Pháp luật đại cương	3	3	BA068IU	Kinh tế quốc tế	3	
4	PE019IU	Tư tưởng Hồ Chí Minh	2	4	BA168IU	Phương pháp định lượng trong kinh doanh	3	
Môn tự chọn (chọn 1 trong 2 môn sau đây)				5	BA016IU	Quản trị tài chính	3	
5	BA118IU	Tâm lý học	3	Môn tự chọn (chọn 1 trong 2 môn sau đây)				
6	BA197IU	Xã hội học	3	6	PE007IU	Địa lý kinh tế thế giới	3	

				7	PE010IU	Lịch sử và Văn hóa VN	3		
	Tổng TC		14	Tổng TC			18		
	Tổng TC năm 1, 2 và năm 3		74	Số tín chỉ của môn IE0, IE1, IE2, Giáo dục thể chất 1 và 2 không được tính trong tổng tín chỉ nhưng sinh viên bắt buộc phải hoàn thành 2 môn này					
CHUYÊN NGÀNH: QUẢN TRỊ DOANH NGHIỆP									
NĂM 4									
NĂM 4	HỌC KÌ 1				HỌC KÌ 2				
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
	1	BA020IU	Đạo đức kinh doanh	3	1	BA018IU	Quản trị chất lượng	3	
	2	BA081IU	Luật kinh doanh	3	2	BA006IU	Giao tiếp trong kinh doanh	3	
	3	BA162IU	Quản trị chiến lược	3	3	BA154IU	Sáng lập doanh nghiệp	3	
	4	BA164IU	Quản trị sản xuất	3	4	BA156IU	Quản trị nguồn nhân lực	3	
	5		Tự chọn 01	3	5	BA153IU	Thực tập	3	
	Môn tự chọn (chọn 1 trong 2 môn sau đây)								
	6	BA027IU	Thương mại điện tử	3					
	7	BA169IU	Hệ thống thông tin quản lý	3					
	Tổng TC				18	Tổng TC			15
	HỌC KÌ HÈ								
	STT	MMH	Tên môn học	TC					
1	BA255IU	Thực tập chuyên sâu	3						
Tổng TC			3						
NĂM 5									
NĂM 5	HỌC KÌ 1				HỌC KÌ 2				
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
	1	BA022IU	Quản trị hậu cần và chuỗi cung ứng	3	1	BA170IU	Luận văn tốt nghiệp	12	
	2	BA023IU	Quản trị dự án	3					
3	BA161IU	Phương pháp nghiên cứu khoa học	3						

	4	BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2					
	5		Tự chọn 02	3					
	6		Tự chọn 03	3					
	Tổng TC			17	Tổng TC			12	
MÔN TỰ CHỌN (chọn 03 môn trong các môn sau đây)									
MÔN TỰ CHỌN	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
	1	BA032IU	Quản lý bán hàng	3	13	<i>Thảo luận chuyên đề (chọn 02 trong 05 thảo luận chuyên đề sau đây)</i>		4	
	2	BA038IU	Quản lý dịch vụ khách hàng	3		BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2	
	3	BA051IU	Quản trị tài chính quốc tế	3		BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2	
	4	BA098IU	Kỹ năng lãnh đạo	3		BA257IU	Thảo luận chuyên đề ngành tài chính	2	
	5	BA140IU	Mô phỏng chiến lược kinh doanh	3		BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2	
	6	BA150IU	Chuyên đề nghiên cứu cứu	3		BA281IU	Thảo luận chuyên đề ngành kế toán	2	
	7	BA151IU	Quản trị kinh doanh quốc tế	3		<i>2 môn Thảo luận chuyên đề các chuyên ngành khác (4 tín chỉ) được tính bằng 1 môn tự chọn (3 tín chỉ)</i>			
	8	BA158IU	Thiết kế và thay đổi tổ chức	3					
	9	BA160IU	Đàm phán và quản trị quan hệ	3					
	10	BA171IU	Quản trị rủi ro	3					
	11	BA176IU	Nhượng quyền thương mại	3					
	12	BA285IU	Hệ thống thông tin địa lý	3					
Tổng TC chuyên ngành Quản trị doanh nghiệp				65	TC				
CHUYÊN NGÀNH: KINH DOANH QUỐC TẾ									

NĂM 4									
NĂM 4	HỌC KÌ 1				HỌC KÌ 2				
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
	1	BA020IU	Đạo đức kinh doanh	3	1	BA051IU	Quản trị tài chính quốc tế	3	
	2	BA081IU	Luật kinh doanh	3	2	BA006IU	Giao tiếp trong kinh doanh	3	
	3	BA162IU	Quản trị chiến lược	3	3	BA151IU	Quản trị kinh doanh quốc tế	3	
	4	BA164IU	Quản trị sản xuất	3	4	BA153IU	Thực tập	3	
	5		Tự chọn 01	3	5		Tự chọn 02	3	
	Môn tự chọn (chọn 1 trong 2 môn sau đây)								
	6	BA027IU	Thương mại điện tử	3					
	7	BA169IU	Hệ thống thông tin quản lý	3					
	Tổng TC				18	Tổng TC			15
	HỌC KÌ HÈ								
	STT	MMH	Tên môn học	TC					
	1	BA255IU	Thực tập chuyên sâu	3					
Tổng TC			3						
NĂM 5									
	HỌC KÌ 1				HỌC KÌ 2				
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
	1	BA084IU	Quản trị xuất nhập khẩu	3	1	BA170IU	Luận văn tốt nghiệp	12	
	2	BA145IU	Quản trị tiếp thị quốc tế	3					
	3	BA161IU	Phương pháp nghiên cứu khoa học	3					
	4	BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2					
	5		Tự chọn 03	3					
	6		Tự chọn 04	3					
	Tổng TC				17	Tổng TC			12
	MÔN TỰ CHỌN (chọn 04 môn trong các môn sau đây)								
MÔN TỰ	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	

	1	BA054IU	Quản trị tài chính doanh nghiệp	3	16	Thảo luận chuyên đề (chọn 02 trong 05 thảo luận chuyên đề sau đây)		4
	2	BA082IU	Quản trị thương hiệu	3		BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2
	3	BA099IU	Quản trị chiến lược toàn cầu	3		BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2
	4	BA098IU	Kỹ năng lãnh đạo	3		BA257IU	Thảo luận chuyên đề ngành tài chính	2
	5	BA140IU	Mô phỏng chiến lược kinh doanh	3		BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2
	6	BA150IU	Chuyên đề nghiên cứu	3		BA281IU	Thảo luận chuyên đề ngành kế toán	2
	7	BA152IU	Luật kinh doanh quốc tế	3	2 môn Thảo luận chuyên đề các chuyên ngành khác (4 tín chỉ) được tính bằng 1 môn tự chọn (3 tín chỉ)			
	8	BA213IU	Quản trị doanh nghiệp	3				
	9	BA160IU	Đàm phán và quản trị quan hệ	3				
	10	BA171IU	Quản trị rủi ro	3				
	11	BA154IU	Sáng lập doanh nghiệp	3				
	12	BA155IU	Quản trị đa văn hóa	3				
	13	BA156IU	Quản trị nguồn nhân lực	3				
	14	BA176IU	Nhượng quyền thương mại	3				
	15	BA285IU	Hệ thống thông tin địa lý	3				
Tổng TC chuyên ngành Kinh doanh quốc tế				65	TC			
CHUYÊN NGÀNH: TIẾP THỊ								
NĂM 4								
NĂM 4	HỌC KÌ 1				HỌC KÌ 2			
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC

	1	BA020IU	Đạo đức kinh doanh	3	1	BA035IU	Nghiên cứu tiếp thị	3
	2	BA081IU	Luật kinh doanh	3	2	BA006IU	Giao tiếp trong kinh doanh	3
	3	BA162IU	Quản trị chiến lược	3	3	BA083IU	Hành vi khách hàng	3
	4	BA164IU	Quản trị sản xuất	3	4	BA153IU	Thực tập	3
	5		Tự chọn 01	3	5		Tự chọn 02	3
Môn tự chọn (chọn 1 trong 2 môn sau đây)								
	6	BA027IU	Thương mại điện tử	3				
	7	BA169IU	Hệ thống thông tin quản lý	3				
Tổng TC				18	Tổng TC			15
HỌC KÌ HÈ								
	STT	MMH	Tên môn học	TC				
	1	BA255IU	Thực tập chuyên sâu	3				
Total credits				3				
NĂM 5								
HỌC KÌ 1				HỌC KÌ 2				
NĂM 5	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA142IU	Chiến lược tiếp thị	3	1	BA170IU	Luận văn tốt nghiệp	12
	2	BA145IU	Quản trị tiếp thị quốc tế	3				
	3	BA161IU	Phương pháp nghiên cứu khoa học	3				
	4	BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2				
	5		Tự chọn 03	3				
	6		Tự chọn 04	3				
	Tổng TC				17	Tổng TC		
MÔN TỰ CHỌN (chọn 04 môn trong các môn sau đây)								
MÔN TỰ CHỌN	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA032IU	Quản lý bán hàng	3	<i>Thảo luận chuyên đề (chọn 02 trong 05 thảo luận chuyên đề sau đây)</i>			
	2	BA023IU	Quản trị dự án	3	15	BA272IU	Thảo luận chuyên đề về ngành Quản trị	2

						Khách sạn - Nhà hàng		
3	BA045IU	Tiếp thị giữa các doanh nghiệp	3		BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2	
4	BA082IU	Quản trị thương hiệu	3		BA257IU	Thảo luận chuyên đề ngành tài chính	2	
5	BA140IU	Mô phỏng chiến lược kinh doanh	3		BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2	
6	BA150IU	Chuyên đề Nghiên cứu khoa học	3		BA281IU	Thảo luận chuyên đề ngành kế toán	2	
7	BA094IU	Quảng cáo và quan hệ công chúng	3	<i>2 môn Thảo luận chuyên đề các chuyên ngành khác (4 tín chỉ) được tính bằng 1 môn tự chọn (3 tín chỉ)</i>				
8	BA146IU	Quản trị bán lẻ	3					
9	BA148IU	Tiếp thị kỹ thuật số	3					
10	BA149IU	Lập kế hoạch sản phẩm mới	3					
11	BA176IU	Nhượng quyền thương mại	3					
12	BA182IU	Quản trị quan hệ khách hàng	3					
13	BA183IU	Kênh tiếp thị	3					
14	BA285IU	Hệ thống thông tin địa lý	3					
Tổng TC chuyên ngành Tiếp thị			65 TC					
CHUYÊN NGÀNH: QUẢN LÝ NHÀ HÀNG- KHÁCH SẠN								
NĂM 4								
NĂM 4	HỌC KÌ 1				HỌC KÌ 2			
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC
	1	BA020IU	Đạo đức kinh doanh	3	1	BA254IU	Quản lý và điều hành bộ phận buồng	3
	2	BA198IU	Tổng quan ngành Quản trị Khách sạn – Nhà hàng	3	2	BA006IU	Giao tiếp trong kinh doanh	3

	3	BA228IU	Quản trị ẩm thực	3	3	BA229IU	Nghiệp vụ phục vụ chuyên nghiệp	3	
	4	BA226IU	Kỹ năng lãnh đạo và quản lý trong ngành Quản trị Khách sạn – Nhà hàng	3	4	BA156IU	Quản trị nguồn nhân lực	3	
	5	BA206IU	Các vấn đề pháp lý trong ngành Quản trị Khách sạn – Nhà hàng	3	5	BA231IU	Quản lý và điều hành bộ phận tiền sảnh	3	
	6	BA153IU	Thực tập	3					
Tổng TC				18	Tổng TC			15	
HỌC KÌ HÈ									
	STT	MMH	Tên môn học	TC					
	1	BA255IU	Thực tập chuyên sâu	3					
Tổng TC				3					
NĂM 5									
NĂM 5	HỌC KÌ 1				HỌC KÌ 2				
	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	
	1	BA233IU	Quản lý và điều hành khách sạn	3	1	BA170IU	Luận văn tốt nghiệp	12	
	2	BA232IU	Kinh doanh và tiếp thị dịch vụ khách hàng trong ngành quản trị Khách sạn – Nhà hàng	3					
	3	BA161IU	Phương pháp nghiên cứu khoa học	3					
	4	BA272IU	Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng	2					
	5		Tự chọn 01	3					
	6		Tự chọn 02	3					
	Tổng TC				17	Tổng TC			12
	MÔN TỰ CHỌN (chọn 02 môn trong các môn sau đây)								
M	STT	MMH	Tên môn học	TC	STT	MMH	Tên môn học	TC	

1	BA081IU	Luật kinh doanh	3	14	Thảo luận chuyên đề (chọn 02 trong 05 thảo luận chuyên đề sau đây)		4
2	BA154IU	Sáng lập doanh nghiệp	3		BA257IU	Thảo luận chuyên đề ngành tài chính	2
3	BA207IU	Vệ sinh an toàn thực phẩm trong Khách sạn – Nhà hàng	3		BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp	2
4	BA211IU	Tổ chức và quản lý du lịch tàu biển	3		BA273IU	Thảo luận chuyên đề kinh doanh quốc tế	2
5	BA223IU	Quản lý hội nghị và tổ chức sự kiện	3		BA275IU	Thảo luận chuyên đề về ngành tiếp thị	2
6	BA241IU	Quản lý thiết bị khách sạn	3		BA281IU	Thảo luận chuyên đề ngành kế toán	2
7	BA242IU	Quản lý chất lượng trong Khách sạn – Nhà hàng	3	2 môn Thảo luận chuyên đề các chuyên ngành khác (4 tín chỉ) được tính bằng 1 môn tự chọn (3 tín chỉ)			
8	BA243IU	Quản lý dịch vụ khách hàng	3				
9	BA244IU	Kỹ năng giám sát trong Khách sạn – Nhà hàng	3				
10	BA245IU	Quản lý doanh thu	3				
11	BA246IU	Quản lý và phát triển khu nghỉ dưỡng	3				
12	BA248IU	Kiểm soát chi phí trong dịch vụ ẩm thực	3				
13	BA285IU	Hệ thống thông tin địa lý	3				
Tổng TC chuyên ngành Quản lý Nhà hàng-Khách sạn			65	TC			

11. Ma trận các môn học và chuẩn đầu ra (kỹ năng)

Mức độ đóng góp của các môn học vào chuẩn đầu ra của CTĐT ngành Quản trị Kinh doanh được trình bày như Bảng 10.

Bảng 10. Đóng góp của các môn học vào CDR của CTĐT

Mã môn học	Tên môn học	Chuẩn đầu ra					
		C1	C2	C3	C4	C5	C6
Các môn lý luận chính trị							
PE015IU	Triết học Mác-Lenin	✓					
PE016IU	Kinh tế chính trị Mac-Lenin	✓					
PE017IU	Chủ nghĩa xã hội khoa học	✓					
PE018IU	Lịch sử Đảng Cộng sản Việt Nam	✓					
PE019IU	Tư tưởng Hồ Chí Minh	✓					
Khoa học - Xã hội, Nhân văn – Nghệ thuật							
BA115IU	Quản trị kinh doanh đại cương		✓		✓	✓	
BA119IU	Kinh tế vĩ mô		✓		✓	✓	
BA117IU	Kinh tế vi mô		✓		✓	✓	
BA116IU	Xã hội học		✓			✓	✓
BA118IU	Tâm lý học		✓			✓	✓
PE021IU	Pháp luật đại cương	✓					
PE008IU	Tư duy lý luận		✓			✓	
PE010IU	Lịch sử và Văn hóa VN		✓				
PE007IU	Địa lý kinh tế thế giới		✓			✓	
Ngoại ngữ							
	Anh văn chuyên ngành 1		✓			✓	
	Anh văn chuyên ngành 2		✓			✓	
Toán – Tin học – Khoa học tự nhiên – Công nghệ - Môi trường							
BA282IU	Thuật toán trong kinh doanh		✓				
BA080IU	Thống kê trong kinh doanh		✓	✓	✓	✓	
BA168IU	Phương pháp định lượng trong kinh doanh		✓	✓	✓	✓	
BA120IU	Tin học Quản lý		✓	✓		✓	
Giáo dục Thể chất:							
PT001IU	Giáo dục thể chất 1						✓
PT002IU	Giáo dục thể chất 2						✓
Giáo dục Quốc phòng							
Kiến thức cơ sở							
BA256IU	Thảo luận chuyên đề 1		✓		✓	✓	

BA123IU	Nguyên lý quản trị		✓		✓	✓	
BA068IU	Kinh tế quốc tế		✓		✓	✓	
BA184IU	Kế toán tài chính		✓		✓	✓	
BA016IU	Quản trị Tài chính		✓		✓	✓	
BA130IU	Hành vi tổ chức		✓		✓	✓	✓
BA020IU	Đạo đức kinh doanh		✓		✓	✓	✓
BA115IU	Quản trị kinh doanh đại cương		✓		✓	✓	✓
BA006IU	Giao tiếp trong kinh doanh		✓		✓	✓	✓
BA003IU	Nguyên lý tiếp thị		✓		✓	✓	
BA161IU	Phương pháp nghiên cứu khoa học		✓				
Kiến thức ngành chính							
Kiến thức chuyên sâu của hướng Quản trị doanh nghiệp (in nghiêng là các môn tự chọn)							
BA154IU	Sáng lập doanh nghiệp		✓		✓	✓	✓
BA018IU	Quản trị chất lượng		✓	✓	✓	✓	✓
BA156IU	Quản trị nguồn nhân lực		✓		✓	✓	✓
BA022IU	Quản trị hậu cần và chuỗi cung ứng		✓		✓	✓	✓
BA164IU	Quản trị sản xuất		✓		✓	✓	
BA162IU	Quản trị chiến lược		✓		✓	✓	✓
BA023IU	Quản trị dự án		✓	✓	✓	✓	✓
BA081IU	Luật kinh doanh		✓		✓	✓	✓
BA169IU	Hệ thống thông tin quản lý		✓	✓	✓	✓	
BA027IU	Thương mại điện tử		✓	✓	✓	✓	✓
BA274IU	Thảo luận chuyên đề ngành quản trị doanh nghiệp		✓	✓	✓	✓	
BA032IU	<i>Quản lý bán hàng</i>		✓		✓	✓	✓
BA171IU	<i>Quản trị rủi ro</i>		✓		✓	✓	✓
BA151IU	<i>Quản trị kinh doanh quốc tế</i>		✓		✓	✓	✓
BA140IU	<i>Mô phỏng chiến lược kinh doanh</i>		✓	✓	✓	✓	✓
BA051IU	<i>Quản trị tài chính quốc tế</i>		✓		✓	✓	✓
BA158IU	<i>Thiết kế và thay đổi tổ chức</i>		✓		✓	✓	✓
BA160IU	<i>Đàm phán và quản trị quan hệ</i>		✓		✓	✓	✓
BA176IU	<i>Nhượng quyền thương mại</i>		✓		✓	✓	✓

BA038IU	<i>Quản lý dịch vụ khách hàng</i>		✓		✓	✓	✓
BA285IU	<i>Hệ thống thông tin địa lý</i>		✓		✓	✓	✓
BA098IU	<i>Kỹ năng lãnh đạo</i>		✓		✓	✓	✓
BA150IU	<i>Chuyên đề nghiên cứu</i>		✓		✓	✓	✓
BA272IU	<i>Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng</i>		✓	✓	✓	✓	✓
BA275IU	<i>Thảo luận chuyên đề về ngành tiếp thị</i>		✓	✓	✓	✓	
BA257IU	<i>Thảo luận chuyên đề ngành tài chính</i>		✓	✓	✓	✓	
BA273IU	<i>Thảo luận chuyên đề kinh doanh quốc tế</i>		✓	✓	✓	✓	
BA281IU	<i>Thảo luận chuyên đề ngành kế toán</i>		✓	✓	✓	✓	
Kiến thức chuyên sâu hướng Kinh doanh Quốc tế (in nghiêng là các môn tự chọn)							
BA151IU	<i>Quản trị kinh doanh quốc tế</i>		✓		✓	✓	✓
BA051IU	<i>Quản trị tài chính quốc tế</i>		✓		✓	✓	✓
BA145IU	<i>Quản trị tiếp thị quốc tế</i>		✓		✓	✓	✓
BA084IU	<i>Quản trị xuất nhập khẩu</i>		✓		✓	✓	✓
BA164IU	<i>Quản trị sản xuất</i>		✓		✓	✓	
BA162IU	<i>Quản trị chiến lược</i>		✓		✓	✓	✓
BA273IU	<i>Thảo luận chuyên đề kinh doanh quốc tế</i>		✓	✓	✓	✓	
BA081IU	<i>Luật kinh doanh</i>		✓		✓	✓	✓
BA169IU	<i>Hệ thống thông tin quản lý</i>		✓	✓	✓	✓	
BA027IU	<i>Thương mại điện tử</i>		✓	✓	✓	✓	✓
BA082IU	<i>Quản trị thương hiệu</i>		✓		✓	✓	✓
BA154IU	<i>Sáng lập doanh nghiệp</i>		✓		✓	✓	✓
BA140IU	<i>Mô phỏng chiến lược kinh doanh</i>		✓	✓	✓	✓	✓
BA155IU	<i>Quản trị đa văn hóa</i>		✓		✓	✓	✓
BA054IU	<i>Quản trị tài chính doanh nghiệp</i>		✓		✓	✓	✓
BA098IU	<i>Kỹ năng lãnh đạo</i>		✓		✓	✓	✓
BA176IU	<i>Nhượng quyền thương mại</i>		✓		✓	✓	✓
BA099IU	<i>Quản trị chiến lược toàn cầu</i>		✓		✓	✓	✓
BA160IU	<i>Đàm phán và quản trị quan hệ</i>		✓		✓	✓	✓

BA213IU	<i>Quản trị doanh nghiệp</i>		✓		✓	✓	✓
BA152IU	<i>Luật kinh doanh quốc tế</i>		✓		✓	✓	✓
BA285IU	<i>Hệ thống thông tin địa lý</i>		✓		✓	✓	✓
BA156IU	<i>Quản trị nguồn nhân lực</i>		✓		✓	✓	✓
BA171IU	<i>Quản trị rủi ro</i>		✓		✓	✓	✓
BA150IU	<i>Chuyên đề nghiên cứu khoa học</i>		✓		✓	✓	✓
BA272IU	<i>Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng</i>		✓	✓	✓	✓	✓
BA274IU	<i>Thảo luận chuyên đề ngành quản trị doanh nghiệp</i>		✓	✓	✓	✓	
BA257IU	<i>Thảo luận chuyên đề ngành tài chính</i>		✓	✓	✓	✓	
BA275IU	<i>Thảo luận chuyên đề về ngành tiếp thị</i>		✓	✓	✓	✓	
BA281IU	<i>Thảo luận chuyên đề ngành kế toán</i>		✓	✓	✓	✓	
Kiến thức chuyên sâu của hướng Tiếp thị (in nghiêng là các môn tự chọn)							
BA083IU	Hành vi khách hàng		✓		✓	✓	✓
BA035IU	Nghiên cứu tiếp thị		✓		✓	✓	✓
BA142IU	Chiến lược tiếp thị		✓		✓	✓	✓
BA145IU	Quản trị Tiếp thị quốc tế		✓		✓	✓	✓
BA164IU	Quản trị sản xuất		✓		✓	✓	
BA162IU	Quản trị chiến lược		✓		✓	✓	✓
BA275IU	<i>Thảo luận chuyên đề về ngành tiếp thị</i>		✓	✓	✓	✓	
BA081IU	Luật kinh doanh		✓		✓	✓	✓
BA169IU	Hệ thống thông tin quản lý		✓	✓	✓	✓	
BA027IU	Thương mại điện tử		✓	✓	✓	✓	✓
BA032IU	<i>Quản lý bán hàng</i>		✓		✓	✓	✓
BA082IU	<i>Quản trị thương hiệu</i>		✓		✓	✓	✓
BA140IU	<i>Mô phỏng chiến lược kinh doanh</i>		✓	✓	✓	✓	✓
BA094IU	<i>Quảng cáo và quan hệ công chúng</i>		✓		✓	✓	✓
BA045IU	<i>Tiếp thị giữa các doanh nghiệp</i>		✓		✓	✓	✓
BA146IU	<i>Quản trị bán lẻ</i>		✓		✓	✓	✓

BA182IU	<i>Quản trị quan hệ khách hàng</i>		✓		✓	✓	✓
BA176IU	<i>Nhượng quyền thương mại</i>		✓		✓	✓	✓
BA023IU	<i>Quản trị dự án</i>		✓		✓	✓	✓
BA183IU	<i>Kênh tiếp thị</i>		✓		✓	✓	✓
BA285IU	<i>Hệ thống thông tin địa lý</i>		✓		✓	✓	✓
BA149IU	<i>Lập kế hoạch sản phẩm mới</i>		✓		✓	✓	✓
BA148IU	<i>Tiếp thị kỹ thuật số</i>		✓		✓	✓	✓
BA150IU	<i>Chuyên đề Nghiên cứu khoa học</i>		✓		✓	✓	✓
BA272IU	<i>Thảo luận chuyên đề về ngành Quản trị Khách sạn - Nhà hàng</i>		✓	✓	✓	✓	✓
BA274IU	<i>Thảo luận chuyên đề ngành quản trị doanh nghiệp</i>		✓	✓	✓	✓	
BA257IU	<i>Thảo luận chuyên đề ngành tài chính</i>		✓	✓	✓	✓	
BA273IU	<i>Thảo luận chuyên đề kinh doanh quốc tế</i>		✓	✓	✓	✓	
BA281IU	<i>Thảo luận chuyên đề ngành kế toán</i>		✓	✓	✓	✓	
Kiến thức chuyên sâu của hướng Quản trị Khách sạn – Nhà hàng (in nghiêng là các môn tự chọn)							
BA198IU	<i>Tổng quan ngành Quản trị Khách sạn – Nhà hàng</i>		✓		✓	✓	✓
BA156IU	<i>Quản trị nguồn nhân lực</i>		✓		✓	✓	✓
BA225IU	<i>Các vấn đề pháp lý trong ngành Quản trị Khách sạn – Nhà hàng</i>		✓		✓	✓	✓
BA226IU	<i>Kỹ năng lãnh đạo và quản lý trong ngành Quản trị Khách sạn – Nhà hàng</i>		✓		✓	✓	✓
BA228IU	<i>Quản trị ẩm thực</i>		✓		✓	✓	✓
BA229IU	<i>Nghiệp vụ phục vụ chuyên nghiệp</i>		✓		✓	✓	✓
BA254IU	<i>Quản lý và điều hành bộ phận buồng</i>		✓	✓	✓	✓	✓
BA231IU	<i>Quản lý và điều hành bộ phận tiền sảnh</i>		✓	✓	✓	✓	✓
BA232IU	<i>Kinh doanh và tiếp thị dịch vụ khách hàng trong quản trị Khách sạn – Nhà hàng</i>		✓	✓	✓	✓	✓

BA233IU	Quản lý và điều hành khách sạn		✓		✓	✓	✓
BA272IU	Thảo luận chuyên đề về ngành quản trị khách sạn – nhà hàng		✓	✓	✓	✓	✓
BA241IU	<i>Quản lý thiết bị khách sạn</i>		✓	✓	✓	✓	✓
BA242IU	<i>Quản lý chất lượng trong khách sạn và nhà hàng</i>		✓	✓	✓	✓	✓
BA207IU	<i>Vệ sinh an toàn thực phẩm trong Khách sạn và nhà hàng</i>		✓		✓	✓	✓
BA243IU	<i>Quản lý dịch vụ khách hàng</i>		✓		✓	✓	✓
BA244IU	<i>Kỹ năng giám sát trong Khách sạn – Nhà hàng</i>		✓		✓	✓	✓
BA245IU	<i>Quản lý doanh thu</i>		✓	✓	✓	✓	✓
BA211IU	<i>Tổ chức và quản lý du lịch tàu biển</i>		✓		✓	✓	✓
BA246IU	<i>Quản lý và phát triển khu nghỉ dưỡng</i>		✓		✓	✓	✓
BA223IU	<i>Quản lý hội nghị và tổ chức sự kiện</i>		✓		✓	✓	✓
BA248IU	<i>Kiểm soát chi phí trong dịch vụ ẩm thực</i>		✓	✓	✓	✓	✓
BA154IU	<i>Sáng lập doanh nghiệp</i>		✓		✓	✓	✓
BA081IU	<i>Luật kinh doanh</i>		✓		✓	✓	✓
BA285IU	<i>Hệ thống thông tin địa lý</i>		✓		✓	✓	✓
BA257IU	<i>Thảo luận chuyên đề ngành tài chính</i>		✓	✓	✓	✓	✓
BA274IU	<i>Thảo luận chuyên đề ngành quản trị doanh nghiệp</i>		✓	✓	✓	✓	✓
BA273IU	<i>Thảo luận chuyên đề kinh doanh quốc tế</i>		✓	✓	✓	✓	✓
BA275IU	<i>Thảo luận chuyên đề về ngành tiếp thị</i>		✓	✓	✓	✓	✓
BA281IU	<i>Thảo luận chuyên đề ngành kế toán</i>		✓	✓	✓	✓	✓
Thực tập tốt nghiệp và làm khóa luận							
BA153IU	Thực tập		✓		✓	✓	✓
BA255IU	Thực tập chuyên sâu		✓		✓	✓	✓
BA170IU	Luận văn tốt nghiệp		✓	✓	✓	✓	✓

C1. Kiến thức về Lí luận chính trị

C2. Khả năng về ngoại ngữ

C3. Khả năng về công nghệ thông tin

C4. Kiến thức Chuyên môn

C5. Kỹ năng

- Kỹ năng phân tích (Analytical) và phản biện (Critical thinking)
- Kỹ năng giao tiếp (Communication) và Làm việc Nhóm (Teamwork)
- Khả năng tự đào tạo (Continuing Self-Development) và Nhận thức triển

vọng (Perspective)

C6. Thái độ và đạo đức nghề nghiệp

12. Mô tả vắn tắt nội dung và khối lượng các môn học

Tên môn học (tiếng Anh, tiếng Việt):

Triết học Mác-Lenin - PE015IU (3,0)

Môn học trang bị cho sinh viên những kiến thức cơ bản về triết học Mác-Lênin.

Kinh tế chính trị Mac-Lenin - PE016IU (2,0)

Môn học song hành: Triết học Mác Lênin (PE015IU)

Nội dung chương trình gồm 6 chương: Trong đó chương 1 bàn về đối tượng, phương pháp nghiên cứu và chức năng của Kinh tế chính trị Mác – Lênin. Từ chương 2 đến chương 6 trình bày nội dung cốt lõi của Kinh tế chính trị Mác – Lênin theo mục tiêu môn học. Cụ thể các vấn đề như: Hàng hóa, thị trường và vai trò của các chủ thể trong nền kinh tế thị trường; Sản xuất giá trị thặng dư trong nền kinh tế thị trường; Cạnh tranh và độc quyền trong nền kinh tế thị trường; Kinh tế thị trường định hướng xã hội chủ nghĩa và các quan hệ lợi ích kinh tế ở Việt Nam; Công nghiệp hóa, hiện đại hóa và hội nhập kinh tế quốc tế ở Việt Nam.

Chủ nghĩa xã hội khoa học - PE017IU (2,0)

Môn học tiên quyết: Triết học Mác Lênin (PE015IU) và Kinh tế chính trị Mác-Lênin (PE016IU)

Môn học trang bị cho sinh viên những kiến thức cơ bản về chủ nghĩa xã hội khoa học.

Lịch sử Đảng Cộng sản Việt Nam - PE018IU (2,0)

Môn học tiên quyết: Triết học Mác Lênin (PE015IU), Kinh tế chính trị Mác- Lênin (PE016IU), và Chủ nghĩa xã hội khoa học (PE017IU)

Môn học trang bị cho sinh viên những kiến thức cơ bản về Lịch sử Đảng Cộng sản Việt Nam.

Tư tưởng Hồ Chí Minh - PE019IU (2,0)

Môn học tiên quyết: Triết học Mác Lênin (PE015IU), Kinh tế chính trị Mác- Lênin (PE016IU), và Chủ nghĩa xã hội khoa học (PE017IU)

Môn học trang bị cho sinh viên những kiến thức cơ bản về: Đối tượng, phương pháp nghiên cứu và ý nghĩa học tập môn tư tưởng Hồ Chí Minh; về cơ sở, quá trình hình thành và phát triển tư tưởng Hồ Chí Minh; về độc lập dân tộc và chủ nghĩa xã hội; về Đảng Cộng sản và Nhà nước Việt Nam; về đại đoàn kết dân tộc và đoàn kết quốc tế; về văn hóa, đạo đức, con người.

Kinh tế vi mô – BA117IU (3, 0)

Các kiến thức trong chủ đề này sẽ cho phép sinh viên hiểu biết không chỉ các khái niệm về kinh tế và nguồn lực khan hiếm, về thị trường và các thành tố của nó mà còn có thể đánh giá những dạng cấu trúc thị trường khác nhau cũng như các can thiệp của chính phủ vào thị trường. Môn học này cũng cung cấp cho sinh viên những khả năng cần thiết để đánh giá các yếu tố về hiệu quả của nền kinh tế. Tất cả các khái niệm và kiến thức này giúp cho sinh viên lập kế hoạch cho một doanh nghiệp trong ngắn hạn và dài hạn

phát triển một cách hiệu quả hơn nhờ vào việc xem xét các ảnh hưởng của chính sách chính phủ.

Kinh tế vĩ mô – BA119IU - (3, 0)

Môn học này cung cấp cho sinh viên những kiến thức để hiểu biết về các chủ đề rộng về kinh tế của một quốc gia hay một khu vực và đánh giá những chính sách kinh tế vĩ mô cũng như những thay đổi của nền kinh tế cả trên phạm vi quốc gia và thế giới. Môn học này sẽ cung cấp cho sinh viên khả năng cần thiết để đánh giá các hợp phần kinh tế như một tổng thể. Tất cả các khái niệm và kiến thức này giúp cho sinh viên lập kế hoạch cho một doanh nghiệp trong ngắn hạn và dài hạn phát triển một cách hiệu quả hơn nhờ vào việc xem xét các ảnh hưởng của chính sách vĩ mô của chính phủ.

Xã hội học – BA197IU (3,0)

Môn học này cung cấp những hiểu biết nền tảng về bản chất của Khoa học xã hội. Nội dung môn học giới thiệu về lĩnh vực xã hội học và những chủ đề liên quan đến lĩnh vực quản lý và kinh doanh cũng như xã hội hiện đại. Môn học này khuyến khích sự phát triển nhận thức về ngôn ngữ và phương pháp luận của nghiên cứu khoa học xã hội.

Tâm lý học – BA118IU (3,0)

Môn học giới thiệu các nguyên tắc và lý thuyết bao gồm cả phương pháp luận và những phân tích vắn tắt về những nội dung của các lĩnh vực từ phát triển, nhận thức và học tập về động cơ, cảm xúc, cá nhân và quá trình xã hội.

Pháp luật đại cương – PE021IU (3, 0)

Môn học này được thiết kế nhằm cung cấp cho sinh viên những kiến thức chung về hệ thống Luật Việt nam và các luật mà chúng qui định những vấn đề lớn và chủ yếu về dân sự, hành chính, và những mối quan hệ giữa con người với con người cũng như giữa con người với chính quyền. Những nhánh chính của luật như hiến pháp, hành chính, dân sự, hình sự, lao động, kinh doanh sẽ được giới thiệu chi tiết hơn trong môn học này.

Tư duy lý luận – PE008IU (3,0)

Môn học này cung cấp sinh viên những kiến thức nền về tư duy phản biện. Khóa học cung cấp kỹ năng hữu ích đối với mọi đối tượng ngành nghề.

Địa lý kinh tế thế giới – PE007IU (3,0)

Môn học này cung cấp những khía cạnh khác nhau của địa lý kinh tế thế giới trong thời đại toàn cầu hoá. Trên thế giới, khuynh hướng thương mại toàn cầu đang gia tăng, địa lý kinh tế thế giới là rất cần thiết cho tất cả những ai muốn biết điều gì đang xảy ra với nền kinh tế toàn cầu của họ

Môn học cung cấp những khái niệm và thuật ngữ rất căn bản trong nghiên cứu về địa lý kinh tế. Giảng viên sẽ nhấn mạnh vào những thay đổi địa lý trong kinh tế thế giới. Chúng ta sẽ xem xét tổ chức địa lý của hoạt động kinh tế trên thế giới trên những qui mô địa lý

khác nhau (toàn cầu, khu vực, vùng, địa phương) cũng như mối liên hệ giữa điều kiện địa lý và sự phát triển kinh tế trong những trạng thái khác nhau.

Thống kê trong kinh doanh – BA080IU (3, 0)

Môn học “Thống kê trong Kinh doanh” giới thiệu cho sinh viên các khái niệm và quy trình cơ bản về thống kê có thể được áp dụng trong kinh doanh. Môn học này bao gồm những phần cơ bản sau: thống kê mô tả, khái niệm cơ bản về xác suất, các phân bố xác suất rời rạc và liên tục, phân bố mẫu, khoảng tin cậy, kiểm định giả thuyết thống kê, kỹ thuật phân tích phương sai, và hồi quy bội.

Phương pháp định lượng ứng dụng trong tài chính – BA191IU (3, 0)

Phương pháp định lượng cung cấp cho sinh viên những kiến thức và kỹ năng định lượng cần thiết để phân tích tình hình kinh doanh, môi trường kinh tế, tài chính và ra quyết định. Môn học trình bày các vấn đề như: Lý thuyết trò chơi, kỹ năng ra quyết định, qui hoạch tuyến tính và qui hoạch mục tiêu, Ra quyết định đa mục tiêu, AHP, quản lý dự án và mô phỏng.

Tin học Quản lý – BA120IU (3, 0)

Trang bị kiến thức cơ bản về công nghệ thông tin và ứng dụng công nghệ thông tin phục vụ nhu cầu xử lý thông tin của doanh nghiệp. Môn học này còn phát triển kỹ năng xử dụng một số phần mềm cơ bản giúp nhà quản trị gia tăng năng suất, bao gồm Microsoft PowerPoint, Microsoft Excel, Microsoft Word và sử dụng thư điện tử.

Nguyên lý quản trị - BA123IU (3;0)

Môn học này được thiết kế để giới thiệu về quản trị. Nó sẽ cung cấp cho chúng ta một cái nhìn tổng quan về các chức năng mà các nhà quản lý phải thực hiện. Ví dụ, chúng ta sẽ xem xét quản trị là gì, và bằng cách này chúng ta sẽ thấy được quản trị bao gồm 4 chức năng cơ bản: lập kế hoạch, tổ chức, lãnh đạo và điều khiển. Sách giáo khoa sẽ được chia thành những phần tương ứng với các chức năng này và chương trình giảng dạy trong lớp sẽ đi theo kết cấu này.

Vào cuối học kỳ, sinh viên sẽ có một hiểu biết vững chắc vai trò của nhà quản trị trong một tổ chức. Sinh viên sẽ học về khoa học quản trị thông qua việc khám phá những nghiên cứu đã được tìm ra trong các lãnh vực liên quan như ra quyết định, giao tiếp, quản trị chiến lược và quản trị nguồn nhân lực. Hơn nữa, khi chúng ta xem xét những công trình nghiên cứu khoa học về quản trị, chúng ta cũng sẽ xem xét làm sao chúng ta có thể sử dụng các thông tin này trong khi thực hành nghệ thuật quản trị, và bạn sẽ có cơ hội thực hành thông qua các câu hỏi thảo luận trên lớp và thông qua những bài tập mà sinh viên sẽ tham dự trong các nhóm quản trị.

Đạo đức kinh doanh – BA020IU (3;0)

Mục tiêu của môn học này nhằm truyền đạt sự hiểu biết về lý thuyết và thực tiễn trong lĩnh vực đạo đức kinh doanh và kinh doanh bền vững. Sinh viên được học về các đặc điểm của các phạm trù đạo đức trong kinh doanh. Sinh viên sẽ làm quen với những lý thuyết chung của đạo đức kinh doanh như : lý thuyết về đạo đức, thuyết về các bên liên quan, lý thuyết về trách nhiệm, khởi nghiệp bền vững, những vấn đề về quyền con người, cũng như các lý thuyết và thực tiễn trong việc thực hành đạo đức kinh doanh. Sinh viên cũng tiếp thu được những khả năng để xử lý những tình huống đạo đức tiến thoái lưỡng nan một cách có hệ thống. Kết quả kỳ vọng của môn học là sinh viên có ý niệm đúng đắn về những vấn đề đang xảy ra trong kinh doanh ngày nay liên quan đến đạo đức kinh doanh và kinh doanh bền vững, những hiểu biết cơ bản về thuyết đạo đức và ứng dụng trong kinh doanh, những kỹ năng để phân tích sự tiến thoái lưỡng nan về phạm trù đạo đức, kiến thức về những phương thức và công cụ để quản lý đạo đức.

Giao tiếp trong kinh doanh – BA006IU (3,0)

Môn học trang bị kiến thức cơ bản về giao tiếp trong kinh doanh bao gồm : quá trình giao tiếp và các thành phần liên quan đến giao tiếp trong kinh doanh. Sinh viên được trang bị và rèn luyện các kỹ năng cần thiết để có thể vận dụng hiệu quả một số loại phương tiện giao tiếp phổ biến trong doanh nghiệp như sử dụng văn bản, hội nghị, sự kiện, phỏng vấn tuyển dụng v/v...

Kinh tế quốc tế - BA068IU (3, 0)

Môn học Thương mại Quốc tế xem xét các vấn đề cơ bản về thương mại, trao đổi hàng hóa, dịch vụ, con người, tư bản, và công nghệ giữa các quốc gia. Trong môn học này, các chủ đề sẽ tập trung vào khía cạnh thương mại như: nguyên nhân và ảnh hưởng, lý thuyết về thương

Kế toán tài chính – BA005IU (3,0)

Kế toán là một hệ thống thông tin được thiết kế để nhận dạng, xử lý và trao đổi thông tin tài chính và tình hình kinh doanh mà được sử dụng để hỗ trợ cho các quyết định kinh doanh. Môn học này giới thiệu những nguyên tắc cơ bản về lý thuyết kế toán và ứng dụng của nó. Lĩnh vực học chủ yếu bao gồm thuyết về nợ và có, tài khoản, và các bản nhật ký chung, chu kỳ kế toán, các khoản vay và lãi suất, các khoản phải trả nhưng chưa trả, các khoản chi phí đã chi nhưng chưa sử dụng, tiền mặt, các khoản phải thu, hàng hóa tồn kho, tài sản nhà xưởng, và cách xây dựng báo cáo tài chính.

Quản trị tài chính – BA016IU (3,0)

Kiến thức về tài chính rất có ích cho các nhà quản lý trong bất kỳ hình thức kinh doanh nào. Môn học này được thiết kế như là một môn học tài chính nhập môn và là môn tiên quyết để học môn Tài chính doanh nghiệp mà môn này hướng dẫn sâu hơn về các

chủ đề liên quan đến tính toán. Nội dung của môn học này kết hợp cả vừa lý thuyết vừa tính toán.

Môn học còn cung cấp các khái niệm cơ bản về giá trị tiền tệ, giá trị và lợi nhuận, chi phí vốn và sử dụng vốn. Sinh viên sẽ biết thị trường vốn hoạt động như thế nào, các loại chứng khoán và các công cụ tài chính hiện hành, và làm thế nào để quản lý dòng tiền. Quản lý rủi ro và vốn lưu động, đòn bẩy, dự báo và phân tích báo cáo tài chính và các chỉ số. Môn này có thể cung cấp cho sinh viên các kỹ năng toán tài chính cơ bản và là môn học nhập môn vững chắc cho môn quản lý tài chính.

Hành vi tổ chức – BA130IU (3,0)

Môn học được thiết kế để cung cấp cho sinh viên những kiến thức về những hành vi của con người trong tổ chức ảnh hưởng đến việc quản lý nhân viên cũng như thành tích, ra quyết định, lập kế hoạch và thành tích công tác cũng như sự phát triển của tổ chức. Nó bao gồm hầu hết tất cả khía cạnh của đời sống một tổ chức: sự lãnh đạo, quyền lực, mệnh lệnh và điều khiển, văn hóa tổ chức và sự thay đổi.

Nguyên lý tiếp thị - BA003IU (3,0)

Môn học này giúp trang bị cho sinh viên những kiến thức và thông tin cơ bản về Tiếp thị. Cụ thể là hiểu được nhu cầu thị trường, hành vi khách hàng, chiến lược Tiếp thị của doanh nghiệp về sản phẩm, giá cả, phân phối, khuyến mãi... Bên cạnh đó, môn học cũng cung cấp cho sinh viên các phương pháp để nghiên cứu thị trường, phân tích các yếu tố môi trường ảnh hưởng đến các hoạt động Tiếp thị.

Sáng lập doanh nghiệp – BA154IU (3,0)

Trong môn này, sinh viên sẽ học các kỹ năng căn bản cần thiết để khởi sự và quản lý một doanh nghiệp thành công. Các chủ đề học tập bao gồm: thách thức của việc kinh doanh, xây dựng kế hoạch kinh doanh, những vấn đề về tài chính và tiếp thị khi khởi sự doanh nghiệp, và phương pháp tạo ra lợi thế cạnh tranh.

Quản trị chất lượng – BA018IU (3,0)

Môn học “Quản lý chất lượng” giới thiệu cho sinh viên các nguyên lý về quản lý chất lượng, với trọng tâm đặt vào kỹ năng giải quyết những vấn đề phức tạp. Môn học này sẽ cung cấp những hiểu biết cơ bản về triết lý, cơ cấu và những công cụ của hệ thống quản lý chất lượng toàn diện (TQM).

Quản trị nguồn nhân lực – BA156IU (3,0)

Môn học giúp sinh viên hiểu được bối cảnh hiện tại và công việc thực tế của công tác quản trị nguồn nhân lực trong khu vực công. Như những công việc khác trong công tác quản lý, quản trị nguồn nhân lực đang trải qua rất nhiều thay đổi. Trọng tâm của môn

học là những quy trình tốt nhất hiện hành. Sinh viên có thể xem các chủ đề của môn học ở phần chương trình học chi tiết.

Quản lý hậu cần và chuỗi cung ứng – BA022IU (3,0)

Môn học này khảo sát những vấn đề chính yếu liên quan đến việc thiết kế và quản lý các chuỗi cung ứng trong công nghiệp và kinh doanh.

Chuỗi cung ứng liên quan đến sự tích hợp hiệu quả các nhà cung cấp, các nhà máy, nhà kho, và các cửa hàng sao cho sản phẩm được phân phối đến khách hàng đúng thời điểm và đủ số lượng. Một trong những mục tiêu chủ yếu của quản lý chuỗi cung ứng là làm cho tổng chi phí của chuỗi cung ứng là nhỏ nhất nhưng vẫn thỏa mãn được những yêu cầu khác nhau về dịch vụ.

Quản trị dự án – BA023IU (3,0)

Môn học này nghiên cứu về việc quản lý dự án từ khái niệm cho đến các hoạt động. Môn học này nhấn mạnh vào các kỹ năng như: lập kế hoạch, điều độ, kiểm soát, phân tích kinh tế, quản lý chất lượng, và thỏa mãn các yêu cầu của khách hàng. Đồng thời, các tiêu chuẩn để xác định một dự án là thành công hay không cũng sẽ được trình bày trong môn học này. Môn học này tạo điều kiện cho sinh viên có thể có tác động tức thì đến việc hoàn thành thành công các dự án mà họ tham gia.

Luật kinh doanh – BA081IU (3,0)

Khóa học này sẽ giới thiệu chung về môi trường pháp lý ảnh hưởng đến các cá nhân, thương nhân và các giao dịch thương mại. Sinh viên sẽ được làm quen và từ đó hiểu được các hình thức và quy định pháp lý về doanh nghiệp, các nguyên tắc cơ bản về luật hợp đồng, trong đó bao gồm giao kết, thực hiện, vi phạm và các chế tài áp dụng cho vi phạm hợp đồng. Ngoài ra, môn học sẽ xem xét các nguyên tắc cơ bản của pháp quy về trách nhiệm sản phẩm, bất động sản, giao dịch có bảo đảm và luật phá sản.

Quản trị sản xuất – BA164IU (3,0)

Môn học này giới thiệu các khái niệm và các công cụ phân tích về lập kế hoạch sản xuất. Môn học này cũng trình bày về các quá trình thiết kế và quản lý sản xuất, các phương tiện thiết bị, các hệ thống kiểm soát quy trình. Ngoài ra, môn học này cũng trình bày các vấn đề về thiết kế, dự báo nhu cầu, lập kế hoạch cho nguyên vật liệu, các kỹ thuật thu mua. Thêm vào đó, các phương pháp quản lý sản xuất như: điều độ, quản lý chất lượng toàn diện, các khái niệm và phương pháp cải tiến liên tục cũng được trình bày trong môn học này.

Quản trị chiến lược – BA162IU (3,0)

Một môn học liên kết để phát triển các kỹ năng đoán nhận các vấn đề của tổ chức, hình thành và lựa chọn các phương án chiến lược, và nhận biết các vấn đề xuất hiện trong thực thi chiến lược.

Sinh viên sau khi hoàn thành môn học này có thể:

- Hiểu và áp dụng các bước cần thiết để tạo ra và đánh giá các dự án kinh doanh trên phương diện chiến lược.
- Thực hiện phân tích công nghiệp sử dụng Mô hình Năm Lực lượng Cạnh tranh của M. Porter.
- Phân tích chuỗi giá trị bao gồm công ty và các đối thủ cạnh tranh.
- Tiến hành phân tích chỉ số tài chính nhằm đánh giá kết quả hoạt động của doanh nghiệp và của ngành công nghiệp.
- Sử dụng các công cụ phân tích phù hợp để diễn giải các thông tin thu thập được.
- So sánh thông tin để xác định tính xác thực và tính liên đới.
- Phân nhóm dữ liệu theo các phạm trù liên quan.
- Tiến hành phân tích điểm mạnh, điểm yếu, cơ hội và đe dọa.
- Tóm tắt các các phương án đang có để doanh nghiệp chọn lựa.
- Tóm tắt tính hợp lý về tài chính của các phương án.
- Tóm tắt sự ảnh hưởng đến cơ cấu tổ chức doanh nghiệp của mỗi phương án.
- Bảo vệ phương án kiến nghị.

Hệ thống thông tin quản lý – BA169IU (3,0)

Trang bị cho sinh viên khái niệm cơ bản về các trang thiết bị công nghệ thông tin, cơ sở dữ liệu,, hệ thống mạng viễn thông, đặc biệt là các hệ thống thông tin sử dụng phổ biến trong doanh nghiệp bao gồm: hệ thống xử lý giao dịch (Transaction processing system), hệ thống hỗ trợ ra quyết định (Decision Support System), hệ quản trị doanh nghiệp (Enterprise Resource Planning), hệ chuyên gia (Expert System), chú trọng việc khai thác các hệ thống thông tin khác nhau trong hoạt động doanh nghiệp để đáp ứng nhu cầu quản lý đương đại.

Thương mại điện tử - BA027IU (3,0)

Môn học trang bị về cơ sở lý thuyết cũng như các công cụ cần thiết để xây dựng và quản lý các website thương mại điện tử. Nội dung môn học bao gồm: mô hình kinh doanh thương mại điện tử, chiến lược Tiếp thị, vấn đề an ninh và bảo mật hệ thống, thanh toán qua mạng, phần cứng/phần mềm, các vấn đề về pháp luật và đạo đức kinh doanh thương mại điện tử, hoạt động thương mại điện tử trên thế giới và ở Việt nam.

Quản trị kinh doanh quốc tế - BA151IU (3,0)

Môn quản trị kinh doanh quốc tế cho sinh viên có cái nhìn bao quát về các vấn đề kinh tế, chính trị, luật pháp, văn hoá và xã hội có ảnh hưởng đến công việc kinh doanh trong môi trường toàn cầu. Môn học này cũng đề cập đến những mô hình hiệu quả trong kinh doanh toàn cầu và các hệ lụy của nó.

Quản trị tài chính quốc tế - BA051IU (3,0)

Môn học cung cấp các kiến thức và nghiệp vụ quản trị tài chính trong bối cảnh thị trường quốc tế, nhất là các quyết định liên quan đến tỉ giá hối đoái và ảnh hưởng của rủi ro biến động tỉ giá đối với hoạt động doanh nghiệp, đồng thời xem xét các yếu tố có khả năng tác động đến biến động tỉ giá và các chiến lược quản trị rủi ro này. Môn học cũng giới thiệu các hoạt động và vấn đề phát sinh liên quan đến quá trình toàn cầu hóa thị trường vốn, gồm đầu tư vốn quốc tế, chi phí vốn đa quốc gia, cấu trúc vốn và tái cấu trúc vốn.

Quản trị tiếp thị quốc tế - BA145IU (3,0)

Môn học này nhằm giúp sinh viên hiểu biết việc sử dụng các chiến lược Tiếp thị trong khuôn khổ của thị trường thế giới. Sinh viên sẽ học cách thích ứng với các vấn đề có thể xảy ra khi làm các chương trình Tiếp thị ở nước ngoài. Môn học cũng chú trọng vào sự khác biệt về văn hóa, những thay đổi trong chính sách thương mại, cũng như các tình huống thị trường gần đây trên thế giới.

Quản trị xuất nhập khẩu – BA084IU (3,0)

- Môn học giới thiệu kiến thức quản trị xuất nhập khẩu
- Môn học nhấn đến việc giải quyết các vấn đề chúng ta phải đối mặt khi xử lý các quá trình xuất nhập khẩu.

Quản trị sản xuất – BA164IU (3,0)

Môn học này giới thiệu các khái niệm và các công cụ phân tích về lập kế hoạch sản xuất. Môn học này cũng trình bày về các quá trình thiết kế và quản lý sản xuất, các phương tiện thiết bị, các hệ thống kiểm soát quy trình. Ngoài ra, môn học này cũng trình bày các vấn đề về thiết kế, dự báo nhu cầu, lập kế hoạch cho nguyên vật liệu, các kỹ thuật thu mua. Thêm vào đó, các phương pháp quản lý sản xuất như: điều độ, quản lý chất lượng toàn diện, các khái niệm và phương pháp cải tiến liên tục cũng được trình bày trong môn học này.

Nghiên cứu tiếp thị - BA035IU (3,0)

Có được thông tin đúng lúc và có chất lượng là điều cốt lõi cho sự thành công của các doanh nghiệp trong môi trường biến động và cạnh tranh cao ngày nay. Nghiên cứu Tiếp thị là một cách thức có tổ chức nhằm phát triển và cung cấp thông tin cho việc ra quyết

định quản trị. Nghiên cứu Tiếp thị đặc biệt dành cho những ai kỳ vọng rằng Tiếp thị là một bộ phận quan trọng trong công việc chuyên môn của họ. Điều này bao gồm không chỉ những ai dự định làm nghiên cứu Tiếp thị, mà còn cả những người dự định bước vào các công việc Tiếp thị khác, hoặc những người mong muốn trở thành người sử dụng của nghiên cứu Tiếp thị hoặc khách hàng của các cơ sở nghiên cứu. Vì vậy, môn học này nhằm hướng vào nhà quản trị - người sử dụng cuối cùng của nghiên cứu Tiếp thị và hướng vào người chịu trách nhiệm xác định phạm vi và hướng đích của hoạt động nghiên cứu do chính họ tiến hành. Chất lượng của thông tin nghiên cứu Tiếp thị, tính giá trị và sự tin cậy của nó phụ thuộc sống còn vào sự thận trọng trong thực thi các bước của quá trình nghiên cứu Tiếp thị.

Chiến lược tiếp thị - BA142IU (3,0)

Môn học này trang bị cho sinh viên những kiến thức cần thiết cho những người làm Tiếp thị trong tương lai. Cụ thể là giúp sinh viên có khả năng khảo sát thị trường và phân tích các yếu tố liên quan nhằm đưa ra các kế hoạch cũng như chiến dịch Tiếp thị phù hợp. Các đề tài được phân tích trong môn học này bao gồm

- Vai trò của Tiếp thị trong doanh nghiệp
- Phân tích các cơ hội thị trường
- Lựa chọn thị trường mục tiêu và đối tượng khách hàng muốn nhắm tới
- Chiến lược Tiếp thị trong thời kì toàn cầu hóa
- Ứng dụng công nghệ để hỗ trợ cho các quyết định về Tiếp thị hỗn hợp

Đồng thời trong quá trình giảng dạy, phương pháp giảng dạy và học tập dựa trên thực tế và kinh nghiệm cũng được áp dụng.

Quản trị tài chính doanh nghiệp – BA054IU (3, 0)

Môn học giới thiệu các nghiệp vụ về quản trị tài chính doanh nghiệp, trong đó nhấn mạnh các vấn đề về hoạch định ngân sách vốn, cấu trúc vốn, sự đánh đổi giữa rủi ro và lợi nhuận, các mô hình định giá vốn và định giá dự án, cũng như việc sử dụng các công cụ chứng khoán phái sinh để phòng chống rủi ro biến động giá trên thị trường

Nhượng quyền thương mại

Quản trị chiến lược toàn cầu

Đàm phán và quản trị quan hệ

Tổng quan ngành Quản trị Khách sạn – Nhà hàng – BA198IU (3,0)

Khóa học này sẽ cung cấp cho sinh viên lịch sử phát triển của ngành công nghiệp khách sạn và nhà hàng cũng như tất cả các phân khúc của nó, đồng thời nhấn mạnh tính chất

năng động và luôn thay đổi của nó. Ngoài ra, khóa học cũng giới thiệu vai trò và chức năng của các bộ phận khách sạn cùng với các nguyên tắc quản lý cơ bản.

Quản trị ẩm thực – BA228IU (3,0)

Hoặc phần này cung cấp cho sinh viên kiến thức về cách quản lý chỉ tiêu vào thu nhập nên tổ chức có thể kết quả kinh doanh nhờ mong muốn, cách thức kinh doanh, kiểm soát chi phí thức phẩm- ăn uống, quản lý quy trình sản xuất thức phẩm, cách thức tổ chức kinh doanh tiếp và hồi ngộ.

Quản lý và điều hành bộ phận buồng - BA254IU (1,2)

Hoặc phần này cung cấp cho sinh viên biết về các loại phòng trong khách sạn, tiêu chí các loại phòng theo tiêu chuẩn quốc tế, cách quản lý theo tiêu chuẩn ISO 9000 và ISO 14000. Ngoài ra môn học còn giúp sinh viên nắm vững về kỹ thuật làm phòng, mô tả cụ thể các bước của một nhân viên làm phòng, công việc của người thợ quét dọn liên quan đến việc giữ gìn chìa khóa, quản lý mini bar, các công việc giặt ủi ... Khai niệm tổng quát về nhà giặt và cây cảnh.

Quản lý hội nghị và tổ chức sự kiện

Khóa học giới thiệu cho sinh viên những kiến thức cơ bản về cung cấp thực phẩm và tổ chức các sự kiện đặc biệt. Khóa học tập trung vào vai trò của phục vụ và tổ chức sự kiện, cách thức tổ chức các sự kiện quan trọng và những quy định, đặc trưng riêng của nó.

Tổ chức và quản lý du lịch tàu biển

Môn học này sẽ cho sinh viên một cái nhìn tổng quan về các dịch vụ và các hoạt động trong ngành công nghiệp khách sạn và nhà hàng. Ngoài ra, môn học này sẽ đưa ra những cách tiếp cận thực tế để phân tích cho sinh viên hiểu các hoạt động tàu du lịch và dịch vụ. Sự nghiên cứu, tiếp cận nhiều bộ phận khác nhau tạo ra những trải nghiệm đáng nhớ cho khách hàng. Môn học này sẽ phân tích quy trình quản lý và cơ cấu hoạt động trên tàu du lịch. Ngoài ra, cách thức lập hồ sơ khách hàng, quản lý thực phẩm và đồ uống, khách sạn, vui chơi giải trí, các hoạt động phòng ban khác, và các vấn đề liên quan đến sức khỏe, an toàn và an ninh cho tất cả hành khách sẽ lần lượt được đề cập trong môn học này.

Các vấn đề pháp lý trong ngành Quản trị Khách sạn – Nhà hàng

Trang bị cho người học những kiến thức liên quan đến pháp luật và môi trường trong hoạt động kinh doanh Khách sạn – Nhà hàng. Những vấn đề chung về pháp luật trong hoạt động kinh doanh Khách sạn và nhà hàng cũng như các vấn đề pháp lý để mở khách sạn và nhà hàng, ví dụ: giấy phép kinh doanh, giấy chứng nhận an toàn vệ sinh thực phẩm, hợp đồng lao động, v.v....

Kinh doanh và tiếp thị dịch vụ khách hàng trong ngành Quản trị Khách sạn – Nhà hàng - BA232IU (3,0)

Môn học này cung cấp cho sinh viên hiểu được ý nghĩa và vai trò của tiếp thị trong hoạt động kinh doanh khách sạn và nhà hàng. Sinh viên sẽ nắm bắt được toàn bộ tiến trình quản trị tiếp thị trong ngành khách sạn và nhà hàng: phân tích – hoạch định – thực hiện – kiểm tra.

Có khả năng phân tích các cơ hội thị trường, phân khúc thị trường, chọn thị trường mục tiêu cho phù hợp với mục tiêu và nguồn lực của một doanh nghiệp khách sạn – nhà hàng.

Có khả năng hoạch định chiến lược tiếp thị trong lĩnh vực khách sạn – nhà hàng, triển khai marketing – mix, kế hoạch tiếp thị bán hàng, tổ chức thực hiện các chương trình tiếp thị, theo dõi kiểm tra các hoạt động tiếp thị trong doanh nghiệp.

Quản lý và phát triển khu nghỉ dưỡng

Môn học này sẽ giới thiệu cho sinh viên khái quát về tổ chức của một resort và sự khác biệt của nó đối với các loại hình kinh doanh lưu trú khác. Sinh viên sẽ được khái quát các kiến thức về lịch sử hình thành và phát triển của các resort trên thế giới, tổ chức và các nét đặc trưng của mô hình resort.

Quản lý và điều hành bộ phận tiền sảnh

Môn học cung cấp cho sinh viên những kiến thức và kỹ năng cần thiết trong việc tuyển dụng cũng như quản lý nhân viên bộ phận tiền sảnh và cho thuê phòng trong ngành khách sạn bao gồm: hệ thống đặt phòng, quản lý năng suất, hệ thống quản lý tài sản.

Kiểm soát chi phí trong dịch vụ ẩm thực

Môn học này sẽ giúp sinh viên tìm hiểu có nguyên tắc cơ bản trong việc kiểm soát chi phí và các ứng dụng của nó trong hoạt động ẩm thực. Các nguyên tắc này tập trung vào kiểm soát chi phí trong các hoạt động: thu mua, tiếp nhận, lưu trữ, phát hành, phục vụ, chuẩn bị, phân bổ, phục vụ và doanh số bán hàng. Ngoài ra, các chi phí nhân công liên quan đến hoạt động của tổ chức cũng sẽ được đề cập đến.

Kỹ năng lãnh đạo và quản lý trong ngành Quản trị Khách sạn – Nhà hàng - BA226IU (3,0)

Môn học cung cấp nền tảng kiến thức của vị trí người quản lý trong nghiệp vụ khách sạn - nhà hàng kết hợp với từng kỹ năng nghiệp vụ. Sinh viên được trang bị kiến thức làm việc với cấp quản lý, khách hàng, nhân viên, và các cơ quan chính quyền. Những bài tập tình huống giúp cho sinh viên thực hành cách giải quyết rắc rối mà họ có thể đối mặt trong công việc. Ngoài ra, sinh viên được hiểu rõ hơn những điều kiện phát triển chuyên môn trong định hướng nghề nghiệp

Quản trị nguồn nhân lực

Giới thiệu những yếu tố căn bản của việc quản trị nguồn nhân lực trong ngành công nghiệp dịch vụ khách hàng. Trọng tâm nhấn mạnh vào chức năng quản lý của công tác tuyển dụng, chọn lọc, nhân sự, đánh giá nhân viên, kỉ luật, sử dụng và nội quy

Vệ sinh an toàn thực phẩm trong khách sạn và nhà hàng - BA207IU (3,0)

Khóa học này cung cấp kinh nghiệm thực tiễn cùng với các nguyên lý cơ bản về an toàn, vệ sinh môi trường và an ninh trong ngành công nghiệp dịch vụ thực phẩm. Nhấn mạnh vào thói quen vệ sinh cá nhân, quy định an toàn và bảo quản thực phẩm (H.A.C.C.P) để bảo vệ sức khỏe của người tiêu dùng. Sau khi hoàn thành khóa học, sinh viên sẽ có thể chứng minh sự an toàn và vệ sinh môi trường thực tế thích đáng với yêu cầu trong ngành công nghiệp dịch vụ thực phẩm.

Bên cạnh đó, khóa học này cũng dạy cho sinh viên về các quy trình an toàn, an ninh và các thủ tục theo yêu cầu của bệnh viện. Các khía cạnh được quan tâm bao gồm kiểm soát lây nhiễm, tác nhân gây bệnh qua đường máu, sự an toàn, sự bảo mật và quyền lợi của bệnh nhân, các thủ tục cấp cứu, vận hành thiết bị và đào tạo máy tính cơ bản.

Quản lý dịch vụ khách hàng - BA243IU (3,0)

Dịch vụ khách hàng là một phần cốt yếu của môi trường kinh doanh theo định hướng dịch vụ ngày nay. Nhiều sinh viên ra trường sẽ làm việc trong lĩnh vực tiếp thị dịch vụ vì vậy hiểu biết những vấn đề liên quan đến quản lý dịch vụ khách hàng trong lĩnh vực này là rất cần thiết. Mục tiêu của môn học nhằm cung cấp cho người học có được nhận thức sâu sắc đối với tiếp thị dịch vụ và những vấn đề xoay quanh việc ra quyết định trong quản lý dịch vụ khách hàng. Những nội dung chính bao gồm: hành vi người tiêu dùng trong một bối cảnh dịch vụ, áp dụng 4P vào dịch vụ, quản lý giao diện khách hàng và thực hiện các chiến lược lợi nhuận trong dịch vụ.

Kỹ năng giám sát trong khách sạn và nhà hàng

Môn học cung cấp nền tảng kiến thức của vị trí giám sát viên trong nghiệp vụ khách sạn - nhà hàng kết hợp với từng kỹ năng nghiệp vụ. Sinh viên được trang bị kiến thức làm việc với cấp quản lý, khách hàng, nhân viên. Những bài tập tình huống giúp cho sinh viên thực hành cách giải quyết rắc rối mà họ có thể đối mặt trong công việc. Ngoài ra, sinh viên được hiểu rõ hơn những điều kiện phát triển chuyên môn trong định hướng nghề nghiệp.

Quản lý doanh thu

Quản lý doanh thu có thể hiểu như dùng những công thức và giải pháp từ các chiến lược để bán đúng sản phẩm/dịch vụ cho đúng đối tượng khách hàng tại thời điểm hợp lí với giá cả đúng đắn. Trong thực tế, việc tiến hành quản lý doanh thu đòi hỏi một tập hợp các phương pháp bao gồm sử dụng hệ thống thông tin để tạo nên cơ sở dữ liệu, quản lý thời gian cho các mặt hàng dễ hỏng, phân tích chi phí và định giá một cách chiến lược, phân tích và phân loại khách hàng để xác định các thời điểm nhạy cảm khách hàng sẵn sàng trả tiền nhiều hơn trước ngày hết hạn. Mặc dù đã được phát triển bởi các hãng hàng

không, ngày càng nhiều nhà hàng khách sạn tiến hành việc quản lý doanh thu để tối ưu hóa thu nhập và lợi nhuận. Kết quả là đang có những nhu cầu cao cho các cá nhân được đào tạo tốt về quản lý doanh thu trong nền công nghiệp dịch vụ nhà hàng khách sạn.

Nghiệp vụ phục vụ chuyên nghiệp

Trong khóa học này, bạn sẽ tìm hiểu những người bạn làm việc với và lý do tại sao, công việc của bạn là gì trong các vị trí khác nhau của nhà hàng, các phương pháp phục vụ khác nhau có nguồn gốc từ các nước khác, vv. Bạn cũng sẽ có cái nhìn sâu sắc về việc phục vụ rượu, hiểu rõ các yêu cầu của khách hàng quen và cách tốt nhất để làm hài lòng mong muốn của họ. Cuối cùng, khóa học sẽ chỉ ra nhu cầu rất lớn về an toàn và vệ sinh môi trường phù hợp để tránh gây ô nhiễm thực phẩm mà bạn sẽ phục vụ cho khách hàng. Phục vụ bàn sẽ biến bạn thành một học sinh học về của bản chất con người. Đến cuối khóa học, bạn sẽ được chuẩn bị sẵn sàng để áp dụng tại ngay cả những nhà hàng cao cấp nhất.

Quản lý thiết bị khách sạn

Học phần này tập trung vào các cơ sở khách sạn như đầu tư thương mại, và làm thế nào chúng có thể được phát triển vì lợi nhuận trong khi vẫn đáp ứng nhu cầu của người cư ngụ và mang tinh bền vững môi trường. Khóa học được trình bày theo 2 dòng song song:

- Quản lý dự án: Dòng này phân tích các vấn đề thực tiễn của việc quản lý sự phát triển của các dự án khách sạn và quản lý tài sản đã hoàn thành cho lợi nhuận
- Thiết kế: Dòng này phân tích lý do tại sao kiến trúc khách sạn và thiết kế nội thất, và tính bền vững môi trường, là thành phần thiết yếu cho thành công thương mại.

Quản lý chất lượng trong khách sạn và nhà hàng

Khóa học nhằm trang bị cho sinh viên cái nhìn tổng quát về vấn đề chất lượng và quản lý chất lượng và có thể định nghĩa nó trong lĩnh vực Khách sạn Nhà hàng. “Chất lượng” mang ý nghĩa rất rộng và là một thuật ngữ có thể sử dụng được trong nhiều tình huống khác nhau, cho nên rất khó để định nghĩa chính xác. “Quản lý chất lượng” nhằm đảm bảo rằng tất cả các quy trình liên quan đến việc cung cấp dịch vụ mang chất lượng cao nhất. Quản lý chất lượng liên quan đến việc duy trì các tiêu chuẩn chất lượng thông qua việc giám sát và hành động thực tế khi chất lượng thực tế bị giảm xuống mức dưới những tiêu chuẩn này. “Đảm bảo chất lượng” là một thuật ngữ được dùng khi một nhà cung cấp đảm bảo chất lượng dịch vụ và cho phép khách hàng tiếp cận trong suốt quá trình sản xuất. Sự hài lòng của khách hàng chính là trọng tâm của Quản lý chất lượng. Khách hàng đang dần trở nên phức tạp và yêu cầu cao hơn, đòi hỏi chất lượng dịch vụ cao nhất từ phía nhà cung cấp

Sáng lập doanh nghiệp

Sau khi học môn học này, sinh viên sẽ có thể xây dựng được cho mình nguồn tài nguyên của bản thân cũng như bổ sung những kiến thức bên ngoài với mục đích tạo lập thành công và quản lý hiệu quả doanh nghiệp. Sinh viên không chỉ có được ý tưởng rõ ràng về những cơ quan hỗ trợ/phát triển để tìm đến khi cần thiết, mà còn biết được những bí

quyết và nguồn tiền cần thiết để sử dụng sự trợ giúp của họ. Sinh viên sẽ có những kỹ năng căn bản về quản lý hoạt động, tài chính, marketing và nhân sự.

Luật kinh doanh

Khóa học này sẽ giới thiệu chung về môi trường pháp lý ảnh hưởng đến các cá nhân, thương nhân và các giao dịch thương mại. Sinh viên sẽ được làm quen và từ đó hiểu được các hình thức và quy định pháp lý về doanh nghiệp, các nguyên tắc cơ bản về luật hợp đồng, trong đó bao gồm giao kết, thực hiện, vi phạm và các chế tài áp dụng cho vi phạm hợp đồng. Ngoài ra, môn học sẽ xem xét các nguyên tắc cơ bản của pháp quy về trách nhiệm sản phẩm, bất động sản, giao dịch có bảo đảm và luật phá sản.

TRƯỜNG KHOA



Hà Minh Trí

KT. HIỆU TRƯỞNG

PHÓ HIỆU TRƯỞNG

Đinh Đức Anh Vũ

Phụ lục I

NỘI DUNG ĐIỀU CHỈNH CHƯƠNG TRÌNH ĐÀO TẠO

NGÀNH QUẢN TRỊ KINH DOANH KHÓA 2023 SO VỚI KHÓA 2022

(Kèm theo Quyết định số /QĐ-ĐHQT ngày tháng năm 2023 của Hiệu trưởng Trường Đại học Quốc tế)

1. Các môn học loại bỏ khỏi chương trình đào tạo

- Bỏ môn PE014IU – Environmental Science (Khoa học môi trường) ra khỏi môn bắt buộc của CTĐT của 3 chuyên ngành Quản trị doanh nghiệp, Kinh doanh quốc tế và Tiếp thị của chương trình trong nước và chương trình liên kết WE 4+0
- Giảm 1 môn tự chọn của chuyên ngành Quản lý Nhà hàng- Khách sạn (từ chọn 3 môn tự chọn thành chọn 2 môn tự chọn)

2. Các môn học bổ sung vào chương trình đào tạo

- Bổ sung BA285IU- Geographical Information System (Hệ thống thông tin địa lý) vào nhóm môn tự chọn cho cả 4 chuyên ngành của Khoa QTKD.

3. Các điều chỉnh khác

- Chuyên BA255IU – Specialized Internship (Thực tập chuyên sâu) từ môn tự chọn thành môn bắt buộc, áp dụng cho tất cả các chương trình Đào tạo của Khoa Quản trị Kinh doanh (bao gồm chương trình trong nước và chương trình liên kết WE 4+0)
- Bổ sung BA255IU – Specialized Internship (Thực tập chuyên sâu) vào điều kiện tiên quyết để làm Luận văn Tốt nghiệp
- Đổi BA167IU- Introduction to Vietnamese Legal System (Pháp luật Việt Nam đại cương) thành môn PE021IU- Pháp luật đại cương là môn bắt buộc và môn chung toàn trường
- Đổi tên môn học BA148IU Interactive Marketing thành BA148IU Digital Marketing (không thay đổi mã môn học), áp dụng cho tất cả các chương trình Đào tạo của Khoa Quản trị Kinh doanh.

4. Hướng xử lý cho các sinh viên khóa cũ khi chưa học các môn học bị loại bỏ khỏi chương trình đào tạo

Chương trình Đào tạo mới sẽ áp dụng cho sinh viên từ Khóa 2023, các khóa cũ từ năm 2022 trở về trước vẫn áp dụng chương trình cũ.

ĐẠI HỌC QUỐC GIA
THÀNH PHỐ HỒ CHÍ MINH
TRƯỜNG ĐẠI HỌC QUỐC TẾ

CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM
Độc lập - Tự do - Hạnh phúc

Phụ lục II
ĐỀ CƯƠNG CHI TIẾT CÁC MÔN HỌC

(Sắp xếp đúng thứ tự môn học theo Bảng 9 - Nội dung CTĐT)

*(Kèm theo Quyết định số /QĐ-ĐHQT ngày tháng năm 2023 của Hiệu trưởng
Trường Đại học Quốc tế)*

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

ACADEMIC ENGLISH 1

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

COURSE OUTLINE – ACADEMIC ENGLISH 1

Part name: *Listening AE1 (Nghe AE1)*

1. Number of credits: 2
2. Level: *for first year students*
3. Time Allocation: *in-class practice*
4. Pre-requisite: *500 TOEFL pbt or 60 TOEFL ibt*
5. Course Objectives:
 - *To help students learn good active listening habits.*
 - *To help the student improve their vocabulary.*
 - *To help the student Learn and to improve their note-taking skills.*
 - *To learn to recognize “lecture language” the discourse markers, speech features, and lexical bundles that lecturers use to guide students in taking in information.*
 - *To sharpen the students’ Critical Thinking Skills.*
6. Course Description: *Strategies for Academic Listening, Note-taking, and Discussion will help the student face the challenges of learning English in an Academic environment. The student will learn to do all the things that successful International college students do – listen actively to lectures, take effective notes, and participate confidently in discussions about the lecture with classmates and the Lecturer. While learning these strategies, you will also learn and use common academic vocabulary as well as useful idioms.*
7. Students learning activities:
 - *Class discussion and participation*
 - *In-class practice*
 - *Listening practice as homework*
8. Course Materials:

Kisslinger, E. & Rost, M. (2002). Contemporary Topics 2 – High Intermediate Listening and Note-taking Skills. New Jersey: Pearson Education
9. Students Assessment:
 - *Class attendance and participation: 15%*
 - *Project: 5%*
 - *Midterm exam: 25%*
 - *Final exam: 50%*
10. Scoring scale: 0 to 100
11. Detailed Course Content:

Week	Unit	Topic	Skill and pages
1 2	1 What’s in a Name?	Cultural Anthropology	Identify main idea, vocabulary preview. Pages 1 – 5 Listening for details Take good notes pages 6 – 8.
3 4	2 English: A Global Language?	Linguistics	Topic review, Vocabulary preview, pages 9 – 12. Listen to the lecture, listen for the main idea, listen for details pages 13 – 16.

5 6	3 High Anxiety: Phobias	Psychology	Topic review – vocabulary preview, Taking better notes pp 17- 20 Listen to the Lecture – Main ideas, listen for details. Projects. Pp 21 – 25.
	Mid Term Week		
7 8	4 TV: What we Watch	Media Studies	Create topic headings and indent subtopics – Topic Review, Vocabulary review, pp 26 – 30. Listen to the Lecture for main ideas, details, note taking tips. Pp 31 – 35.
9 10	5 Learning Differently	Education	Topic review, Vocabulary preview, taking better notes, pp 36 – 39. Listen to the lecture, listen for details, using your notes. Projects pp 40 – 44.
11 12	6 Immigration: Bound for the United States.	History	Topic review, Vocabulary preview pp 45 – 48. Listen to the lecture for main ideas., listen for details, using your notes. Pp 49 – 53.
13 14	7 Who’s Calling the Shots? Review of units for exam.	Business Administration	Topic review, Vocabulary preview, pp 54 – 58.
15	Final Exam		

Part name: *Writing AE1 (Viết AE1)*

1. Number of credits: 2
2. Level: *for first year students*
3. Time Allocation: *in-class lessons, in which*
 - 50% for lectures
 - 50% for writing practice
4. Pre-requisite: *500 TOEFL pbt or 60 TOEFL ibt*
5. Course Objectives:
 - *To provide an academic approach to composition writing*
 - *To acquaint students with the process of academic writing*
 - *To offer practice in composition writing*
 - *To enhance academic composition writing skills*
6. Course Description: *This course aims to develop writing skills for pre-advanced academic writers. It focuses on composition writing using Writing process, Building Framework, Description, Opinion, Process, Comparison-Contrast, Cause-Effect,*

Problem-Solution, and Argument. Students will have writing practice in “Real-World Writing” formats.

8. Students learning activities:

- *Class discussion and participation*
- *In-class writing practice*
- *Writing practice as homework*

7. Course Materials:

- *Textbook: Zemach, D. E. & Rumisek, L. A. (2003). College writing – from paragraph to essay. Oxford: MacMillan Publishers*
- *References: Arlov, P. (2004). Wordsmith: A guide to college writing. New Jersey: Prentice Hall*

10. Students Assessment Rubrics:

- *Class attendance and participation: 10%*
- *Homework: 10%*
- *Midterm exam: 30%*
- *Final exam: 50%*

8. Scoring scale: 0 to 100

9. Detailed Course Content:

Week #	Composition Units	Discussion	Writing Assignments
1	Introduction: Process Writing	Understanding process writing, the writing method	
2	Unit 1: Pre-Writing: Getting Ready to Write	- Choosing and narrowing a topic - Gathering ideas - Editing ideas	Review: Exercise 8/ p. 10
3	Unit 2: The Structure of a Paragraph	- The definition of a paragraph - The parts of a paragraph - Identifying and writing topic sentences	Exercise 6/ p.15
4	Unit 3: The Development of a Paragraph	- Paragraph support and development - Writing concluding sentences - Peer editing	Exercise 12/ p.23
5	Unit 4: Descriptive and Process Paragraphs	- Descriptive paragraphs - Organizing and writing descriptive paragraphs - Process paragraphs - Using transition words	Exercise 13/ p.31
6	Unit 5: Opinion Paragraphs	- Distinguishing between fact and opinion - Opinions and arguments - Expressing causality - Making recommendations	Exercise 16/ p.38
7	Unit 6:	- Comparison / contrast paragraphs - Organizing	Exercise 9/ p.47

	Comparison	/	- Connecting words	
	Contrast		- Writing	
	Paragraphs			
8	Mid-term Test			
9	Unit 7:		- Writing	Review
	Problem / Solution		- Using real conditionals	Exercise 15/ p.55
	Paragraphs		- A two-paragraph paper with linking phrases	
10	Unit 8:		- The definition	Exercise 6/ p.61
	The Structure of an		- Formatting an essay	
	Essay		- Writing a thesis statement	
11	Unit 9:		- The purpose	Review
	Outlining an Essay		- Writing	Exercise 8/ p.70
12	Unit 10:		- The purpose of an introduction	Review
	Introductions and		- Types of information	Exercise 10/ p.77
	Conclusions		- The purpose of a conclusion	
			- Writing conclusions	
13	Unit 11:		- The importance	Exercise 8/ p.86
	Unity and		- Editing	
	Coherence		- Creating coherence	
14	Unit 12:		- Common instructions	Exercise 5/ p.92
	Essays for		- Writing timed essays and	
	Examinations		managing time	
15	Additional		Sample essays	
	Materials			

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

ACADEMIC ENGLISH 2

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

COURSE OUTLINE – ACADEMIC ENGLISH 2

Part name: *Speaking AE2 – Effective Presentations (Nói AE2- Thuyết trình hiệu quả)*

1. Number of credits: 2
2. Level: *for first year students*
3. Time Allocation: *in-class practice*
4. Pre-requisite: *500 TOEFL pbt or 60 TOEFL ibt*
5. Course Objectives: *To provide students with the skills to be able prepare and deliver effective formal, structured presentations that are appropriate to the specific environment and audience.*
6. Course Description: *students are provided with practical strategies for effective presentations. They also have chance to practice giving presentations in class and receive feedback.*
7. Students learning activities: *Lessons are generally conducted in the form of lectures and demonstrations followed by students practicing the skills just presented.*
8. Course Materials:
Effective Presentations, Jeremy Comfort, Oxford University Press, 1997
9. Students Assessment:
 - *Class attendance and participation: 20%*
 - *Midterm exam: 30%*
 - *Final exam: 50%*
10. Scoring scale: 0 to 100
11. Detailed Course Content:

Week 1, Period 1 - 2

Introduction

Date

Material Covered: Students will receive an introduction to Effective Public speaking. **Students will select topics (ethnic group) for Mid-term examination.**

Visual Aids: EP Intro 1 Making effective Presentations.ppt, EP Intro 2 Give a talk about your.ppt

Handouts: Giving Presentations Handout.doc

Week 2, Period 3 - 4

Practice

Date

Material Covered: Student will give a short speech about themselves to help them overcome initial shyness of standing up and speaking in public

Visual Aids: None

Handouts: Given previous class

Week 3, Period 5 - 6

What is the Point?

Date:

Material Covered: Unit 1: What is the Point?' Pg 6-11

Students will watch and discuss a poor presentation and will practice giving presentations in groups of four. Time permitting selected students will present to the class.

Visual Aids: Video Unit 1, EP Unit 1 What is the pont.ppt, EP Unit 1 Sonway Solar Electronics.ppt, EP Unit 1 Air-Inter.ppt, EP Unit 1 Sintra Telecom.ppt, EP Unit 1 Tokai Fashion House.ppt

Handouts: pages 32 -34 Teacher's and page 11 of student book.

Week 4, Period 7 - 8 Making a start Date:
Material Covered: Unit 2: Making a start, Pg 12-17 Video Unit 2
 Students will see and discuss a video of poor and good versions of an introduction, and will practice giving introductions to speeches in groups of four.
Visual Aids: Video Unit 2, EP Unit 2 Making a Start.ppt
Handouts: Teacher's book pg 35 & student book pg 17

Week 5, Period 9 - 10 Linking the parts Date:
Material Covered: Unit 3: Linking the parts, Pg 18-23
 Students will watch and discuss a video of poor and good versions of an transitions, and practice giving short speeches in groups of six. Time permitting selected students will present to the class.
Visual Aids: Video Unit 3. EP Unit 3 Linking the parts.ppt, EP Unit 3 Student Presentatons.ppt
Handouts: Teacher's book pgs 36,37 & student book pg 22

Week 6, Period 11 – 12 Finishing off Date:
Material Covered: Unit 7: Finishing off, Pg 40-43
 Students will watch and discuss a video showing good and poor closings and will practice giving endings to presentations in groups of three. Time permitting students will also practice their mid-term presentation in their groups
Visual Aids: Video Unit 7. EP Unit 7 Finishing.ppt
Handouts: Teacher's book pgs 44,45

Week 7, Period 13 – 14 Practice Presentation Date:
Material Covered: Practice Presentations. Students will prepare and deliver a short presentation on one of the sub-groups of the Chut Ethnic group in groups of five. Time permitting selected students will present to the class.
Visual Aids: none
Handouts: Presentation Score Sheet, May.jpg, Ruc.jpg, Arem.jpg, Sach.jpg, Maleng.jpg

Mid-Term
 Students will give a five to six minute informative presentation on an ethnic group in Vietnam

Week 8, Period 15 – 16 The right kind of language Date:
Material Covered: Unit 4: The right kind of language; Pg 24-29
 Students will watch and discuss a video of an individual reading a research report and giving a presentation, will discuss advantages and disadvantages of reading a speech, and will learn how to analyze text to determine complexity level. Time permitting students will work change text to more natural form (Teacher book 38,39)
Students will be assigned topics (provinces) for Final.
Visual Aids: Video Unit 4. EP Unit 4 The Right Kind of Language.ppt
Handouts: Teacher's book pgs 38, 39 & student book pgs 73 & 74

Week 9, Period 17 – 18 Visual Aids Date:

Material Covered: Unit 5: Visual Aids, Pg 30-35

Students will view and discuss a video showing use of good and poor visual aids, and practice giving presentations using visual aids in groups of four. Time permitting selected students will present to the class.

Visual Aids: Video Unit 5. EP Unit 5 Visual Aids.ppt

Handouts: Teacher's book pgs 40,41,42 & student book pg 35

Week 10, Period 19 – 20 Reporting Change Date:

Material Covered: Reporting Change

Students will practice using the vocabulary to describe reporting change in organizations (profit, sales, revenue, cost) and explaining why these changes occurred. Students will practice giving presentation in groups of eight. Time permitting selected students will present to the class.

Visual Aids: Reporting Change in Corporate Indicators.ppt

Handouts: reportingchangeactivitysheetex.doc, CorporateAnnualReports.doc

Week 11, , Period 21 – 22 Body language Date:

Material Covered: Unit 6: Body language, Pg 36-39

Students will view and discuss a video showing use of good and poor body language, and practice giving presentations in groups of four. Time permitting selected students will present to the class.

Visual Aids: Video Unit 6. EP Unit 6 Body Language.ppt

Handouts: Teacher's book pgs 43, Activity 2, Gesture Practice.doc Examples of Body Language.doc Understanding Body language(International Express Intermediate, Pg 30)

Week 12, Period 23 – 24 Question Time Date:

Material Covered: Unit 8: Question Time, Pg 44-49

Students will view and discuss a video showing use of appropriate and inappropriate answering of questions, and practice giving answering questions in groups of three. Time permitting selected students will present to the class.

Visual Aids: Video Unit 8. EP Unit 8 Question Time.ppt

Handouts: Teacher's book pgs 46,47,48 & student book pg 49

Week 13, Period 25 – 26 Putting it al together Date:

Material Covered: Unit 9: Finishing Up, Pg 50-56

Students will view and discuss a video showing use of good and bad presentations, and then practice giving their final presentations in their groups

Visual Aids: Video Unit 1 & 9 . EP Unit 9 Putting it all together.ppt

How to give a bad presentation.ppt, Do not give Terrible Presentation Guide.ppt

Handouts: None

Week 14, Period 27 – 28 Debating Date:

Material Covered: Public Debating Lecture & Students will practice debating in groups

Visual Aids: Debating.ppt

Handouts: None

Week 15, Period 29 – 30	Practice	Date:
--------------------------------	-----------------	--------------

Material Covered: Student Presentations

Students will practice their presentation in class and be evaluated by peers

Visual Aids: Student prepared

Handouts: Evaluation forms

Final

Students will deliver a seven to eight minute persuasive presentation on investment opportunities for a province in Vietnam

Part name: *Writing AE2 – Research Paper Writing (Viết AE2 – Viết báo cáo nghiên cứu)*

1. Number of credits: 2
2. Level: *for first year students*
3. Time Allocation: *in-class lessons, in which*
 - *50% for lectures*
 - *50% for writing practice*
4. Pre-requisite: *Writing AE1*
5. Course Objectives: *Upon completing the course, students will be able to:*
 - *Select and narrow a research topic*
 - *Formulate, evaluate, and revise thesis statements*
 - *Organize and write a preliminary outline*
 - *Locate and evaluate sources*
 - *Correctly document sources*
 - *Take different types of notes*
 - *Write and revise introductions, body paragraphs, and conclusions*
 - *Write and revise a rough draft*
 - *Write a final draft*
6. Course Description: *This course provides an overview of the organizational format for a research paper and assists students in completing research projects in any content area course by providing assistance in writing effective research papers using a step-by-step process approach. Course content includes the components of a research paper, and techniques of selecting and narrowing topics; writing thesis statements; outlining; locating and documenting sources; taking notes; writing introductions, body paragraphs, and conclusions; and writing rough and final drafts. Students work with projects relating to their content area courses.*
7. Students learning activities:
 - *Class discussion and participation*
 - *In-class writing practice*
 - *Writing practice as homework*
8. Course Materials:
 - *Textbook: Nguyen, V. M. (2006) Research paper writing. International University, HCMC*
 - *References:*
 - *Keezer, S. (ed) (2003). Write your research report. A real-time guide. New Jersey: Pearson Learning Group.*

- Weissberg, R. & S. Buker (1990). *Writing up research*. New Jersey: Prentice Hall Regents.

9. Students Assessment:

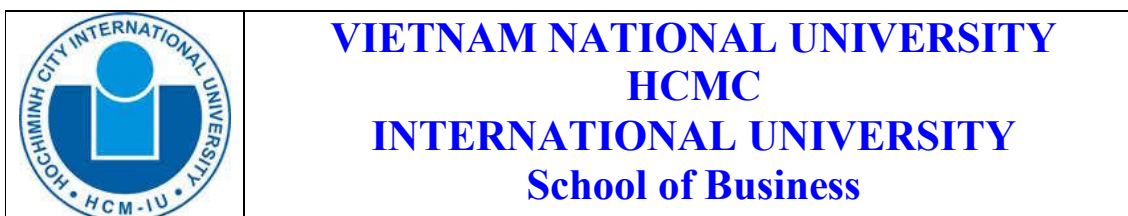
- *Class attendance and participation: 5%*
- *Assignments: 20%*
- *Midterm exam: 25%*
- *Final exam: 50%*

10. Scoring scale: 0 to 100

11. Detailed Course Content:

Week	Content	Homework
1	<ul style="list-style-type: none"> • Orientation of the subject • An overview of research types 	<ul style="list-style-type: none"> • Reading a sample research paper
2	Forming a topic for research <ul style="list-style-type: none"> • Choosing and narrowing a topic • Analyzing the sample research paper: outlining and getting familiar with different sections of a research paper 	<ul style="list-style-type: none"> • Forming own research question • Reading chapter 1 Introduction in the textbook
3	Writing the introduction <ul style="list-style-type: none"> • Stages of an introduction • Language conventions for each stage • Exercises in the textbook 	<ul style="list-style-type: none"> • Reading chapter 2 Writing the Literature Review in the textbook
4	Writing the Literature Review <ul style="list-style-type: none"> • What is literature review? • Elements of a literature review • In-text citation convention • Plagiarism 	<ul style="list-style-type: none"> • Researching the topic and gathering information for own research paper • Exercises on paraphrasing and summarising
5	Writing the Literature Review (cont'd) <ul style="list-style-type: none"> • Paraphrasing • Reporting verbs • Formal academic language 	
6	Writing the Literature Review (cont'd) <ul style="list-style-type: none"> • Writing a summary • Comparing literature 	
7	Making the outline <ul style="list-style-type: none"> • Organizing information • Outlining the research paper 	<ul style="list-style-type: none"> • Fixing own outline • Reading chapter 3 Methodology in the textbook
8	Writing the methodology <ul style="list-style-type: none"> • Elements • Language conventions • Exercises 	<ul style="list-style-type: none"> • Reading chapter 4 Results and Discussion in the textbook • Writing the first draft of the research paper

9	Results and Discussion <ul style="list-style-type: none"> • Language conventions • Exercises 	<ul style="list-style-type: none"> • Writing the first draft of the research paper (cont'd) • Reading chapter 5 Conclusion in the textbook
10	Writing the conclusion <ul style="list-style-type: none"> • Elements of a conclusion • Language conventions • Exercises 	<ul style="list-style-type: none"> • Writing own conclusion for the research paper • Reading chapter 6 Abstract in the textbook
12	Writing the abstract <ul style="list-style-type: none"> • Elements of an abstract • Language conventions • Exercises 	<ul style="list-style-type: none"> • Writing own abstract for the research paper
13	Preparing the final draft <ul style="list-style-type: none"> • Guidelines for the list of references 	
14	<ul style="list-style-type: none"> • Editing • Proofreading 	



**VIETNAM NATIONAL UNIVERSITY
HCMC
INTERNATIONAL UNIVERSITY
School of Business**

COURSE SYLLABUS

Course Name: Introduction to Business Administration

Course Code: BA115IU

1. General information

Course ID	BA115IU	
Relation to curriculum	Compulsory	
Teaching methods	Lectures, projects, homework, examinations.	
Workload (incl. contact hours, self-study hours)	15 classes; 1 class = 3 periods; 1 period = 50 minutes	
Workload (incl. contact hours, self-study hours)	(Estimated) Total workload: 128 Contact hours: 38 (15 classes, 1 class = 3 periods, 1 period = 50 minutes) Private study including examination preparation, specified in hours: 90	
Credit points	03	
Required and recommended prerequisites for joining the course	None	
Course Learning Outcomes	Upon the successful completion of this course students will be able to:	
	Knowledge	LO1: Describe concepts that covered in the course such as how changes in the business environment influences on the firm, business ownership, different functions of management, LO2: Identify the concept which related to HRM and employees motivation as well as the characteristic of marketing mix. LO3: State the ethical requirements of business activities
	Skills	LO4. Hold basic communication skills such as written and verbal communication.
	Attitude	LO5. Recognize value and beliefs of others from different cultural context
	Student's tasks	<ol style="list-style-type: none"> 1. Attend more than 80% of contact hours in order to be accepted to the final examination 2. Actively participate in class activities. 3. Fulfill tasks given by the instructor after class. 4. Use their own laptop in class only for learning purposes. 5. Read the textbook in advance. 6. Access the Blackboard for up-to-date information and material of the course, for online support from

		teachers and other students and for practicing and assessment.
	Teaching & Learning Materials	Main textbooks: William G. Nickels, James M. McHugh, Susan M. McHugh – Understanding Business, 11th edition, McGraw-Hill IM, Video, PPT, Test bank
	Assessment scheme	1. Homework/ Case Discussion/ Group Project: 30% ; 2. Midterm exam: 30%; 3. Final Exam; 40%

2. Learning Outcomes Matrix

The relationship between Course Learning Outcomes (CLO) (1-...) and Program Learning Outcomes (PLO) (1 -...) is shown in the following table:

CLO	PLO								
	1	2	3	4	5	6	7	8	9
1	X								
2	X								
3				X					
4					X	X			
5					X				

3. Planned learning activities and teaching methods

Ses sion	Content	C L O	Bloo m's Taxo nomy	Catego ry	Teac her's Mate rial	Assess ments
1	Chapter 1: Managing Within The Dynamic Business Environment: Taking Risks And Making Profits	1, 3	KN, CR	Lectur e	Instru ctor Manual, Teac her's Reso urce	Studen t's book
2	Chapter 2: How Economics Affects Business: the Creation and Distribution of Wealth	1, 3	KN, CR	Lectur e HBR presentation	Instru ctor Manual, Teac her's Reso urce	Studen t's book
3	Chapter 5: Choosing a Form of Business Ownership	1, 3	KN, CR	Lectur e,	Instru ctor Manual,	Studen t's book

				HBR presentation	Teacher's Resource	
4	Chapter 7: Management, Leadership, And Employee Empowerment	1	KN, CR	Lecture, HBR presentation	Instructor Manual, Teacher's Resource	Student's book Casestudy
5	Chapter 8 Adapting Organizations To Today's Markets	1	KN, CR	Lecture, HBR presentation	Instructor Manual, Teacher's Resource	Student's book Casestudy
6	Chapter 9 Producing World-Class Goods and Services	1	KN, CR	Lecture, HBR presentation	Instructor Manual, Teacher's Resource	Student's book
7	Chapter10 Motivating Employees And Building Self-Managed Teams	1, 3	KN, CR	Lecture, HBR presentation	Case-study, Teacher's Resource	Case-study, Student's book
8	Chapter 11 HRM: Finding and Keeping the Best Employees	2, 3	KN, CR	Lecture, HBR presentation	Instructor Manual, Teacher's Resource	Student's book
9	Chapter 13 Marketing: Building Customer Relationships	2, 3	KN, CR	Lecture, HBR presentation	Instructor Manual, Teacher's Resource	Student's book
10	Chapter14 Developing and Pricing Products and Services	2, 3	KN, CR	Lecture, HBR presentation	Instructor Manual, Teacher's	Student's book

					Resource	
11	Chapter 15 Distributing Products Quickly and Efficiently	2	KN, CR	Lecture, HBR presentation	Instructor Manual, Teacher's Resource	Student's book
12	Chapter 16 Using Effective Promotional Techniques	2	KN, CR	Lecture, HBR presentation	Instructor Manual, Teacher's Resource	Student's book
13	COURSE REVIEW	1, 2, 3	KN, CR		Instructor Manual, Teacher's Resource	Student's book
14	GROUP PRESENTATION AND REPORT SUBMISSION	3, 4, 5	AP, EV	Group Presentation and Report Submission		
15	GROUP PRESENTATION AND REPORT SUBMISSION	3, 4, 5	AP, EV	Group Presentation and Report Submission		

4. Assessment plan

Assessment Type	CLO1	CLO2	CLO3	CLO4	CLO5
Chapter Mindmap (5%)	70%Pass	70%Pass			
Case Analysis (5%)					
Class participation and preparation (5%)					
Group assignment (10%)				70%Pass	70%Pass
Mid-term Exam (30%)	70%Pass		Q1 70%Pass		

Final exam (40%)		70%Pass	70%Pass		
-------------------------	--	---------	---------	--	--

Note: %Pass: Target that 70 % of students having scores greater than 70 out of 100.

5. Grading rubric for presentation

	Capstone 3	Milestone 2	Benchmark 1
Organization	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable within the presentation.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is intermittently observable within the presentation.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is not observable within the presentation.
Delivery	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation interesting, and speaker appears comfortable.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation understandable, and speaker appears tentative.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) detract from the understandability of the presentation, and speaker appears uncomfortable.
Supporting Material	Supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that generally supports the presentation or establishes the presenter's credibility/authority on the topic.	Supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that partially supports the presentation or establishes the presenter's credibility/authority on the topic.	Insufficient supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make reference to information or analysis that minimally supports the presentation or establishes the presenter's credibility/authority on the topic.
Central Message	Central message is clear and consistent with the supporting material.	Central message is basically understandable but is not often repeated and is not memorable.	Central message can be deduced, but is not explicitly stated in the presentation.

6. Grading rubric for group report

	Capstone 4	Milestones		Benchmark 1
		3	2	
Content Development	Uses appropriate, relevant, and compelling content to illustrate mastery of the subject, conveying the writer's understanding, and shaping the whole work.	Uses appropriate, relevant, and compelling content to explore ideas within the context of the discipline and shape the whole work.	Uses appropriate and relevant content to develop and explore ideas through most of the work.	Uses appropriate and relevant content to develop simple ideas in some parts of the work.

Sources and Evidence	Demonstrates skillful use of high-quality, credible, relevant sources to develop ideas that are appropriate for the discipline and genre of the writing	Demonstrates consistent use of credible, relevant sources to support ideas that are situated within the discipline and genre of the writing.	Demonstrates an attempt to use credible and/or relevant sources to support ideas that are appropriate for the discipline and genre of the writing.	Demonstrates an attempt to use sources to support ideas in the writing.
Control of Syntax and Mechanics	Uses graceful language that skillfully communicates meaning to readers with clarity and fluency, and is virtually error-free.	Uses straightforward language that generally conveys meaning to readers. The language in the portfolio has few errors.	Uses language that generally conveys meaning to readers with clarity, although writing may include some errors.	Uses language that sometimes impedes meaning because of errors in usage.

Date revised: April 10th, 2023

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí



COURSE SYLLABUS

Course Name: Principles of Microeconomics

Course Code: BA117IU

1. General information

Course designation	<i>The study of Microeconomics focuses mainly on how households and firms make decisions and the interactions of these decision makers in the resource and goods markets. It seeks to explain the prices and quantities of individual goods and services produced. It also provides insights into how the economy works the economics of the environment, microeconomic reforms and an understanding of the effects of government intervention (regulations and taxes) on the economy and on various groups in society.</i>	
Semester(s) in which the course is taught	1	
Person responsible for the course	Ms. Bui Thi Thao Hien	
Language	English	
Relation to curriculum	Compulsory	
Teaching methods	Lecture, lesson, project, seminar.	
Workload (incl. contact hours, self-study hours)	(Estimated) Total workload: 135 Contact hours (please specify whether lecture, exercise, laboratory session, etc.): 45 Private study including examination preparation, specified in hours: 90	
Credit points	3	
Required and recommended prerequisites for joining the course	None	
Course objectives	Students will be provided with skills of using data from a variety of sources, be introduced to contemporary computing and database environments, such as R/Python, and be exposed to case studies from outside the classroom. Through this unit, students will become acquainted with the challenges of contemporary data science and gain an appreciation of the foundational skills necessary to turn data into information.	
Course learning outcomes	Upon the successful completion of this course students will be able to:	
	Competency level	Course learning outcome (CLO)
	Knowledge	CLO1. Identifying what Microeconomics is and the skill sets needed to be a researcher. CLO2. Explain firms and consumer behavior under uncertainty.

	Skill	CLO3. Describe the behavior of firms in four market structures: perfect competition, monopoly, oligopoly, and monopolistic competition in the short-run and the long-run. CLO4. Explain the components that help to organize and assign individuals in group to work together to achieve a goal or solve problems arising from day to day business activities																																													
	Attitude	CLO5. Explain the ethical requirements of Microeconomics.																																													
Content	<p><i>The description of the contents should clearly indicate the weighting of the content and the level.</i></p> <p>Weight: lecture session (3 hours) Learning levels: I (Introduce); T (Teach); U (Utilize)</p> <table border="1"> <thead> <tr> <th>Topic</th> <th>Weight</th> <th>Level</th> </tr> </thead> <tbody> <tr> <td>Ten principles of Economics</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>Thinking like an economist</td> <td>2</td> <td>T, U</td> </tr> <tr> <td>Interdependence and Gains from Trade</td> <td>1</td> <td>T, U</td> </tr> <tr> <td>Market forces of supply and demand</td> <td>2</td> <td>T</td> </tr> <tr> <td>PPFs Curve</td> <td>2</td> <td>T, U</td> </tr> <tr> <td>Elasticity and Its Application</td> <td>2</td> <td>T</td> </tr> <tr> <td>Supply, Demand , and Government Policies</td> <td>1</td> <td>T, U</td> </tr> <tr> <td>Consumers, Producers and the Efficiency of Markets</td> <td>1</td> <td>T, U</td> </tr> <tr> <td>The Costs of Production</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>Firms in Competitive Markets</td> <td>2</td> <td>T, U</td> </tr> <tr> <td>Monopoly</td> <td>2</td> <td>T</td> </tr> <tr> <td>Oligopoly</td> <td>1</td> <td>T, U</td> </tr> <tr> <td>Monopolistic Competition</td> <td>1</td> <td>T, U</td> </tr> <tr> <td>Theory of Consumer Choice</td> <td>1</td> <td>I, T</td> </tr> </tbody> </table>		Topic	Weight	Level	Ten principles of Economics	1	I, T	Thinking like an economist	2	T, U	Interdependence and Gains from Trade	1	T, U	Market forces of supply and demand	2	T	PPFs Curve	2	T, U	Elasticity and Its Application	2	T	Supply, Demand , and Government Policies	1	T, U	Consumers, Producers and the Efficiency of Markets	1	T, U	The Costs of Production	1	I, T	Firms in Competitive Markets	2	T, U	Monopoly	2	T	Oligopoly	1	T, U	Monopolistic Competition	1	T, U	Theory of Consumer Choice	1	I, T
Topic	Weight	Level																																													
Ten principles of Economics	1	I, T																																													
Thinking like an economist	2	T, U																																													
Interdependence and Gains from Trade	1	T, U																																													
Market forces of supply and demand	2	T																																													
PPFs Curve	2	T, U																																													
Elasticity and Its Application	2	T																																													
Supply, Demand , and Government Policies	1	T, U																																													
Consumers, Producers and the Efficiency of Markets	1	T, U																																													
The Costs of Production	1	I, T																																													
Firms in Competitive Markets	2	T, U																																													
Monopoly	2	T																																													
Oligopoly	1	T, U																																													
Monopolistic Competition	1	T, U																																													
Theory of Consumer Choice	1	I, T																																													
Examination forms	Multiple-choice questions, short-answer questions																																														
Study and examination requirements	<p>Attendance: A minimum attendance of 80 percent is compulsory for the class sessions. Students will be assessed on the basis of their class participation. Questions and comments are strongly encouraged.</p> <p>Assignments/Examination: Students must have more than 50/100 points overall to pass this course.</p>																																														
Reading list	Mankiw, N.G. (2016). Principles of Economics, 8th edition, South-Western , Cengage Learning																																														

2. Learning Outcomes Matrix (optional)

The relationship between Course Learning Outcomes (CLO) (1-4) and Program/Student Learning Outcomes (SLO) (1-6) is shown in the following table:

CLO	SLO					
	1	2	3	4	5	6
1	x					
2	x					
3						X
4				x		

3. Planned learning activities and teaching methods

Week	Topic	CLO	Assessments	Learning activities	Resources
------	-------	-----	-------------	---------------------	-----------

1	Introduction to Microeconomics	1, 4	Quiz1	Lecture, Discussion, Inclass-Quiz	[1].0. [2].1.
2	Thinking like an Economist	3	HW1	Lecture, Inclass-Quiz, HW	[1].9.
3	Interdependence and Gains from Trade	3	Quiz4	Lecture, Group work	[2].2.
4	Market Forces of Supply and Demand	2	HW2, Quiz6	Lecture, Group work, HW	[1]. 2, 4 [2]. 2
5	Elasticity and Its Application		HW2 presentation	Presentation	
6	Supply, Demand and Government Policies	3		Lecture, Group work	[2]. 3
7	Consumers, Producers and the Efficiency of Markets			Lecture, Discussion, HW	
8	Midterm				
9	The Cost of Production	3	HW3	Lecture, Group work, HW	[2]. 4. [1]. 18.
10	Firms in Competitive Markets	3		Lecture, Group work	[3]. 10
11	Monopoly	3	HW4	Lecture, Discussion, HW	[2]. 8
12	Oligopoly	3,4	Quiz15	Lecture, Inclass-Quiz	[1]. 12, 13 [2]. 9, 16
13	Monopolistic Competition		HW5	Review-Test	[1]. 12, 13 [2]. 9, 16
14	Theory of Consumer Choice		Presentation	Lecture, Discussion, HW	[1]. 12, 13 [2]. 9, 16
15 +16	Revision				
17	Final exam				

4. Assessment plan

Assessment Type	CLO1	CLO2	CLO3	CLO4
In-class exercises/quizzes (10%)	Qz1 70%Pass	Qz6 70%Pass		Qz15 70%Pass
Homework exercises (20%)	HW2 70%Pass		HW1, HW3, HW4 70%Pass	
Midterm exam (30%)		Q3 70%Pass	Q1, 70%Pass	Q2

Final exam (40%)	Part I 70%Pass		Part II.1,2 70%Pass	Part II.3 70%Pass
-------------------------	---------------------------	--	--------------------------------	------------------------------

Note: %Pass: Target that % of students having scores greater than 70 out of 100.

5. Rubrics (optional)

GRADING RUBRIC FOR WRITTEN COURSEWORK MIDTERM EXAMINATION – Subject (ID subject) Academic year: 2022 – 2023 (term ...)

Criteria	INADEQUATE 10% – 49%	ADEQUATE 50% - 59%	ABOVE AVERAGE 60% - 74%	EXEMPLARY ≥ 75%
Organisation and clarification	Does not organise ideas logically and with clarification Limited evidence of coherence Ideas lack consistence	Generally organised logically, with evidence of progression Occasionally, there may be a lack of focus or ideas may be tangential	Clear organization and progression. Responds appropriately and relevantly, although some ideas are underdeveloped	Response is focused, detailed and non-tangential. Shows a high degree of attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought regarding the topic
Originality and usefulness of the analysis	Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.	Shows ability to identify issues, gather the facts and develop claims. Argument are addressed well but no links with evidence	Shows strong ability to identify issues, gather the fact and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained	Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported
Use of data/information	Shows little information from sources. Poor handling of sources	Shows moderate amount of source information incorporated. Some key points supported by sources. Quotations may be poorly integrated into paragraphs. Some possible problems with source citations	Draws upon sources to support most points. Some evidence may not support arguments or may appear where inappropriate. Quotations integrated well into paragraphs. Sources cited correctly	Draws upon primary and secondary source information in useful and illuminating ways to support key points. Excellent integration of quoted material into paragraphs. Source cited correctly
Use of frameworks	Shows limited ability to structure problems in	Shows effort to link problems with the	Shows ability to structure problems in	Shows ability to structure problems in

	correspondence to theoretical frameworks	theoretical frameworks. There are still some mistakes	correspondence to theoretical frameworks correctly. Minor mistakes in resolving problems	correspondence to theoretical frameworks correctly. The problems are well resolved
Quality of arguments	Shows little attempt to offer support for key claims or to relate evidence to analysis. Reasons offered are irrelevant.	Shows argument of poor quality. Weak, undeveloped reasons are offered to support key claims	Shows clear, relevant and logical arguments.	Shows identifiable, reasonable and sound arguments. Clear reasons are offered to support key claims.

GRADING RUBRIC FOR WRITTEN COURSEWORK
MIDTERM EXAMINATION –
Academic year:

Criteria	COMPLETELY FAIL Below 30%	INADEQUATE 30% – 49%	ADEQUATE 50% - 69%	ABOVE AVERAGE 70% - 89%	EXEMPLARY ≥ 90%
Organisation and clarification	No evidence of organization and coherence	Does not organise ideas logically and with clarification Limited evidence of coherence Ideas lack consistence	Generally organised logically, with evidence of progression Occasionally, there may be a lack of focus or ideas may be tangential	Clear organization and progression. Responds appropriately and relevantly, although some ideas are underdeveloped	Response is focused, detailed and non-tangential. Shows a high degree of attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought regarding the topic
Originality and usefulness of the analysis	Shows no ability to identify issues or a clear inability to gather the facts	Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.	Shows ability to identify issues, gather the facts and develop claims. Argument are addressed well but no links with evidence	Shows strong ability to identify issues, gather the fact and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained	Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported
Use of data/information	Shows no effort to incorporate information from primary	Shows little information from sources.	Shows moderate amount of source	Draws upon sources to support most points.	Draws upon primary and secondary source

	and secondary sources	Poor handling of sources	information incorporated. Some key points supported by sources. Quotations may be poorly integrated into paragraphs. Some possible problems with source citations	Some evidence may not support arguments or may appear where inappropriate. Quotations integrated well into paragraphs. Sources cited correctly	information in useful and illuminating ways to support key points. Excellent integration of quoted material into paragraphs. Source cited correctly
Use of frameworks	Shows no effort to structure problems in correspondence to theoretical frameworks	Shows limited ability to structure problems in correspondence to theoretical frameworks	Shows effort to link problems with the theoretical frameworks. There are still some mistakes	Shows ability to structure problems in correspondence to theoretical frameworks correctly. Minor mistakes in resolving problems	Shows ability to structure problems in correspondence to theoretical frameworks correctly. The problems are well resolved
Quality of arguments	Shows no effort to construct logical arguments. Fails to support analysis	Shows little attempt to offer support for key claims or to relate evidence to analysis. Reasons offered are irrelevant.	Shows argument of poor quality. Weak, undeveloped reasons are offered to support key claims	Shows clear, relevant and logical arguments.	Shows identifiable, reasonable and sound arguments. Clear reasons are offered to support key claims.

Date revised: 18/08/2022

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí



**VIETNAM NATIONAL UNIVERSITY HCMC
INTERNATIONAL UNIVERSITY**
School of Business

COURSE SYLLABUS

Course Name: Business Computing Skills

Course Code: BA120IU

1. General information

Course designation	<i>This course is designed to combine knowledge of business and information technologies. It explores the breadth of Information and Communications Technology (ICT), including business hardware and software, professional computing ethics and behaviors as well as design information systems. Also, students will be knowledgeable about computing terminology, the fundamentals of database management, presentation graphics and an introduction to data analysis. The course will prepare students to work in a variety of industries, involving business administration, economics, finance, and accounting.</i>
Semester(s) in which the course is taught	2, 3
Person responsible for the course	Dr. Nguyen, Ngoc Truong Minh
Language	English
Relation to curriculum	Compulsory
Teaching methods	Lecture, Lesson, Practical Problems
Workload (incl. contact hours, self-study hours)	(Estimated) Total workload: 135 Contact hours: 45 (15 hours of lecture and 30 hours of exercise) Private study including examination preparation, specified in hours: 90
Credit points	03
Required and recommended prerequisites for joining the course	None
Course objectives	<p>This course accentuates the abilities of computer systems and their applications in business. The course will provide a solid foundation of knowledge about skills that students must develop to effectively use computerized decision tools for typical business problems. Specific objectives include:</p> <ul style="list-style-type: none"> • explore basic relationships of computer products and concepts • create MS Access objects, enter criteria into data, form expressions and create functions, and customize the appearance of forms and reports • create document templates in MS Word that will help businesses streamline their correspondence, use mail merge, print mailing labels, templates, newsletters, and flyers

	<ul style="list-style-type: none"> analyze data with practical analysis of real business problems and streamline office tasks to present it in a way the managers can use acquire strong ability in using MS Excel software as tools in decision-making. This course will provide a complete learning in MS Excel. 																																													
Course Learning Outcomes	Upon the successful completion of this course, students will be able to:																																													
	<table border="1"> <thead> <tr> <th>Competency Level</th> <th>Course Learning Outcomes (CLOs)</th> </tr> </thead> <tbody> <tr> <td>Knowledge</td> <td>CLO1. Summarize different technical knowledge to support management and supervisors. CLO2. Describe written directions and specific documents for business general purposes.</td> </tr> <tr> <td>Skills</td> <td>CLO3. Identify critically the use of information and communications technologies (ICT). CLO4. Classify Internet and office skills including e-mail management, web research, and document exchange. CLO5. Generalize technical computer-based skills needed to prepare documents, presentations, and spreadsheets using Microsoft's Office Suite Software (including Access, Word, and Excel).</td> </tr> <tr> <td>Attitude</td> <td>CLO6. Recognize the advantages and disadvantages of ICT and the Internet in general and in business activities particularly.</td> </tr> </tbody> </table>	Competency Level	Course Learning Outcomes (CLOs)	Knowledge	CLO1. Summarize different technical knowledge to support management and supervisors. CLO2. Describe written directions and specific documents for business general purposes.	Skills	CLO3. Identify critically the use of information and communications technologies (ICT). CLO4. Classify Internet and office skills including e-mail management, web research, and document exchange. CLO5. Generalize technical computer-based skills needed to prepare documents, presentations, and spreadsheets using Microsoft's Office Suite Software (including Access, Word, and Excel).	Attitude	CLO6. Recognize the advantages and disadvantages of ICT and the Internet in general and in business activities particularly.																																					
	Competency Level	Course Learning Outcomes (CLOs)																																												
	Knowledge	CLO1. Summarize different technical knowledge to support management and supervisors. CLO2. Describe written directions and specific documents for business general purposes.																																												
Skills	CLO3. Identify critically the use of information and communications technologies (ICT). CLO4. Classify Internet and office skills including e-mail management, web research, and document exchange. CLO5. Generalize technical computer-based skills needed to prepare documents, presentations, and spreadsheets using Microsoft's Office Suite Software (including Access, Word, and Excel).																																													
Attitude	CLO6. Recognize the advantages and disadvantages of ICT and the Internet in general and in business activities particularly.																																													
Content	<p><i>The description of the contents should clearly indicate the weighting of the content and the level.</i></p> <p>Weight: Lecture Session (01 class) Learning levels: I (Introduce); R (Re-enforce); M (Master)</p> <table border="1"> <thead> <tr> <th>Topic</th> <th>Weight</th> <th>Level</th> </tr> </thead> <tbody> <tr> <td>Introduction to Information Systems</td> <td>1</td> <td>I</td> </tr> <tr> <td>Computer Hardware and Software</td> <td>1</td> <td>I</td> </tr> <tr> <td>The Internet, Personal Email Account</td> <td>1</td> <td>I, R</td> </tr> <tr> <td>MS Access – Creating Relational Tables</td> <td>1</td> <td>I, R</td> </tr> <tr> <td>MS Access – Basic and Advanced Queries</td> <td>1</td> <td>I, R</td> </tr> <tr> <td>MS Access – Forms and Reports Customization</td> <td>1</td> <td>I</td> </tr> <tr> <td>MS Word – Creating Templates</td> <td>1</td> <td>I, R</td> </tr> <tr> <td>MS Word – Mail Merge and Protecting Documents</td> <td>1</td> <td>I</td> </tr> <tr> <td>MS Excel – Formulas and Functions</td> <td>1</td> <td>I</td> </tr> <tr> <td>MS Excel – Charting</td> <td>1</td> <td>I</td> </tr> <tr> <td>MS Excel – Pivoting Data (Table and Chart)</td> <td>2</td> <td>I, R</td> </tr> <tr> <td>MS Excel – Sorting and Filtering</td> <td>1</td> <td>I</td> </tr> <tr> <td>MS Excel – Data Validation, What-If Analysis</td> <td>2</td> <td>I, R</td> </tr> <tr> <td>MS Excel – Introduction to VBA</td> <td>1</td> <td>I</td> </tr> </tbody> </table>	Topic	Weight	Level	Introduction to Information Systems	1	I	Computer Hardware and Software	1	I	The Internet, Personal Email Account	1	I, R	MS Access – Creating Relational Tables	1	I, R	MS Access – Basic and Advanced Queries	1	I, R	MS Access – Forms and Reports Customization	1	I	MS Word – Creating Templates	1	I, R	MS Word – Mail Merge and Protecting Documents	1	I	MS Excel – Formulas and Functions	1	I	MS Excel – Charting	1	I	MS Excel – Pivoting Data (Table and Chart)	2	I, R	MS Excel – Sorting and Filtering	1	I	MS Excel – Data Validation, What-If Analysis	2	I, R	MS Excel – Introduction to VBA	1	I
Topic	Weight	Level																																												
Introduction to Information Systems	1	I																																												
Computer Hardware and Software	1	I																																												
The Internet, Personal Email Account	1	I, R																																												
MS Access – Creating Relational Tables	1	I, R																																												
MS Access – Basic and Advanced Queries	1	I, R																																												
MS Access – Forms and Reports Customization	1	I																																												
MS Word – Creating Templates	1	I, R																																												
MS Word – Mail Merge and Protecting Documents	1	I																																												
MS Excel – Formulas and Functions	1	I																																												
MS Excel – Charting	1	I																																												
MS Excel – Pivoting Data (Table and Chart)	2	I, R																																												
MS Excel – Sorting and Filtering	1	I																																												
MS Excel – Data Validation, What-If Analysis	2	I, R																																												
MS Excel – Introduction to VBA	1	I																																												
Examination forms	Multiple-Choice Questions, Problem-Solving Questions																																													
Study and examination requirements	<p><i>Attendance:</i> A minimum attendance of 80 percent is compulsory for the class sessions. Students will be assessed on the basis of their class participation. Questions and comments are strongly encouraged.</p> <p><i>Assignments/Examination:</i> Students must have more than 50/100 points overall to pass this course.</p>																																													
Reading list	<p>[1] James A. O'Brien, George Marakas (2017), Introduction to Information Systems, 12th edition, Mc-Graw Hill.</p> <p>[2] Ron McFadyen (2021), Relational Databases and Microsoft Access 365.</p> <p>[3] Joan Lambert, Microsoft Word 2019</p> <p>[4] Michael Alexander, Dick Kusleika (2019), Excel 2019 Bible, Wiley.</p> <p>[5] Hector Guerrero (2016), Excel Data Analysis Modeling and Simulation, Springer.</p>																																													

2. Learning Outcomes Matrix (optional)

The relationship between Course Learning Outcomes (CLOs) (1-6) and Program/Student Learning Outcomes (PLOs) (1-9) is shown in the following table:

CLOs	PLOs									
	1	2	3	4	5	6	7	8	9	10
1			x							
2			x							
3					x					
4						x				
5						x				
6				x		x				

3. Planned learning activities and teaching methods

Week	Topics	CLOs	Assessments	Learning Activities	Resources
1	Introduction to Information Systems	3,6	In-class Ex.	Lecture, Discussion, Group Work	[1]
2	Computer Hardware and Software	3,6	In-class Ex.	Lecture, Discussion, Group Work	[1]
3	The Internet, Personal Email Account	3,4,6	In-class Ex. Quiz 1	Lecture, Discussion	[1]
4	MS Access – Creating Relational Tables	1,2,5	In-class Ex.	Lecture, Discussion	[2]
5	MS Access – Basic and Advanced Queries	1,2,5	In-class Ex.	Lecture, Discussion	[2]
6	MS Access – Forms and Reports Customization	1,2,5	In-class Ex. Quiz 2	Lecture, Discussion	[2]
7	MS Word – Creating Templates	1,2,5	In-class Ex.	Lecture, Discussion	[3]
8	MS Word – Mail Merge and Protecting Documents	1,2,4,5	In-class Ex. Quiz 3	Lecture, Discussion	[3]
9-10	Midterm	1,2,3,4,5,6			
11	MS Excel – Formulas and Functions	1,4,5	In-class Ex.	Lecture, Discussion	[4]
12	MS Excel – Charting	1,4,5	In-class Ex.	Lecture, Discussion	[4]
13	MS Excel – Pivoting Data (Table and Chart)	1,4,5	In-class Ex. Quiz 4	Lecture, Discussion	[4]
14	MS Excel – Sorting and Filtering	1,4,5	In-class Ex.	Lecture, Discussion	[4]
15	MS Excel – Data Validation, What-If Analysis	1,4,5	In-class Ex. Quiz 5	Lecture, Discussion	[4]
16	MS Excel – Introduction to VBA	1,4,5	In-class Ex.	Lecture, Discussion	[5]
17	Revision	1,4,5		Review-Test	
18	Final exam	1,4,5			

4. Assessment plan

Assessment Type	CLO1	CLO2	CLO3	CLO4	CLO5	CLO6
-----------------	------	------	------	------	------	------

In-class Exercises/Quizzes (30%)	x 70% Pass	x 70% Pass	x 70% Pass	x 70% Pass	x 70% Pass	x 70% Pass
Midterm Exam (30%)	x 70% Pass	x 70% Pass	x 70% Pass	x 70% Pass	x 70% Pass	x 70% Pass
Final Exam (40%)	x 70% Pass			x 70% Pass	x 70% Pass	

Note: % Pass – Target that % of students having scores greater than 70 out of 100.

5. Rubrics (optional)

1. Grading checklist

Grading checklist for Written Reports			
Student:		HW/Assignment:	
Date:		Evaluator:	
	Max.	Score	Comments
Technical Content (60%)	60		
<i>Abstract clearly identifies purpose and summarizes principal content</i>	10		
<i>Introduction demonstrates thorough knowledge of relevant background and prior work</i>	15		
<i>Analysis and discussion demonstrate good subject mastery</i>	30		
<i>Summary and conclusions appropriate and complete</i>	5		
Organization (10%)	10		
<i>Distinct introduction, body, conclusions</i>	5		
<i>Content clearly and logically organized, good transitions</i>	5		
Presentation (20%)	20		
<i>Correct spelling, grammar, and syntax</i>	10		
<i>Clear and easy to read</i>	10		
Quality of Layout and Graphics (10%)	10		
TOTAL SCORE	100		

2. Holistic rubric

Holistic rubric for evaluating the entire document, e.g., exercises/quizzes/HW	
Score	Description
5	Demonstrates complete understanding of the problem. All requirements of task are included in response.
4	Demonstrates considerable understanding of the problem. All requirements of task are included.
3	Demonstrates partial understanding of the problem. Most requirements of task are included.
2	Demonstrates little understanding of the problem. Many requirements of task are missing.
1	Demonstrates no understanding of the problem.
0	No response/task not attempted.

Note: This rubric is also used to evaluate questions in an exam.

3. Analytic rubric

Criteria	COMPLETELY FAIL Below 10%	INADEQUATE 10% - 49%	ADEQUATE 50% - 59%	ABOVE AVERAGE 60% - 74%	EXEMPLARY ≥ 75%
Organization and clarification	<i>No evidence of organization and coherence.</i>	<i>Does not organize ideas logically and with clarification.</i>	<i>Generally organized logically, with evidence of progression.</i>	<i>Clear organization and progression. Responds appropriately</i>	<i>Response is focused, detailed and non-tangential. Shows a high degree of</i>

		<i>Limited evidence of coherence Ideas lack consistence.</i>	<i>Occasionally, there may be a lack of focus or ideas may be tangential.</i>	<i>and relevantly, although some ideas are underdeveloped.</i>	<i>attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought regarding the topic.</i>
Originality and usefulness of the analysis	<i>Shows no ability to identify issues or a clear inability to gather the facts.</i>	<i>Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.</i>	<i>Shows ability to identify issues, gather the facts and develop claims. Arguments are addressed well but no links with evidence.</i>	<i>Shows strong ability to identify issues, gather the fact and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained.</i>	<i>Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported.</i>
Use of data/information	<i>Shows no effort to incorporate information from primary and secondary sources.</i>	<i>Shows little information from sources. Poor handling of sources.</i>	<i>Shows moderate amount of source information incorporated. Some key points supported by sources. Quotations may be poorly integrated into paragraphs. Some possible problems with source citations.</i>	<i>Draws upon sources to support most points. Some evidence may not support arguments or may appear were inappropriate. Quotations integrated well into paragraphs. Sources cited correctly.</i>	<i>Draws upon primary and secondary source information in useful and illuminating ways to support key points. Excellent integration of quoted material into paragraphs. Source cited correctly.</i>
Use of frameworks	<i>Shows no effort to structure problems in correspondence to theoretical frameworks.</i>	<i>Shows limited ability to structure problems in correspondence to theoretical frameworks.</i>	<i>Shows effort to link problems with the theoretical frameworks. There are still some mistakes.</i>	<i>Shows ability to structure problems in correspondence to theoretical frameworks correctly. Minor mistakes in resolving problems.</i>	<i>Shows ability to structure problems in correspondence to theoretical frameworks correctly. The problems are well resolved.</i>
Quality of arguments	<i>Shows no effort to construct logical arguments. Fails to support analysis.</i>	<i>Shows little attempt to offer support for key claims or to relate evidence to analysis.</i>	<i>Shows argument of poor quality. Weak, undeveloped reasons are offered to</i>	<i>Shows clear, relevant and logical arguments.</i>	<i>Shows identifiable, reasonable and sound arguments. Clear reasons are offered to</i>

		<i>Reasons offered are irrelevant.</i>	<i>support key claims.</i>		<i>support key claims.</i>
--	--	--	----------------------------	--	----------------------------

Date revised: April 21st, 2023

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí



COURSE SYLLABUS
Course Name: Financial Accounting
 Course Code: BA005IU

1. General information

Course designation	<i>BA005IU– Financial Accounting is the entry-level course which explores the basis of accounting that would be beneficial to student seeking a degree in the business area. Students will be introduced to the importance of accounting within the business environment and how accounting information can be utilized to facilitate business decisions. Students who decide to choose the Accounting and Finance major may go on to take the course Managerial Accounting or Auditing in the following semesters, which will focuses on evaluating and auditing firms, and report information to stakeholders.</i>
Semester(s) in which the course is taught	1, 2
Person responsible for the course	Mr. Vu, Tuan Anh
Language	English
Relation to curriculum	Compulsory
Teaching methods	Lecture, lesson, 2 big quizzes, project
Workload (incl. contact hours, self-study hours)	(Estimated) Total workload: 135 Contact hours (please specify whether lecture, exercise, laboratory session, etc.): 45 Private study including examination preparation, specified in hours: 90
Credit points	3
Required and recommended prerequisites for joining the course	None
Course objectives	This course develops a basic understanding on the theories, principles, and applications of accounting and financial reporting, essentials in the IFRS standard, including topics such as the theory of debit and credit, accounts, special journals, the accounting cycle, notes and interest, accruals and deferrals, cash, receivables, inventory, fixed assets, and the analysis of financial statements. In general, its primary aim is to provide the basic knowledge in preparing and processing accounting transactions to present financial details in a relevant and effective manner, as well as interpreting this accounting information for different types of external and internal investors, management and other accounting information users.

Course learning outcomes	Upon the successful completion of this course students will be able to:																																			
	Competency level	Course learning outcome (CLO)																																		
	Knowledge	CLO1. Identify the importance of accounting information in decision making and the role it plays within the business environment CLO2. Compare the relevant procedures of the accounting information life cycle and transformation of accounting information during this process. CLO3. Differentiate the development of accounting principles and policies through accounting theories and undertakings of the accounting professions																																		
	Skill	CLO1. Organize individuals or groups to work together to achieve a goal or solve problems arising from day to day business activities. CLO2: Identify the components that help to organize and assign individuals or groups to work together to achieve a goal or solve problems arising from day to day business activities CLO3: Explain the components that help to organize and assign individuals or groups to work together to achieve a goal or solve problems arising from day to day business activities																																		
	Attitude	CLO1: Hold skills and knowledge of global citizens CLO2: Practice skills and knowledge of global																																		
Content	<p><i>The description of the contents should clearly indicate the weighting of the content and the level.</i></p> <p>Weight: lecture session (3 hours) Teaching levels: I (Introduce); T (Teach); U (Utilize)</p> <table border="1"> <thead> <tr> <th>Topic</th> <th>Weight</th> <th>Level</th> </tr> </thead> <tbody> <tr> <td>Introduction to Accounting and Business</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>Analyzing Transactions</td> <td>2</td> <td>T, U</td> </tr> <tr> <td>The Adjusting process</td> <td>1</td> <td>T, U</td> </tr> <tr> <td>Completing the Accounting cycle</td> <td>2</td> <td>T</td> </tr> <tr> <td>Accounting for merchandising business</td> <td>2</td> <td>T, U</td> </tr> <tr> <td>Accounting for Inventories</td> <td>2</td> <td>T</td> </tr> <tr> <td>Accounting for Receivables</td> <td>1</td> <td>T, U</td> </tr> <tr> <td>Accounting for Fixed Assets</td> <td>1</td> <td>T, U</td> </tr> <tr> <td>Accounting for current liabilities</td> <td>0.5</td> <td>I, T</td> </tr> <tr> <td>Financial Analysis</td> <td>0.5</td> <td>I, T</td> </tr> </tbody> </table>			Topic	Weight	Level	Introduction to Accounting and Business	1	I, T	Analyzing Transactions	2	T, U	The Adjusting process	1	T, U	Completing the Accounting cycle	2	T	Accounting for merchandising business	2	T, U	Accounting for Inventories	2	T	Accounting for Receivables	1	T, U	Accounting for Fixed Assets	1	T, U	Accounting for current liabilities	0.5	I, T	Financial Analysis	0.5	I, T
Topic	Weight	Level																																		
Introduction to Accounting and Business	1	I, T																																		
Analyzing Transactions	2	T, U																																		
The Adjusting process	1	T, U																																		
Completing the Accounting cycle	2	T																																		
Accounting for merchandising business	2	T, U																																		
Accounting for Inventories	2	T																																		
Accounting for Receivables	1	T, U																																		
Accounting for Fixed Assets	1	T, U																																		
Accounting for current liabilities	0.5	I, T																																		
Financial Analysis	0.5	I, T																																		
Examination forms	Multiple-choice questions, short-answer questions																																			
Study and examination requirements	Attendance: A minimum attendance of 80 percent is compulsory for the class sessions. Students will be assessed on the basis of their class participation. Questions and comments are strongly encouraged. Assignments/Examination: Students must have more than 50/100 points overall to pass this course.																																			
Reading list	[1] Jerry J Weygandt, Paul D Kimmel, Donald E Kieso, Accounting Principles IFRS Version, Global Edition [2] Carl Warren, Accounting With IFRS Essentials: An Asia Edition, 1st Edition																																			

2. Learning Outcomes Matrix (optional)

The relationship between Course Learning Outcomes (CLO) (1-4) and Program/Student Learning Outcomes (SLO) (1-6) is shown in the following table:

CLO	SLO					
	1	2	3	4	5	6
1	x					
2	x					
3						x

3. Planned learning activities and teaching methods

Week	Topic	CLO	Assessments	Learning activities	Resources
1	Introduction to Accounting and Business - The Nature of Accounting and Business - Accounting Equation - Financial Statements	1, 4	Quiz1	Lecture, Discussion, Inclass-Quiz	[1]. [2].
2-3	Analyzing Transactions - Double-entry Accounting System - Journalizing Entries and Posting Them to Accounts - Trial Balance	3	HW1	Lecture, Inclass-Quiz, HW	[1].
4	The Adjusting Process - Adjusting entries - Adjusted Trial Balance	3	Quiz4	Lecture, Group work	[2].
5-6	Completing the Accounting Cycle - Flow of Accounting Information - Closing Entries - Accounting Cycle	2	HW2, Quiz6	Lecture, Group work, HW	[1]. [2].
7	Accounting for Merchandising Businesses - Financial Statements for a Merchandising Business - Merchandising Transactions				
8,10	Inventories - Inventory Costing Methods - Reporting Merchandising Inventory in the Financial Statements - Estimating Inventory Cost	3		Lecture, Group work	[2].
9	Midterm				
11-12	Receivables - Direct write-off method for Uncollectible Accounts - Allowance Method for Uncollectible Accounts	3	HW3	Lecture, Group work, HW	[2]. [1].
13	Fixed Assets - Plant Asset Expenditures - Depreciation Methods	3		Lecture, Group work	[3].
14	Fixed Assets - Plant Asset Disposals - Statement preparation and Analysis	3	HW4	Lecture, Discussion, HW	[2].
15	Current liabilities - Accounting for liabilities - Reporting and Analyzing	3,4	Quiz15	Lecture, Inclass-Quiz	[1]. [2].
16	Current liabilities - Accounting for liabilities - Reporting and Analyzing			Review-Test	
17	Final exam				

4. Assessment plan

Assessment Type	CLO1	CLO2	CLO3	CLO4
2 big quizzes (10%)	Qz1 60%Pass	Qz6 60%Pass		Qz15 60%Pass
In-class exercises (20%)	HW2 50%Pass		HW1, HW3, HW4 50%Pass	
Midterm exam (30%)		Q3 50%Pass	Q1, Q2 50%Pass	
Final exam (40%)	Part I 50%Pass		Part II.1,2 50%Pass	Part II.3 50%Pass

Note: %Pass: Target that % of students having scores greater than 50 out of 100.

5. Rubrics (optional)

GRADING RUBRIC FOR WRITTEN COURSEWORK MIDTERM EXAMINATION – Subject (ID subject) Academic year: 2022 – 2023 (term ...)

Criteria	INADEQUATE 10% – 49%	ADEQUATE 50% - 59%	ABOVE AVERAGE 60% - 74%	EXEMPLARY ≥ 75%
Organisation and clarification	Does not organise ideas logically and with clarification Limited evidence of coherence Ideas lack consistence	Generally organised logically, with evidence of progression Occasionally, there may be a lack of focus or ideas may be tangential	Clear organization and progression. Responds appropriately and relevantly, although some ideas are underdeveloped	Response is focused, detailed and non-tangential. Shows a high degree of attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought regarding the topic
Originality and usefulness of the analysis	Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.	Shows ability to identify issues, gather the facts and develop claims. Argument are addressed well but no links with evidence	Shows strong ability to identify issues, gather the fact and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained	Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported
Use of data/information	Shows little information from sources. Poor handling of sources	Shows moderate amount of source information incorporated. Some key points	Draws upon sources to support most points. Some evidence may not support arguments or may appear where inappropriate.	Draws upon primary and secondary source information in useful and illuminating ways to support key points.

		supported by sources. Quotations may be poorly integrated into paragraphs. Some possible problems with source citations	Quotations integrated well into paragraphs. Sources cited correctly	Excellent integration of quoted material into paragraphs. Source cited correctly
Use of frameworks	Shows limited ability to structure problems in correspondence to theoretical frameworks	Shows effort to link problems with the theoretical frameworks. There are still some mistakes	Shows ability to structure problems in correspondence to theoretical frameworks correctly. Minor mistakes in resolving problems	Shows ability to structure problems in correspondence to theoretical frameworks correctly. The problems are well resolved
Quality of arguments	Shows little attempt to offer support for key claims or to relate evidence to analysis. Reasons offered are irrelevant.	Shows argument of poor quality. Weak, undeveloped reasons are offered to support key claims	Shows clear, relevant and logical arguments.	Shows identifiable, reasonable and sound arguments. Clear reasons are offered to support key claims.

Date revised: July 26, 2022

Ho Chi Minh City, 25/08/2023

Dean of School of Business

Hà Minh Trí



**VIETNAM NATIONAL UNIVERSITY
HCMC
INTERNATIONAL UNIVERSITY**
Department/School of Business

COURSE SYLLABUS
Course Name: MATH FOR BUSINESS
Course Code: BA282IU

1. General information

Course designation	Face to Face
Semester(s) in which the course is taught	1,2
Person responsible for the course	Mr. Vu, Tuan Anh
Language	English
Relation to curriculum	<i>Compulsory</i>
Teaching methods	Lecture, lesson, 2 big quizzes, project
Workload (incl. contact hours, self-study hours)	<i>(Estimated) Total workload: 135 Contact hours (please specify whether lecture, exercise, laboratory session, etc.): 45 Private study including examination preparation, specified in hours: 90</i>
Credit points	4 Credits
Required and recommended prerequisites for joining the course	None
Course objectives	The course aims to provide students with an understanding of fundamental mathematical techniques and methods to business context and management decision making. The course will also provide students with the mathematical framework and a scientific approach of modeling business and economic behavior.

Course learning outcomes	Upon the successful completion of this course students will be able to:	
	Competency level	Course learning outcomes (CLOs)
	Knowledge	L01. Recognise linear equations, nonlinear equations L02. Recognise mathematics in finance L03. Describe the techniques of differentiation, integration and their relationship L04. Describe matrices and linear programming.
	Skill	L06. Describe different research methodologies in business.
	Attitude	L07. Identify the components that help to organize and assign individuals or groups to work together to achieve a goal or solve problems arising from day to day business activities
Content	The course will provide students with an understanding of fundamental mathematical techniques and methods to business context and management decision making. More specifically, the course will introduce the basic theory and concepts of Calculus, Linear Algebra and Optimization, with applications to management, economics, finance. Included topics are Mathematical Functions, Vectors and Matrices, Differentiation and Integration, Linear Programming.	
Examination forms	Multiple-choice questions, short-answer questions	
Study and examination requirements	<ul style="list-style-type: none"> - Attend more than 80% of contact hours in order to be accepted to the final examination - Actively participate in class activities - Fulfill tasks given by instructor after class - Use their own laptop in class only for learning purpose - Read the textbook in advance - Access the course Blackboard for up-to-date information and material of the course, for online supports from 	
Reading list	<i>Textbooks:</i> [1] Ian Jacques, <i>Mathematics for Economics and Business, 8th edition, Prentice Hall, 2015.</i> <i>Reference materials:</i> [2] Haeussler, Paul, Wood, <i>Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences, 13th Edition, Pearson, 2011.</i>	

2. Learning Outcomes Matrix (optional)

The relationship between Course Learning Outcomes (CLO) (1-...) and Program/Student Learning Outcomes (SLO) (1 -...) is shown in the following table:

CLO	SLO					
	1	2	3	4	5	...
1	x					
2	x					
3						X

3. Planned learning activities and teaching methods

Week	Topic	CLO	Assessments	Learning activities	Resources
1	Chapter 1: Linear Equation Individual task: MQC for Linear Equation Group task: WQ for Linear Equation	LO1 LO1 LO1	Tests Peer evaluations Class-performance evaluations	Lecture Tutorial Tutorial	
2	Chapter 2: Nonlinear Equation Individual task: MQC for Nonlinear Equation Group task: WQ for Nonlinear Equation	LO1 LO1 LO1	Tests Peer evaluations Class-performance evaluations	Lecture Tutorial Tutorial	
3	Chapter 3: Mathematics of Finance Individual task: MQC for Mathematics of Finance Group task: WQ for Mathematics of Finance	LO2, LO6, LO7	Tests Peer evaluations Class-performance evaluations	Lecture Tutorial	
4					
5					
6	Chapter 4: Differentiation Individual task: MQC for Differentiation Individual task: WQ for Differentiation	LO3, LO6, LO7	Tests Peer evaluations Class-performance evaluations	Lecture Tutorial	
7					
8					
9	Midterm				
10	Chapter 5: Partial differentiation Individual task: MQC for Partial differentiation Group task: WQ for Partial differentiation	LO3, LO6, LO7	Tests Peer evaluations Class-performance evaluations	Lecture Tutorial	
11	Chapter 6: Integration Individual task: MQC for Integration Group task: WQ for Integration	LO3, LO6, LO7	Tests Peer evaluations Class-performance evaluations	Lecture Tutorial	
12	Chapter 7: Matrices Individual task: MQC for Matrices Group task: WQ for Matrices	LO4, LO6, LO7	Tests Peer evaluations Class-performance evaluations	Lecture Tutorial	
13					
14	Chapter 8: Linear Programming Individual task: MQC for Linear Programming Group task: WQ for Linear Programming	LO5, LO6, LO7	Tests Peer evaluations Class-performance evaluations	Lecture Tutorial	
15	Review	LO1,2,3,4,5,6,7		Lecture	

16			Tests Peer evaluations Class-performance evaluations		
17	Final exam				

4. Assessment plan

Assessment Type	CLO1	CLO2	CLO3	CLO4
2 big quizzes (10%)	Qz1 60%Pass	Qz6 60%Pass		Qz15 60%Pass
In-class exercises (20%)	HW2 50%Pass		HW1, HW3, HW4 50%Pass	
Midterm exam (30%)		Q3 50%Pass	Q1, Q2 50%Pass	
Final exam (40%)	Part I 50%Pass		Part II.1,2 50%Pass	Part II.3 50%Pass

Note: %Pass: Target that % of students having scores greater than 50 out of 100.

5. Rubrics (optional)

**GRADING RUBRIC FOR WRITTEN COURSEWORK
MIDTERM EXAMINATION - Math for Business (BA282IU)
Academic year: 2022 – 2023**

Criteria	COMPLETELY FAIL Below 30%	INADEQUATE 30% – 49%	ADEQUATE 50% - 69%	ABOVE AVERAGE 70% - 89%	EXEMPLAR Y ≥ 90%
Organisation and clarification	No evidence of organization and coherence	Does not organise ideas logically and with clarification Limited evidence of coherence Ideas lack consistence	Generally organised logically, with evidence of progression Occasionally, there may be a lack of focus or ideas may be tangential	Clear organization and progression. Responds appropriately and relevantly, although some ideas are underdeveloped	Response is focused, detailed and non-tangential. Shows a high degree of attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought regarding the topic

<p>Originality and usefulness of the analysis</p>	<p>Shows no ability to identify issues or a clear inability to gather the facts</p>	<p>Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.</p>	<p>Shows ability to identify issues, gather the facts and develop claims. Argument are addressed well but no links with evidence</p>	<p>Shows strong ability to identify issues, gather the fact and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained</p>	<p>Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported</p>
<p>Use of data/information</p>	<p>Shows no effort to incorporate information from primary and secondary sources</p>	<p>Shows little information from sources. Poor handling of sources</p>	<p>Shows moderate amount of source information incorporated. Some key points supported by sources. Quotations may be poorly integrated into paragraphs. Some possible problems with source citations</p>	<p>Draws upon sources to support most points. Some evidence may not support arguments or may appear where inappropriate. Quotations integrated well into paragraphs. Sources cited correctly</p>	<p>Draws upon primary and secondary source information in useful and illuminating ways to support key points. Excellent integration of quoted material into paragraphs. Source cited correctly</p>
<p>Use of frameworks</p>	<p>Shows no effort to structure problems in correspondence to theoretical frameworks</p>	<p>Shows limited ability to structure problems in correspondence to theoretical frameworks</p>	<p>Shows effort to link problems with the theoretical frameworks. There are still some mistakes</p>	<p>Shows ability to structure problems in correspondence to theoretical frameworks correctly. Minor mistakes in resolving problems</p>	<p>Shows ability to structure problems in correspondence to theoretical frameworks correctly. The problems are well resolved</p>
<p>Quality of arguments</p>	<p>Shows no effort to construct</p>	<p>Shows little attempt to offer support for key</p>	<p>Shows argument of poor quality.</p>	<p>Shows clear, relevant and logical arguments.</p>	<p>Shows identifiable, reasonable</p>

	logical arguments. Fails to support analysis	claims or to relate evidence to analysis. Reasons offered are irrelevant.	Weak, undeveloped reasons are offered to support key claims		and sound arguments. Clear reasons are offered to support key claims.
--	--	---	---	--	---

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí



COURSE SYLLABUS

Course Name: INTRODUCTION TO MACROECONOMICS

Course Code: BA119IU

1. General information

Course designation	<i>This subject will provide the fundamental macroeconomic theories and concepts of economics as they apply within the contemporary work environment.</i>					
Semester(s) in which the course is taught	1, 2					
Person responsible for the course						
Language	English					
Relation to curriculum	<i>Compulsory</i>					
Teaching methods	Lecture, lesson, project, seminar.					
Workload (incl. contact hours, self-study hours)	(Estimated) Total workload: 120 Contact hours: 34 (15 sessions, 1 session = 3 periods, 1 period = 45 minutes) Expected self-study hours: 90 (reading, research, working on group assignments)					
Credit points	3 Credits					
Required and recommended prerequisites for joining the course	None					
Course objectives	<p>This course is designed to introduce students to the concepts, models, policies, and analysis in macroeconomics. After taking this course, the students should be able to:</p> <ul style="list-style-type: none"> - Analyze the economic situation in their country and develop plans for effective response. - Measure a country's economic performance and macroeconomic indicators such as unemployment, inflation, the balance of payment, etc. - Understand the effect of various kinds of government policies on the economy and develop activities to deal with the negative effects. 					
Course learning outcomes	<p>Upon the successful completion of this course, students will be able to:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 20%;">Competency level</th> <th>Course learning outcome (CLO)</th> </tr> </thead> <tbody> <tr> <td>Knowledge (I, R)</td> <td> <p>CLO1. Identifying how to measure a nation's income, cost of living, unemployment rate, and other important macroeconomic indicators in the economy through group assignments/class discussions.</p> <p>CLO2. Explain macroeconomic policies such as monetary policy and fiscal policy, and environmental factors that can affect a country's performance and enhance economic growth.</p> </td> </tr> </tbody> </table>		Competency level	Course learning outcome (CLO)	Knowledge (I, R)	<p>CLO1. Identifying how to measure a nation's income, cost of living, unemployment rate, and other important macroeconomic indicators in the economy through group assignments/class discussions.</p> <p>CLO2. Explain macroeconomic policies such as monetary policy and fiscal policy, and environmental factors that can affect a country's performance and enhance economic growth.</p>
Competency level	Course learning outcome (CLO)					
Knowledge (I, R)	<p>CLO1. Identifying how to measure a nation's income, cost of living, unemployment rate, and other important macroeconomic indicators in the economy through group assignments/class discussions.</p> <p>CLO2. Explain macroeconomic policies such as monetary policy and fiscal policy, and environmental factors that can affect a country's performance and enhance economic growth.</p>					

		CLO3. Describe the challenges and opportunities that countries are facing today such as inflation, net capital outflow, trade deficit/ surplus, budget deficit/surplus, investment, and national saving, economic fluctuations...																																							
	Skill	CLO4. Explain the macroeconomic practices of an organization through assignments and presentations. CLO5. Develop communication skills via in-class presentations (70% of students get 2/4 in the skill assessment rubrics). CLO6. Develop teamwork skills via group assignments (70% of students get 2/4 in the skill assessment rubrics).																																							
	Attitude	CLO7. Apply professional ethics, moral, and proper understanding of integrity, responsibility, accountability.																																							
Content	<p><i>The description of the contents should clearly indicate the weighting of the content and the level.</i></p> <p>Weight: lecture session (3 hours) Learning levels: I (Introduce); T (Teach); U (Utilize)</p> <table border="1"> <thead> <tr> <th>Topic</th> <th>Weight</th> <th>Level</th> </tr> </thead> <tbody> <tr> <td>Measuring a Nation's Income</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>Measuring Cost of Living</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>Production and Growth</td> <td>1</td> <td>I,T, U</td> </tr> <tr> <td>Saving, Investment and Financial Investments</td> <td>1</td> <td>T, U</td> </tr> <tr> <td>Unemployment Rate</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>The Monetary System</td> <td>2</td> <td>I, T</td> </tr> <tr> <td>Money Growth & Inflation</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>Open- Economy Macroeconomics: Basic Concepts</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>A Macroeconomic Theory of the Open Economy.</td> <td>1</td> <td>T, U</td> </tr> <tr> <td>Aggregate Demand and Aggregate Supply</td> <td>2</td> <td>I, T</td> </tr> <tr> <td>The Influence of Monetary and Fiscal Policies on Aggregate Demand</td> <td>2</td> <td>T, U</td> </tr> <tr> <td>Short-run tradeoffs between inflation and the unemployment rate</td> <td>1</td> <td>T, U</td> </tr> </tbody> </table>		Topic	Weight	Level	Measuring a Nation's Income	1	I, T	Measuring Cost of Living	1	I, T	Production and Growth	1	I,T, U	Saving, Investment and Financial Investments	1	T, U	Unemployment Rate	1	I, T	The Monetary System	2	I, T	Money Growth & Inflation	1	I, T	Open- Economy Macroeconomics: Basic Concepts	1	I, T	A Macroeconomic Theory of the Open Economy.	1	T, U	Aggregate Demand and Aggregate Supply	2	I, T	The Influence of Monetary and Fiscal Policies on Aggregate Demand	2	T, U	Short-run tradeoffs between inflation and the unemployment rate	1	T, U
Topic	Weight	Level																																							
Measuring a Nation's Income	1	I, T																																							
Measuring Cost of Living	1	I, T																																							
Production and Growth	1	I,T, U																																							
Saving, Investment and Financial Investments	1	T, U																																							
Unemployment Rate	1	I, T																																							
The Monetary System	2	I, T																																							
Money Growth & Inflation	1	I, T																																							
Open- Economy Macroeconomics: Basic Concepts	1	I, T																																							
A Macroeconomic Theory of the Open Economy.	1	T, U																																							
Aggregate Demand and Aggregate Supply	2	I, T																																							
The Influence of Monetary and Fiscal Policies on Aggregate Demand	2	T, U																																							
Short-run tradeoffs between inflation and the unemployment rate	1	T, U																																							
Examination forms	Multiple-choice questions, short-answer questions / essays																																								
Study and examination requirements	<ul style="list-style-type: none"> - Attend more than 80% of contact hours in order to be accepted to the final examination - Actively participate in class activities - Fulfill tasks given by the instructor after class - Use their own laptop in class only for learning purposes - Read the textbook in advance - Access the course Blackboard for up-to-date information and material of the course. 																																								
Reading list	<p>Main textbooks: Mankiw, N.G., 2017, <i>Principles of Macroeconomics or Principles of Economics, 8th Edition, South-Western, Cengage Learning.</i> (Version 1) or Mankiw, N.G., 2017, <i>Principles of Economics, 8th Edition, South-Western, Cengage Learning</i>(Version 2) <i>(These two versions of the textbooks are similar in main contents and chapters. If you have obtained a copy of version 2 for Introduction to Microeconomics then you can reuse the textbook for this class.)</i></p> <p>Other data sources: [1] Wall Street Journal: www.ws.com [2] Yahoo Finance: http://finance.yahoo.com [3]. Bloomberg Net: www.bloomberg.com [4] Financial Times: www.ft.com</p>																																								

[5] IMF: www.imf.org
[6] World Bank: www.worldbank.com
[7] ADB: https://www.adb.org

2. Learning Outcomes Matrix (optional)

The relationship between Course Learning Outcomes (CLO) (1-7) and Program/Student Learning Outcomes (SLO) (1-6) is shown in the following table:

CLOs	PLOs					
	1	2	3	4	5	6
1	x	X	x	x	x	x
2	x	X	x	x	x	x
3	x	X	x	x	x	x
4		X	x	x	x	x
5			x	x	x	x
6			x	x	x	x
7			x	x	x	x

3. Planned learning activities and teaching methods

Week	Topic	CLO	Assessments	Learning activities	Resources
1	Measuring a nation's income <ul style="list-style-type: none"> • Measurement of GDP • Components of GDP • Characteristics of GDP • Real versus Nominal GDP • GDP and Economic Well-Being 	1,2,5	Tests Peer evaluations Class-performance evaluations	Lecture, Group discussion, Group's assignment guidelines	Textbook, Chapter 23
2	Measuring the Cost of Living <ul style="list-style-type: none"> • The Consumer Price Index • Correcting Economic Variables for the Effects of Inflation • GDP Deflator versus Consumer Price Index • Real and Nominal Interest Rate 	1,2,5	Tests Peer evaluations Class-performance evaluations	Lecture, group discussion	Textbook, Chapter 24

3	<p>Production and Growth</p> <ul style="list-style-type: none"> • Economic Growth around the World • Productivity: Its Role and Determinants • Economic Growth and Public Policies. • The Importance of the Long-term growth. 	1-3	<p>Tests Peer evaluations</p> <p>Class-performance evaluations</p>	Lecture, group discussion	Textbook, Chapter 25
4	<p>Saving, Investment and the country's financial system</p> <ul style="list-style-type: none"> • Financial institutions in the US. Economy • Saving, Investment in the national income • Accounts • Market for loanable fund 	1,4	<p>Tests Peer evaluations</p> <p>Class-performance evaluations</p>	Lecture, group discussion	Textbook, Chapter 26
5	<p>Unemployment and Its Natural Rate</p> <ul style="list-style-type: none"> • Identifying Unemployment • Job Search • Minimum-Wage Laws • Unions and Collective Bargaining • Theories of Efficiency Wages 	1,2,3	<p>Tests Peer evaluations</p> <p>Class-performance evaluations</p>	Lecture, group discussion	Textbook, Chapter 28
6 + 7	<p>The Monetary System</p> <ul style="list-style-type: none"> • The Meaning of Money • The Federal Reserve System • Banks and the Money Supply 	1,4,5	<p>Tests Peer evaluations</p> <p>Class-performance evaluations</p>	Lecture, group discussion	Textbook, Chapter 29
8	<p>Money Growth and Inflation</p> <ul style="list-style-type: none"> • The Classical Theories of Inflation • The Costs of Inflation 	1,3	<p>Tests Peer evaluations</p> <p>Class-performance evaluations</p>	Lecture, group discussion	Textbook, Chapter 30

9	Midterm				
10	Open-Economy Macroeconomics: Basic Concepts <ul style="list-style-type: none"> • The International Flows of Goods and Capital • The Price of International Transactions: Real and Nominal Exchange Rate • The First Theory of Exchange rate determination: • Purchasing Power Parity 	1,2,3	Tests Peer evaluations Class-performance evaluations	Lecture, group discussion	Textbook, Chapter 31 Case study: The Nominal Exchange rate during a hyperinflation.
11	A Macroeconomic Theory of the Open Economy. <ul style="list-style-type: none"> • Supply and Demand for Loanable Funds and For Foreign Currency Exchange • Equilibrium in the Open Economy • How policies and Events affect an Open Economy 	2-4	Tests Peer evaluations Class-performance evaluations	Lecture, group discussion	Textbook, Chapter 32
12 + 13	Aggregate Demand and Aggregate Supply <ul style="list-style-type: none"> • Three key facts about the economic fluctuation. • Explaining short-run economic fluctuation • The aggregate Demand Curve (AD) • The Aggregate Supply Curve (AS) • Two causes of economic fluctuations 	1-5	Tests Peer evaluations Class-performance evaluations	Lecture, group discussion Submission of group assignments.	Textbook, Chapter 33

14+15	<p>The Influence of Monetary and Fiscal Policies on Aggregate Demand</p> <ul style="list-style-type: none"> • How Monetary policy influences Aggregate Demand? • How fiscal policy influences Aggregate demand • Using policies to stabilize the economy. 	4, 6	<p>Tests Peer evaluations Class-performance evaluations</p>	Lecture, group discussion	Textbook, Chapter 34
16	<p>The Short-run trade-off between inflation and unemployment.</p> <ul style="list-style-type: none"> • The Phillips Curve • Shifts in the Phillips curve: The role of Expectation • Shifts in the Phillip curves: the Role of supply shocks • Cost of reducing inflation 	LO3-6	<p>Tests Peer evaluations Class-performance evaluations</p>	Lecture, group discussion	Textbook: Chapter 35
17	Final exam				

4. Assessment plan

Assessment Type	CLO1	CLO2	CLO3	CLO4	CLO5	CLO6	CLO7
In-class exercises/quizzes (10%)	70 %Pass	70 %Pass	70 %Pass	70 %Pass	70 %Pass	70 %Pass	70 %Pass
Homework exercises (20%)	70 %Pass	70 %Pass	70 %Pass	70 %Pass	70 %Pass	70 %Pass	70 %Pass
Mid-term exam (30%)	70 %Pass	70 %Pass	70 %Pass	70 %Pass	70 %Pass	70 %Pass	70 %Pass
Final exam (40%)	70 %Pass	70 %Pass	70 %Pass	70 %Pass	70 %Pass	70 %Pass	70 %Pass

Note: %Pass: Target that % of students having scores greater than 50 out of 100.

5. Rubrics (optional)

GRADING RUBRIC FOR WRITTEN COURSEWORK

MIDTERM EXAMINATION – Subject (ID subject)
Academic year: 2022 – 2023 (term ...)

Criteria	INADEQUATE 10% – 49%	ADEQUATE 50% - 59%	ABOVE AVERAGE 60% - 74%	EXEMPLARY ≥ 75%
Organisation and clarification	Does not organise ideas logically and with clarification. Limited evidence of coherence. Ideas lack consistency	Generally organised logically, with evidence of progression. Occasionally, there may be a lack of focus or ideas may be tangential	Clear organization and progression. Responds appropriately and relevantly, although some ideas are underdeveloped.	Response is focused, detailed and non-tangential. Shows a high degree of attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought regarding the topic
Originality and usefulness of the analysis	Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.	Shows ability to identify issues, gather the facts and develop claims. Argument are addressed well but no links with evidence	Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained	Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported
Use of data/information	Shows little information from sources. Poor handling of sources	Shows moderate amount of source information incorporated. Some key points supported by sources. Quotations may be poorly integrated into paragraphs. Some possible problems with source citations	Draws upon sources to support most points. Some evidence may not support arguments or may appear where inappropriate. Quotations integrated well into paragraphs. Sources cited correctly	Draws upon primary and secondary source information in useful and illuminating ways to support key points. Excellent integration of quoted material into paragraphs. Source cited correctly
Use of frameworks	Shows limited ability to structure problems in correspondence	Shows effort to link problems with the theoretical frameworks.	Shows ability to structure problems in correspondence to theoretical	Shows ability to structure problems in correspondence to theoretical

	to theoretical frameworks	There are still some mistakes	frameworks correctly. Minor mistakes in resolving problems	frameworks correctly. The problems are well resolved
Quality of arguments	Shows little attempt to offer support for key claims or to relate evidence to analysis. The reasons offered are irrelevant.	Shows arguments of poor quality. Weak, undeveloped reasons are offered to support key claims	Shows clear, relevant and logical arguments.	Shows identifiable, reasonable and sound arguments. Clear reasons are offered to support key claims.

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí



COURSE SYLLABUS
Course Name: Principles of Management
 Course Code: BA123IU

1. General information

Course designation	<i>This subject will provide the fundamental theories and concepts of management as they apply within the contemporary work environment.</i>	
Semester(s) in which the course is taught	1, 2, 3	
Person responsible for the course		
Language	English	
Relation to curriculum	Compulsory	
Teaching methods	Lecture; Case study; Group discussion	
Workload (incl. contact hours, self-study hours)	(Estimated) Total workload: 120 Contact hours: 34 (15 sessions, 1 session = 3 periods, 1 period = 45 minutes) Expected self-study hours: 86 (reading, research, working on group assignments)	
Credit points	3	
Required and recommended prerequisites for joining the course	None	
Course Description	Students will be provided with the fundamental theories and concepts of management as they apply within the contemporary work environment. The course is an introduction to the basic concepts on management roles such as planning and controlling, organization, leadership and motivation. Through this course, students will become acquainted with different management approaches and the challenges for management in the twenty-first century.	
Course learning outcomes	Upon the successful completion of this course students will be able to:	
	Competency level	Course learning outcome (CLO)
	Knowledge (I, R)	CLO1. Identifying how managers use leadership theories, motivation theories, and other basic concepts of teamwork and communication in high-performance organizations through group assignments. CLO2. Explain four management functions: planning, organizing, leading, and controlling

		CLO3. Describe the challenges and opportunities that organizations are facing today such as globalization, diversity, technology, and social responsibility.																																							
	Skill (R)	CLO4. Explain the managerial practices of an organization through assignments and presentations. CLO5. Develop communication skills via in-class presentations (70% of students get 2/4 in the skill assessment rubrics). CLO6. Develop teamwork skills via group assignments (70% of students get 2/4 in the skill assessment rubrics).																																							
	Attitude	CLO7. Follow ethical issues in managerial situations.																																							
Content	<p><i>The description of the contents should clearly indicate the weighting of the content and the level.</i></p> <p>Weight: lecture session (3 hours)</p> <p>Learning levels: I (Introduce); T (Teach); U (Utilize)</p> <table border="1"> <thead> <tr> <th>Topic</th> <th>Weight</th> <th>Level</th> </tr> </thead> <tbody> <tr> <td>Introducing Management</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>Management Learning Past to Present</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>Environment, Innovation, and Sustainability</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>Global Management and Cultural Diversity</td> <td>1</td> <td>T, U</td> </tr> <tr> <td>Planning Processes and Techniques</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>Control Processes and Systems</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>Organization Structures and Designs</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>Leading and Leadership Development</td> <td>2</td> <td>I, T</td> </tr> <tr> <td>Individual Behavior</td> <td>1</td> <td>T, U</td> </tr> <tr> <td>Motivation Theory and Practice</td> <td>2</td> <td>I, T</td> </tr> <tr> <td>Teams and Teamwork</td> <td>1</td> <td>T, U</td> </tr> <tr> <td>Communication and Collaboration</td> <td>1</td> <td>T, U</td> </tr> </tbody> </table>		Topic	Weight	Level	Introducing Management	1	I, T	Management Learning Past to Present	1	I, T	Environment, Innovation, and Sustainability	1	I, T	Global Management and Cultural Diversity	1	T, U	Planning Processes and Techniques	1	I, T	Control Processes and Systems	1	I, T	Organization Structures and Designs	1	I, T	Leading and Leadership Development	2	I, T	Individual Behavior	1	T, U	Motivation Theory and Practice	2	I, T	Teams and Teamwork	1	T, U	Communication and Collaboration	1	T, U
Topic	Weight	Level																																							
Introducing Management	1	I, T																																							
Management Learning Past to Present	1	I, T																																							
Environment, Innovation, and Sustainability	1	I, T																																							
Global Management and Cultural Diversity	1	T, U																																							
Planning Processes and Techniques	1	I, T																																							
Control Processes and Systems	1	I, T																																							
Organization Structures and Designs	1	I, T																																							
Leading and Leadership Development	2	I, T																																							
Individual Behavior	1	T, U																																							
Motivation Theory and Practice	2	I, T																																							
Teams and Teamwork	1	T, U																																							
Communication and Collaboration	1	T, U																																							
Examination forms	Short-answer questions																																								
Study and examination requirements	<p>Regular and punctual attendance at lectures is expected in this course. University regulations indicate that if students attend less than eighty percent of scheduled classes, they may not be considered for final assessment.</p> <p>Discussions are strongly encouraged.</p> <p>Students must gain more than 50/100 points overall to pass this course.</p>																																								
Reading list	<p>[1] Schermerhorn, John R. 2013. <i>Management</i>. 12th ed. John Wiley & Sons, Inc.</p> <p>[2] Schermerhorn, J., Davidson, P., Woods, P., Factor, A., Simon, A. and McBarron, E., 2017. <i>Management, 6th Asia-Pacific Edition</i>. 6th ed. Sydney: John Wiley.</p> <p>[3] DuBrin, Andrew J. 2008. <i>Essentials of Management</i>. 8th ed. Cengage Learning.</p>																																								

2. Learning Outcomes Matrix (optional)

The relationship between Course Learning Outcomes (CLO) (1-7) and Program Learning Outcomes (PLO) (1,3,4,5,6) is shown in the following table:

CLOs	PLOs				
	1	3	4	5	6
1	x	x	x	x	x

2	x	x	x	x	x
3	x	x	x	x	x
4		x	x	x	x
5		x	x	x	x
6		x	x	x	x
7		x	x	x	x

3. Planned learning activities and teaching methods

Week	Topic	CLO	Assesment	Learnig activities	Resource s
1	Chapter 1: Introduction to Management	1;2;	MCQs; Case analysis	Lecture, Group discussion, Group's assignment guidelines	[1] Chapter 1.
2	Chapter 2: Management Learning Past to Present	1;2;3	MCQs; Case analysis	Lecture, Group discussion	[1] Chapter 2.
3	Chapter 4: Environment, Innovation, and Sustainability	1;2;3	MCQs; Case analysis	Lecture, Group discussion	[1] Chapter 4.
4	Chapter 5: Global Management and Cultural Diversity	1;2;3	MCQs; Case analysis	Lecture, Group discussion	[1] Chapter 5.
5	Chapter 8: Planning Processes and Techniques	2; 4	MCQs; Case analysis	Lecture, Group discussion	[1] Chapter 8.
6	Chapter 9: Control Processes and Systems	2; 4	MCQs; Case analysis	Lecture, Group discussion	[1] Chapter 9.

7	Chapter 11: Organization Structures and Designs	2; 4	MCQs; Case analysis	Lecture, Group discussion	[1] Chapter 11.
8	Group assignments	4; 5; 6; 7	Oral presentation (70%*)	Oral Presentations; Q&A (for CLO 7); Feedback	
9	MIDTERM EXAM	1;2;3; 4;5;6; 7	Short-answer questions; MCQs; Case analysis 70%*		
10	Chapter 14: Leading and Leadership Development	2; 4	MCQs; Case analysis	Lecture, Group discussion	[1] Chapter 14.
11	Chapter 15: Individual Behaviour	2; 4	MCQs; Case analysis	Lecture, Group discussion	[1] Chapter 15.
12	Chapter 16: Motivation Theory and Practice	2; 4	MCQs; Case analysis	Lecture, Discussion,	[1] Chapter 16.
14	Chapter 17: Teams and Teamwork	1; 6; 7	MCQs; Case analysis	Lecture, Group discussion	[1] Chapter 17.

	Chapter 18: Communication and Collaboration	1; 5; 7	MCQs; Case analysis	Lecture, Group discussion	[1] Chapter 18.
15	Group assignment	4; 5; 6; 7	MCQs; Case analysis	Oral Presentations; Q&A (for CLO 7); Feedback	
16	Final examination	1;2;3; 4;5;6; 7	Short-answer questions; MCQs; Case analysis	70%*	

Note: * Target that 70% of students having scores greater than 70 out of 100.

4. Rubrics (optional)

GRADING RUBRIC FOR WRITTEN COURSEWORK
MIDTERM EXAMINATION – Subject (ID subject)
Academic year: 2022 – 2023 (term ...)

Criteria	INADEQUATE 10% – 49%	ADEQUATE 50% - 59%	ABOVE AVERAGE 60% - 74%	EXEMPLARY ≥ 75%
Organisation and clarification	Does not organise ideas logically and with clarification Limited evidence of coherence Ideas lack consistence	Generally organised logically, with evidence of progression Occasionally, there may be a lack of focus or ideas may be tangential	Clear organization and progression. Responds appropriately and relevantly, although some ideas are underdeveloped	Response is focused, detailed and non-tangential. Shows a high degree of attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought regarding the topic
Originality and usefulness of the analysis	Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.	Shows ability to identify issues, gather the facts and develop claims. Argument are addressed well but no links with evidence	Shows strong ability to identify issues, gather the fact and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained	Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported
Use of data/information	Shows little information from sources. Poor handling of sources	Shows moderate amount of source information incorporated. Some key points supported by sources. Quotations may be poorly integrated into paragraphs. Some possible problems with source citations	Draws upon sources to support most points. Some evidence may not support arguments or may appear where inappropriate. Quotations integrated well into paragraphs. Sources cited correctly	Draws upon primary and secondary source information in useful and illuminating ways to support key points. Excellent integration of quoted material into paragraphs. Source cited correctly
Use of frameworks	Shows limited ability to structure problems in correspondence to theoretical frameworks	Shows effort to link problems with the theoretical frameworks. There are still some mistakes	Shows ability to structure problems in correspondence to theoretical frameworks correctly. Minor mistakes in resolving problems	Shows ability to structure problems in correspondence to theoretical frameworks correctly. The problems are well resolved

Quality of arguments	Shows little attempt to offer support for key claims or to relate evidence to analysis. Reasons offered are irrelevant.	Shows argument of poor quality. Weak, undeveloped reasons are offered to support key claims	Shows clear, relevant and logical arguments.	Shows identifiable, reasonable and sound arguments. Clear reasons are offered to support key claims.
----------------------	---	---	--	--

Date revised: August 23, 2022

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

PE008IU

CRITICAL THINKING

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Lecturer: Dr.

Room: O.709

Telephone:

E-mail:

Consultation Hours: 13.00 – 14.30 Monday and Wednesday

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: TBA

Venue: TBA

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

PE008IU – Critical Thinking studies a process which is indispensable to all educated persons--the process by which we develop and support our beliefs and evaluate the strength of arguments made by others in real-life situations. It includes practice in inductive and deductive reasoning, presentation of arguments in oral and written form, and analysis of the use of language to influence thought. The course also applies the reasoning process to other fields such as business, science, law, social science, ethics, and the arts.

2.5 Approach to learning and teaching

Employing the interactive learning and problem-based teaching approach, this course emphasises the interaction between lecturers and students. The lecture materials will be uploaded in Blackboard to help the students to preview the materials and to concentrate on listening and critical thinking during the lecture. This will help students to interact with the lecturer during the classroom. The sessions for presentations and discussions comprise case studies as well as answering some theoretical and conceptual questions, which help the students to see how the concepts are applied in the real international business context. Students will present the case to the class and discuss with the peers.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

The aim of this course is to help you:

- develop the habits of assessing and defending the reasonableness of your beliefs and values and those of others;
- appreciate the importance of looking at an issue from a variety of points of view and of recognizing the complexity that surrounds most controversial issues; and
- appreciate the value of critical thinking in both public and private decision-making.

After you have finished this course, you should be more:

- *Self-aware*, recognizing your own biases and influences;
- *Inquisitive and curious*, wanting to learn more about issues before passing judgment;
- *Objective*, basing your judgments on evidence and avoiding twisting evidence to fit your opinion;
- *Open-minded*, having the ability to say, "I don't know" or "I was wrong";

- *Sensitive to language*, avoiding slanted language, recognizing ambiguous, vague, emotionally laden language, defining key terms;
- *Imaginative*, approaching topics and problems from various angles;
- *Fair and intellectually honest*, avoiding misrepresenting the ideas of others or misinterpreting data and research to fit your own purposes.

3.2 Student Learning Outcomes

Successful completion of this course will enable you to

- identify, evaluate, and construct inductive and deductive arguments in spoken and written forms;
- recognize common fallacies in everyday reasoning;
- distinguish the kinds and purposes of definitions;
- distinguish the functions of language and its capacity to express and influence meaning; and
- recognize and assess arguments in various forums of reasoning.

3.3 Teaching Strategies

The learning system in this course consists of lectures and scheduled presentations/discussions. Lectures elaborate the appropriate theoretical content in the textbook and readings. Classes provide a more detailed and refined analysis of both concepts and applied materials. Classes are strongly oriented towards interactive discussion of the text and cases. In order to gain the most from the lectures and class activities, the assigned text/reading should be read *before* the lecture to participate in the discussions.

From the second week, the students will need to form small discussion groups (3-4 students/group) which will take turns in presenting the assigned cases each week. However, all students are required to take active part in the discussions in class. Look at articles and clippings from business sections of relevant electronic and print media which are relevant to the presentation topic. The students should explain how the material relates to the theory discussed in the text. Discuss with group members as to the common strategy for sourcing, documenting, analysing and presenting cases each week - for which a basic minimum interaction will be necessary. For the audience, it is important that they contribute to the case by getting additional information carefully beforehand so that they are fully familiar with the materials, and are prepared to participate in the discussions.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of

scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behaviour

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Mid-Term Exam	30%	
Written Assignment		20%
<u>Final Exam</u>	<u>50%</u>	
Total	100%	

5.3 Project Report (Written Assignment)

The students are required to submit a project report in groups of three (3) on one topic.

Length and Style: Maximum 4,000 words, excluding footnotes, figures and references. The format for assignments is to be double spaced with 2.5 cm margins and font size of 12 cpi. Please show the word count, along with all other details on the cover sheet.

The project will be assessed for analytical content and presentation. The same marks will be awarded to all students in the same group. All work must be original and must not have been submitted for any other subject or course here or elsewhere. Copying or plagiarising works of other authors, including your fellow students or cutting and pasting from the internet and other sources is an offence and will be seriously penalized.

Due Date: The project report is due at (time) pm on (date, day). Assignments are to be handed to the School of Business Administration's Faculty Assistant or the lecturer at the Faculty Office.

- Late work will be penalised at the rate of 25 percentage points per week day.
- Students must keep copies of all work submitted.

5.4 Marking criteria (project report)

Marking Criteria	Marks	Learning outcomes/attributes
Quality of arguments: relevance, logic and cohesion	20	Ability to give compelling arguments and reasoning to support analysis
Use of frameworks to support analysis	20	Ability to structure problems in accordance with theoretical frameworks and resolve them
Use of case evidence to support analysis	20	Ability to conduct applied research to gather data/information pertaining to the case
Originality and usefulness of the analysis	20	Ability to engage in creative problem solving skills
Organization, clarity of expression, editing etc	20	Clarity of vision

5.5 Class participation and Presentation

A minimum attendance of 80 percent is compulsory. Students will be assessed on the basis of:

- a) Presentation of case 10%
- b) Class attendance and participation 5%

5.6 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.

7. STUDENT RESOURCES

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

[1] *Critical Thinking: A Student's Introduction*, 2nd ed. (Bassham, Irwin, Nardone, and Wallace).

Reference Books:

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.

Recommended Internet sites

http://highered.mcgraw-hill.com/sites/0072879599/student_view0/

Recommended Journals

7.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.



**VIETNAM NATIONAL UNIVERSITY
HCMC
INTERNATIONAL UNIVERSITY**
School of Business

COURSE SYLLABUS

Course Name: Principles of Marketing

Course Code: BA003IU

1. General information

Course designation	<i>The course named “Principles of Marketing” provides the students with necessary information on the basic concepts of marketing and its principles. It focuses on the understanding of Market Demand and Customers Behaviors as well as Marketing strategies developed by firms in terms of Pricing, Product, Place, Promotion, etc. The course also mentions various methods to market research and environmental factors that affect the marketing activities.</i>
Semester(s) in which the course is taught	1, 2
Person responsible for the course	
Language	English
Relation to curriculum	Compulsory
Teaching methods	Lectures, projects, quizzes, examinations.
Workload (incl. contact hours, self-study hours)	(Estimated) Total workload: 128 Contact hours: 38 (15 classes, 1 class = 3 periods, 1 period = 50 minutes) Private study including examination preparation, specified in hours: 90
Credit points	03
Required and recommended prerequisites for joining the course	None
Course objectives	This course is an introduction to the field of marketing. In this course, the students will start to examine the most basic concepts in marketing – customer needs, wants, and demand to understand the marketplace. Next, main steps in designing a customer-driven marketing strategy are also explored. This course specially focuses on constructing an integrated marketing program that delivers superior value by using the marketing mix (the four Ps)– product/service design, pricing, distribution, and promotion. At last, other new contents of modern marketing, such as customer relationship management and partner relationship management are also briefly mentioned.
Course learning outcomes	Upon the successful completion of this course students will be able to:

	<table border="1"> <tr> <td>Competency level</td> <td>Course learning outcome (CLO)</td> </tr> <tr> <td>Knowledge</td> <td> <p>CLO1. Describe marketing terminology and concepts and the principles used in developing marketing programs in a firm.</p> <p>CLO2. Identify wants, environmental factors and personal factors that shape marketing activities for certain target markets.</p> <p>CLO3. Explain the different types of goods, services, pricing, distribution and promotion in marketing strategies.</p> </td> </tr> <tr> <td>Skill</td> <td> <p>CLO4. Describe different research methodologies in developing marketing plans.</p> <p>CLO5. Identify the components that help to organize and assign individuals or groups to work together in the planning, implementation and control of marketing activities</p> </td> </tr> <tr> <td>Attitude</td> <td>CLO6. State the ethical requirements of marketing activities</td> </tr> </table>	Competency level	Course learning outcome (CLO)	Knowledge	<p>CLO1. Describe marketing terminology and concepts and the principles used in developing marketing programs in a firm.</p> <p>CLO2. Identify wants, environmental factors and personal factors that shape marketing activities for certain target markets.</p> <p>CLO3. Explain the different types of goods, services, pricing, distribution and promotion in marketing strategies.</p>	Skill	<p>CLO4. Describe different research methodologies in developing marketing plans.</p> <p>CLO5. Identify the components that help to organize and assign individuals or groups to work together in the planning, implementation and control of marketing activities</p>	Attitude	CLO6. State the ethical requirements of marketing activities																												
Competency level	Course learning outcome (CLO)																																				
Knowledge	<p>CLO1. Describe marketing terminology and concepts and the principles used in developing marketing programs in a firm.</p> <p>CLO2. Identify wants, environmental factors and personal factors that shape marketing activities for certain target markets.</p> <p>CLO3. Explain the different types of goods, services, pricing, distribution and promotion in marketing strategies.</p>																																				
Skill	<p>CLO4. Describe different research methodologies in developing marketing plans.</p> <p>CLO5. Identify the components that help to organize and assign individuals or groups to work together in the planning, implementation and control of marketing activities</p>																																				
Attitude	CLO6. State the ethical requirements of marketing activities																																				
Content	<p><i>The description of the contents should clearly indicate the weighting of the content and the level.</i></p> <p>Weight: lecture session (3 hours)</p> <p>Learning level: I (Introduced); R (Reinforced); M (Mastered)</p> <table border="1"> <thead> <tr> <th>Topic</th> <th>Weight</th> <th>Level</th> </tr> </thead> <tbody> <tr> <td>Chapter 1: Creating and Capturing Customer Value</td> <td>1</td> <td>I, R</td> </tr> <tr> <td>Chapter 2: Company and Marketing Strategy- Partnering to Build Customer Engagement, Value, and Relationships</td> <td>1</td> <td>I, R</td> </tr> <tr> <td>Chapter 3: Analyzing the marketing environment</td> <td>1</td> <td>I, R</td> </tr> <tr> <td>Chapter 5: Understanding consumer buyer behavior</td> <td>2</td> <td>I, R</td> </tr> <tr> <td>Chapter 6: Business Markets and Business Buying Behavior</td> <td>1</td> <td>I, R</td> </tr> <tr> <td>Chapter 7: Customer-Driven Marketing Strategy: Creating Value for Target Customers</td> <td>2</td> <td>I, R</td> </tr> <tr> <td>Chapter 8: Product, Services, and Brands: Building Customer Value</td> <td>2</td> <td>I, R</td> </tr> <tr> <td>Chapter 10: Pricing: Understanding and Capturing Customer Value</td> <td>1</td> <td>I, R</td> </tr> <tr> <td>Chapter 12: Marketing Channels: Delivering Customer Value</td> <td>1</td> <td>I, R</td> </tr> <tr> <td>Chapter 14: Communicating Customer Value: Integrated Marketing Communications Strategy</td> <td>1</td> <td>I, R</td> </tr> <tr> <td>Chapter 15: Advertising and Public Relations</td> <td>1</td> <td>I, R</td> </tr> </tbody> </table>	Topic	Weight	Level	Chapter 1: Creating and Capturing Customer Value	1	I, R	Chapter 2: Company and Marketing Strategy- Partnering to Build Customer Engagement, Value, and Relationships	1	I, R	Chapter 3: Analyzing the marketing environment	1	I, R	Chapter 5: Understanding consumer buyer behavior	2	I, R	Chapter 6: Business Markets and Business Buying Behavior	1	I, R	Chapter 7: Customer-Driven Marketing Strategy: Creating Value for Target Customers	2	I, R	Chapter 8: Product, Services, and Brands: Building Customer Value	2	I, R	Chapter 10: Pricing: Understanding and Capturing Customer Value	1	I, R	Chapter 12: Marketing Channels: Delivering Customer Value	1	I, R	Chapter 14: Communicating Customer Value: Integrated Marketing Communications Strategy	1	I, R	Chapter 15: Advertising and Public Relations	1	I, R
Topic	Weight	Level																																			
Chapter 1: Creating and Capturing Customer Value	1	I, R																																			
Chapter 2: Company and Marketing Strategy- Partnering to Build Customer Engagement, Value, and Relationships	1	I, R																																			
Chapter 3: Analyzing the marketing environment	1	I, R																																			
Chapter 5: Understanding consumer buyer behavior	2	I, R																																			
Chapter 6: Business Markets and Business Buying Behavior	1	I, R																																			
Chapter 7: Customer-Driven Marketing Strategy: Creating Value for Target Customers	2	I, R																																			
Chapter 8: Product, Services, and Brands: Building Customer Value	2	I, R																																			
Chapter 10: Pricing: Understanding and Capturing Customer Value	1	I, R																																			
Chapter 12: Marketing Channels: Delivering Customer Value	1	I, R																																			
Chapter 14: Communicating Customer Value: Integrated Marketing Communications Strategy	1	I, R																																			
Chapter 15: Advertising and Public Relations	1	I, R																																			
Examination forms	Multiple-choice questions, Short-answer questions, Case analysis																																				
Study and examination requirements	<p>Attendance: A minimum attendance of 80 percent is compulsory for the class sessions. Students will be assessed based on their class participation. Questions and comments are strongly encouraged.</p> <p>Assignments/Examination: Students must have more than 50/100 points overall to pass this course.</p>																																				
Reading list	<p>[1] Textbook: Philip Kotler and Gary Armstrong (2015), Principles of Marketing, 16th Edition, Prentice Hall, Upper Saddle River, New Jersey</p> <p>[2] Slides and other materials are provided in the Blackboard</p>																																				

2. Planned learning activities and teaching methods

Week	Topic	CLO	Assessments	Learning activities	Resources
1	Chapter 1: Creating and Capturing Customer Value	1	MCQs; Case analysis	Lecture, Discussion Group's project guidelines	[1], [2]
2	Chapter 2: Company and Marketing Strategy- Partnering to Build Customer Engagement, Value, and Relationships	1,2	MCQs; Case analysis	Lecture, Discussion	[1], [2]
3	Chapter 3: Analyzing the marketing environment	1,2	MCQs; Case analysis	Lecture, Discussion	[1], [2]
4, 5	Chapter 5: Understanding consumer buyer behavior	1,2,3	MCQs; Case analysis	Lecture, Discussion	[1], [2]
6	Chapter 6: Business Markets and Business Buying Behavior	1,2,3	MCQs; Case analysis	Lecture, Discussion	[1], [2]
7, 8	Chapter 7: Customer-Driven Marketing Strategy: Creating Value for Target Customers	1,2,3	MCQs; Case analysis	Lecture, Discussion	[1], [2]
9	Midterm	1,2,3,6	Short-answer questions; MCQs; Case analysis 70%*		
10, 11	Chapter 8: Product, Services, and Brands: Building Customer Value	1,2,3	MCQs; Case analysis	Lecture, Discussion	[1], [2]
12	Chapter 10: Pricing: Understanding and Capturing Customer Value	1,2,3	MCQs; Case analysis	Lecture, Discussion	[1], [2]
13	Chapter 12: Marketing Channels: Delivering Customer Value	1,2,3	Quiz 70%*	Lecture, Discussion	[1], [2]
14	Chapter 14: Communicating Customer Value: Integrated Marketing Communications Strategy	1,3	MCQs; Case analysis	Lecture, Discussion	[1], [2]
15	Chapter 15: Advertising and Public Relations	1,3	MCQs; Case analysis	Lecture, Discussion	[1], [2]
16	Oral group project presentation	4,5	Oral Presentation 70%*	Q&A	
17	Final exam	1,2,3,4,6	Short- answer questions; MCQs; Case analysis 70%*		

Note: * Target that 70% of students having scores greater than 70 out of 100.

GRADING RUBRIC FOR WRITTEN COURSEWORK
MIDTERM EXAMINATION – PRINCIPLES OF MARKETING (BA003IU)
 Academic year: 2022 – 2023 (term I)

Criteria	INADEQUATE 10% – 49%	ADEQUATE 50% - 59%	ABOVE AVERAGE 60% - 74%	EXEMPLARY ≥ 75%
Organisation and clarification	Does not organise ideas logically and with clarification. Limited evidence of coherence Ideas lack consistence	Generally organised logically, with evidence of progression Occasionally, there may be a lack of focus or ideas may be tangential	Clear organization and progression. Responds appropriately and relevantly, although some ideas are underdeveloped	Response is focused, detailed and non-tangential. Shows a high degree of attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought regarding the topic
Originality and usefulness of the analysis	Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.	Shows ability to identify marketing issues, gather the facts and develop claims. Argument are addressed well but no links with evidence	Shows strong ability to identify marketing issues, gather the facts and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained	Shows strong ability to identify marketing issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported
Use of data/information	Shows little information from sources. Poor handling of sources	Shows moderate amount of source information incorporated. Some key points supported by sources. Quotations may be poorly integrated into paragraphs. Some possible problems with source citations	Draws upon sources to support most points. Some evidence may not support arguments or may appear where inappropriate. Quotations integrated well into paragraphs. Sources cited correctly	Draws upon primary and secondary source information in useful and illuminating ways to support key points. Excellent integration of quoted material into paragraphs. Source cited correctly
Use of frameworks	Shows limited ability to structure problems in correspondence to theoretical frameworks	Shows effort to link problems with the theoretical frameworks. There are still some mistakes	Shows ability to structure problems in correspondence to theoretical frameworks correctly.	Shows ability to structure problems in correspondence to theoretical frameworks correctly.

			Minor mistakes in resolving problems	The problems are well resolved
Quality of arguments	Shows little attempt to offer support for key claims or to relate evidence to analysis. Reasons offered are irrelevant.	Shows arguments of poor quality. Weak, undeveloped reasons are offered to support key claims	Shows clear, relevant and logical arguments.	Shows identifiable, reasonable, and sound arguments. Clear reasons are offered to support key claims.

Date revised: April 10th, 2023

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí



**VIETNAM NATIONAL UNIVERSITY
HCMC
INTERNATIONAL UNIVERSITY**
Department/School of Business

COURSE SYLLABUS
Course Name: STATISTICS FOR BUSINESS
Course Code: BA080IU

1. General information

Course designation	Face to Face								
Semester(s) in which the course is taught	1,2								
Person responsible for the course	<i>PhD. Nguyen Ba Trung</i>								
Language	English								
Relation to curriculum	<i>Compulsory</i>								
Teaching methods	Student-centered approach								
Workload (incl. contact hours, self-study hours)									
Credit points	3 Credits								
Required and recommended prerequisites for joining the course	N/A								
Course objectives	The aim of this course is to examine various concepts in probability and statistics. This course also discusses various statistical techniques and the use of them in practical situations. Key topics of this course include: descriptive statistics, discrete and continuous random variables, sampling and sampling distributions, confidence intervals, hypothesis testing, analysis of variance, simple linear and multiple regressions								
Course learning outcomes	<p>Upon the successful completion of this course students will be able to:</p> <table border="1" style="width: 100%;"> <thead> <tr> <th>Competency level</th> <th>Course learning outcome (CLO)</th> </tr> </thead> <tbody> <tr> <td>Knowledge</td> <td> <ul style="list-style-type: none"> • CLO1: Describe the key statistical concepts, tools, and techniques used in business. • CLO2: Describe different research methodologies in business </td> </tr> <tr> <td>Skill</td> <td> <ul style="list-style-type: none"> • CLO3: Know how to work within a team </td> </tr> <tr> <td>Attitude</td> <td> <ul style="list-style-type: none"> • CLO4. State the ethical requirements of business statistics </td> </tr> </tbody> </table>	Competency level	Course learning outcome (CLO)	Knowledge	<ul style="list-style-type: none"> • CLO1: Describe the key statistical concepts, tools, and techniques used in business. • CLO2: Describe different research methodologies in business 	Skill	<ul style="list-style-type: none"> • CLO3: Know how to work within a team 	Attitude	<ul style="list-style-type: none"> • CLO4. State the ethical requirements of business statistics
Competency level	Course learning outcome (CLO)								
Knowledge	<ul style="list-style-type: none"> • CLO1: Describe the key statistical concepts, tools, and techniques used in business. • CLO2: Describe different research methodologies in business 								
Skill	<ul style="list-style-type: none"> • CLO3: Know how to work within a team 								
Attitude	<ul style="list-style-type: none"> • CLO4. State the ethical requirements of business statistics 								
Content	This course is an introduction to basic statistical concepts and methods that are widely used in economics, finance, accountancy, marketing, and business more generally. Emphasis is placed on applying statistical methods to draw inferences from sample data in order to inform decision-making. The course covers two main branches of statistics: descriptive statistics and inferential statistics. Descriptive statistics includes collecting data, summarising and interpreting them through numerical and graphical techniques. Inferential statistics includes selecting and applying the correct statistical technique in order to make estimates								

	or test claims about a population based on a sample. Topics covered also include time series analysis. In this course, students will learn to solve statistical problems in an Excel spreadsheet environment. Students are also required to work in small groups; this will develop the skills required to work effectively and inclusively in groups, as in a real work environment.
Examination forms	Essay exams
Study and examination requirements	<ul style="list-style-type: none"> - Attend more than 80% of contact hours in order to be accepted to the final examination - Actively participate in class activities - Fulfill tasks given by instructor after class - Use their own laptop in class only for learning purpose - Read the textbook in advance - Access the course Blackboard for up-to-date information and material of the course, for online supports from
Reading list	<p>Textbook: Doane and Seward (2016), Applied Statistics in Business and Economics, 5th, New York: McGraw Hill.</p> <p>Reference Books: Amir D. Aczel, Jayavel Sounderpandian, (2009), Complete Business Statistics, 7th Edition, McGraw – Hill/Irwin. Anderson, Sweeney, William (2001), Statistics for Business and Economics, 8th edition, Thompson. Additional materials provided in Blackboard:</p> <p>The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.</p>

2. Learning Outcomes Matrix (optional)

The relationship between Course Learning Outcomes (CLO) (1-...) and Program/Student Learning Outcomes (SLO) (1 -...) is shown in the following table:

CLO	SLO					
	1	2	3	4	5	6
1	x					
2		x				
3			x			
4				x		

3. Planned learning activities and teaching methods

Week	Topic	CLO	Assessments	Learning activities	Resources
1	Overview of Statistics	1	Class-performance evaluations	Lecture	
2	Data collection	1,2,4	Group assignment, Examinations	Lecture Discussion Assignments	
3	Describing Data Visually	1,2,3	Group assignment, Examinations	Lecture Discussion, Tutorials	

4	Descriptive statistics	1,2,3	Group assignment, Examinations	Lecture Discussion, Tutorials	
5	Probability	1,3	Group assignment, Examinations	Lecture Discussion	
6	Discrete Probability Distributions	1,3	Group assignment, Examinations	Lecture Discussion	
7	Continuous Probability Distributions	1,3	Group assignment, Examinations	Lecture Discussion	
8	Midterm				
9	Sampling Distributions and Estimation	1,3	Group assignment, Examinations	Lecture Discussion	
10	One-Sample Hypothesis Tests	1,2,3	Group assignment, Examinations	Lecture, Tutorials Discussion	
11	Two-Sample Hypothesis Tests	1,2,3	Group assignment, Examinations	Lecture Discussion, Tutorials	
12	Analysis of Variance	1,2,3	Group assignment, Examinations	Lecture Discussion, Tutorials	
13	Simple Regression	1,2,3	Group assignment, Examinations	Lecture Discussion, Tutorials	
14	Multiple Regression	1,2,3	Group assignment, Examinations	Lecture Discussion, Tutorials	
15	Group presentation	1,2,3,4	Group presentation	Discussion	
16	Final exam				

4. Assessment plan

Assessment Type	CLO1	CLO2	CLO3	CLO4
Group assignment Attendance, Group report (30%)	x	x	x	x
Midterm exam (30%)	x	x		
Final exam (40%)	x	x		

Note: %Pass: Target that % of students having scores greater than 50 out of 100.

5. Rubrics

(optional)

**GRADING RUBRIC FOR SOLVING PROBLEMS
MIDTERM EXAMINATION – Subject (ID subject)
Academic year: 2022 – 2023 (term ...)**

Criteria	Capstone 4	Milestones		Benchmark 1
		3	2	
Interpretation Ability to explain information presented in mathematical forms (e.g., equations, graphs, diagrams, tables, words)	Provides accurate explanations of information presented in mathematical forms. Makes appropriate inferences based on that information.	Provides accurate explanations of information presented in mathematical forms.	Provides a somewhat accurate explanation of the information in mathematical forms, but occasionally make minor mistakes in the computation.	Attempts to explain information in mathematical forms but draw incorrect conclusions about what information means.
Representation Ability to convert relevant information into various mathematical forms (e.g., equations, graphs, diagrams, tables, words)	Skillfully converts relevant information into an insightful mathematical portrayal in a way that contributes to a further or deeper understanding.	Competently converts relevant information into an appropriate and desired mathematical portrayal.	Completes conversion of information but the resulting mathematical portrayal is partially appropriate or accurate.	Completes conversion of information but the resulting mathematical portrayal is inappropriate or inaccurate.
Calculation	Calculations attempted are essentially all successful and sufficiently comprehensive to solve the problem. Calculations are also presented elegantly (clearly, concisely, etc.)	Calculations attempted are essentially successful and sufficiently comprehensively solve the problem.	Calculations attempted are either unsuccessful or represent only a portion of the calculations required to comprehensively solve the problem.	Calculations are attempted but both are unsuccessful and both are not comprehensive
Application/Analysis Ability to make judgments and draw appropriate conclusions based on the quantitative analysis of data, while recognizing the limits of this analysis	Uses the quantitative analysis of data as the basis for deep and thoughtful judgments, drawing insightful, care-qualified conclusions from this work.	Uses the quantitative analysis of data as the basis for competent judgments, drawing reasonable and appropriately qualified conclusions from this work.	Uses the quantitative analysis of data as the basis for workmanlike (without inspiration or nuance, ordinary) judgments, drawing plausible conclusions from this work.	Uses the quantitative analysis of data as the basis for tentative, basic judgments, although is hesitant or uncertain about drawing conclusions from this work.

<p>Assumptions Ability to make and evaluate important assumptions in estimation, modeling, and data analysis</p>	<p>Explicitly describes assumptions and provides a compelling rationale for why assumptions are appropriate.</p>	<p>Explicitly describes assumptions and provides a compelling rationale for why assumptions are appropriate.</p>	<p>Explicitly describes assumptions.</p>	<p>Attempts to describe assumptions</p>
<p>Communication Expressing quantitative evidence in support of the argument or purpose of the work (in terms of what evidence is used and how it is formatted, presented, and contextualized)</p>	<p>Uses quantitative information in connection with the argument or purpose of the work, present it in an effective format and explicates it with consistently high quality</p>	<p>Uses quantitative information in connection with the argument or purpose of the work, though data may be presented in a less than completely effective format or some parts of the explication may be uneven.</p>	<p>Uses quantitative information but does not effectively connect it to the argument or purpose of the work.</p>	<p>Presents an argument for which quantitative evidence is pertinent but does not provide adequate explicit numerical support. (May use quasi-quantitative words such as "many," "few," "increasing," "small," and the like in place of actual quantities.).</p>

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BA197IU

INTRODUCTION TO THE SOCIOLOGY

Note: The outline with specific class hours and location, and updated readings for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Instructor: Dr. Truong Thi Kim Chuyen

Room: TBA

Telephone: (08) 38298686

E-mail: chuyenttk@hcmussh.edu.vn, kchuyen@yahoo.com

Consultation Hours: TBA

Should the students wish to meet the instructor outside the consultation hours, they are advised to make appointment in advance.

2. COURSE INFORMATION

2.1 Teaching times and Locations

Class Hours:

Class Location: TBA

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

BA116IU–Introduction to the Social Sciences is designed to introduce the student to the broad and exciting field of the social sciences which embraces a diverse mixture of disciplines of anthropology, sociology, psychology, economics, history, geography, and political science, ect. The course will focus on the field of sociology and its key themes as they relate to the study of management and business as well as modern society. This facilitates the development of awareness of the language and methodology associated with the study of the social sciences. This course will utilize an interdisciplinary approach to study and understand human behavior and various contemporary social issues.

3. COURSE OBJECTIVES AND OUTCOMES

3.1 Course Objectives

This course aims at providing a basic understanding of the nature of social sciences. It introduces an overview of the fields of studies within social sciences. You should be able to do the following upon completion of this class:

- Explaining several reasons for studying the social sciences.

- Describing the methods used by social scientists to conduct research.
- Identifying and discuss key issues involved in debates about social change in areas such as: group and organization, gender, social interaction and network (structure), culture, etc.
- Developing critical thinking skills as course topics are discussed and debated.
- Improving writing skills through essays and in-class writing assignments.

3.2 Student Learning Outcomes

After finishing this course, students will be able to

- know and understand the underlying concepts and principles of social science as they relate to the study of business management.
- organize ideas gained from theoretical understanding of social science principles and apply them to business and management situations.

4. LEARNING ASSESSMENT

Assessment Details

Assignment and seminar	30%
Mid-Term Exam (90 minutes)	30%
<u>Final Exam (90 minutes)</u>	<u>40%</u>
<i>Total</i>	100%

Students are encouraged to give their presentations throughout the semester (if any).

Your grade will be based on a possible 100 points by doing the following things.

Participation

Participation is valued at 15 points. Among other things, participation involves reading material to be discussed in class beforehand, active engagement in class discussions, asking relevant questions, and good faith efforts to grapple with course material. Gaining a high participation grade, of course, will require you to attend class regularly.

Written Assignment (Project Report)

The Written Assignments will be worth 15 points. You may do the assignments either as a group of three (3) or an individual.

More information, including a list of possible topics, will be provided in a separate handout.

Project Report will relate to the assigned readings. Please make sure to provide in-depth answers which are in your own words. A one-sentence-answer straight from the book is not appreciated. The more in-depth and analytical you are, the better your grade will be. You earn grade on your response and reaction, not on your ability to find a passage in

the textbook. All assignments will be submitted using the assignment feature on Blackboard. Should you have any difficulties, please contact the instructor and TA in advance for help. These assignments are required to be submitted by the due date indicated on the assignment dropbox. No late assignments will be accepted.

Marking criteria (project report and case presentation)

Marking Criteria	Marks	Learning outcomes/attributes
Quality of arguments: relevance, logic and cohesion	20	Ability to give compelling arguments and reasoning to support analysis
Use of frameworks to support analysis	20	Ability to structure problems in accordance with theoretical frameworks and resolve them
Use of case evidence to support analysis	20	Ability to conduct applied research to gather data/information pertaining to the case
Originality and usefulness of the analysis	20	Ability to engage in creative problem solving skills
Organisation, clarity of expression, editing etc	20	Clarity of vision

Mid-term and Final Exams

Mid-term and final exams will be worth 30 points and 40 points in turn. You will do with two sections of multiple choice and a short essay to express your own point of view on some selected topics critically and originally.

5. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one’s own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.¹

6. STUDENT RESOURCES

6.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

- Schaefer, R. T. (2006), *Sociology: A Brief Introduction*, 6th ed., McGraw Hill.

Reference Books:

- Perry, J. and Perry, E. (2005), *Contemporary Society: An Introduction to Social Science*, 11th edition, London, Allyn and Bacon.
- McAdams, T., Neslund, N. and Kristopher, N. (2004), *Business and Society*, 7th Edition, Irwin Press.
- You will also be asked to read several articles which will be provided in class.

¹ This is adapted with kind permission from the University of New South Wales.

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.

Recommended Internet sites

<http://www.pscw.uva.nl/sociosite/TOPICS/Interaction.html> (Networks, Groups, and Social Interaction)

<http://www.who.int/> (World Health Organization (WHO))

<http://www.undp.org/> (United Nations Development Program (UNDP))

<http://www.unep.ch/earthw.html> (Earthwatch)

<http://www.epa.gov/> (U.S. Environmental Protection Agency (EPA))

<http://www.eea.eu.int/> (The European Environment Agency (EEA))

<http://www.cmsny.org/index.htm> (Center for Migration Studies)

<http://www.ulb.ac.be/ceese/meta/sustvl.html> (World Business Council for Sustainable Development)

6.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

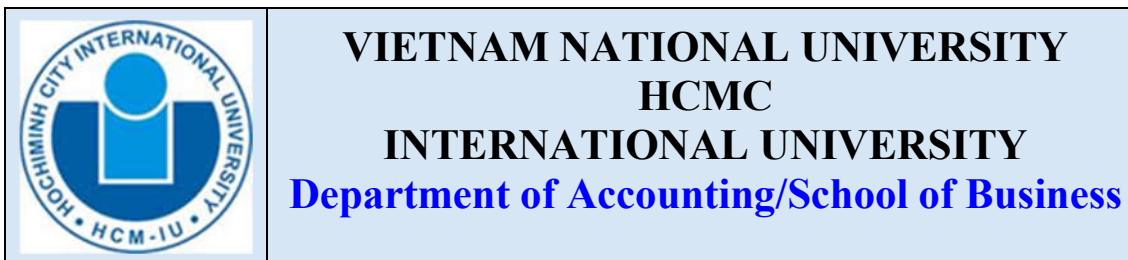
7. COURSE SCHEDULE

Week	Topic	Learning materials and activities
1	<p>Overview of the Social Sciences and Sociology</p> <p>Anthropology History Geography Psychology Political science and International Relations Economics and Business Administration Sociology Society, social organisation and social change</p>	<p>Hand-out and Textbook, Ch. 1, Perry, Ch. 1</p> <p>Forming Study groups</p> <p>Allocation of Discussion Questions</p> <p>How to prepare for case study presentation</p>
2	<p>Understanding Sociology</p> <p>What is Sociology? The Sociological Imagination Sociology and the Social Sciences Sociology and Common Sense</p> <p>What is Sociological Theory? The Development of Sociology Major Theoretical Perspectives Functionalist Perspective Conflict Perspective Feminist Perspective</p>	<p>Textbook, Ch.1</p> <p>Discussion Case: <i>Looking at Sports from Three Theoretical Perspectives</i>, p.19, q. 1-2</p>

	<p>Interactionist Perspective</p> <p>The Sociological Approach</p> <p>Developing a Sociological Imagination</p>	
3	<p>Sociological Research</p> <p>What is the scientific method?</p> <p>Defining the Problem</p> <p>Reviewing the Literature</p> <p>Formulating the Hypothesis</p> <p>Collecting and Analyzing the Data</p> <p>Developing the Conclusion</p> <p>In Summary: The Scientific Method</p> <p>Major Research Designs</p> <p>Surveys</p> <p>Observation</p> <p>Experiments</p> <p>Use of Existing Sources</p> <p>Ethics of Research</p> <p>Confidentiality</p> <p>Research Funding</p> <p>Value Neutrality</p> <p>Technology and Sociological Research</p>	<p>Textbook, Ch. 2</p> <p>Discussion Case: <i>Sociology in Campus - Does Hard Work Lead to Better Grades?</i>, p. 42, q. 1-2</p>
4	<p>Culture</p> <p>Development of Culture Around the World</p> <p>Cultural Universals</p> <p>Innovation</p> <p>Globalization, Diffusion, and Technology</p> <p>Sociobiology</p> <p>Elements of Culture</p> <p>Language</p> <p>Norms</p> <p>Sanctions</p> <p>Values</p> <p>Culture and the Dominant Ideology</p> <p>Cultural Variation</p> <p>Aspects of Cultural Variation</p> <p>Attitudes toward Cultural Variation</p>	<p>Schaefer, Ch.3, pp. 53-77</p> <p>Perry, Ch.11,</p>
5	<p>Social Interaction and Social Structure</p> <p>Social Interaction And Reality</p> <p>Defining and Reconstructing Reality</p> <p>Negotiated Order</p> <p>Elements of Social Structure</p> <p>Statuses</p> <p>Social Roles</p> <p>Groups</p> <p>Social Networks and Technology</p> <p>Social Institutions</p>	<p>Textbook, Ch. 5</p> <p>Discussion Case: <i>Social Networks among Low-Income Women</i> p. 42, q. 1-2</p>

	<p>Social Structure in Global Perspective Durkheim's Mechanical and Organic Solidarity Tönnies's Gemeinschaft and Gesellschaft Lenski's Sociocultural Evolution Approach</p>	
6	<p>Groups and Organizations Understanding Groups Types of Groups Studying Small Groups Understanding Organizations Formal Organizations and Bureaucracies Characteristics of a Bureaucracy Bureaucracy and Organizational Culture Voluntary Associations The Changing Workplace Organizational Restructuring Telecommuting Electronic Communication</p>	<p>Textbook, Ch. 6 Discussion Case: <i>Pizza Delivery Employees as a Secondary Group</i> p. 131, q. 1-2</p>
7	<p>The family and Intimate Relationships Global View of the Family Composition: What Is the Family? Kinship Patterns: To Whom Are We Related? Authority Patterns: Who Rules? Studying the Family Functionalist View Conflict View Interactionist View Feminist View Marriage and Family Courtship and Mate Selection Variations in Family Life and Intimate Relationships Child-Rearing Patterns in Family Life Divorce Statistical Trends in Divorce Factors Associated with Divorce Impact of Divorce on Children Diverse Lifestyles Cohabitation Remaining Single Marriage without Children Lesbian and Gay Relationships</p>	<p>Schaefer, Ch.14, pp. 299-324</p>
8	<p>Stratification by Gender and Age Social Construction of Gender</p>	<p>Textbook, Ch. 11</p>

	<p>Gender Roles in the United States Cross-Cultural Perspective Explaining Stratification By Gender The Functionalist View The Conflict Response The Feminist Perspective The Interactionist Approach Women: The Oppressed Majority Sexism and Sex Discrimination Sexual Harassment The Status of Women Worldwide Women in the Workforce of the United States Women: Emergence of a Collective Consciousness Aging and Society Explaining the Aging Process Functionalist Approach: Disengagement Theory Interactionist Approach: Activity Theory The Conflict Approach Age Stratification in The United States The "Graying of America" Wealth and Income Ageism Competition in the Labor Force The Elderly: Emergence of a Collective Consciousness</p>	<p>Discussion Case: <i>Sociology in the Global Community - Aging Worldwide: Issues and Consequences</i> p. 287, q. 1-2</p>
--	--	--



**VIETNAM NATIONAL UNIVERSITY
HCMC
INTERNATIONAL UNIVERSITY**
Department of Accounting/School of Business

COURSE SYLLABUS
Course Name: Organizational Behavior
BA130IU

1. General information

Course designation	<i>The course is organized around three determinants of behavior in organizations: 1) individuals, 2) groups/teams, and 3) organizational structure. Particular emphasis will be placed on individual difference, attitude, motivation, job satisfaction, communication, leadership, stress, change, and organizational culture. Vigorous class discussions, presentations, cases, activities, along with group projects and self quizzes will provide the basis for the learning environment in the classroom.</i>
Semester(s) in which the course is taught	1, 2
Person responsible for the course	<p>Mai Ngọc Khương Room: O1.306</p> <p>Telephone: N/A</p> <p>E-mail: mnkhuong@hcmuii.edu.vn</p> <p>Consultation Hours: Fri, 1:00pm – 4:00 pm</p>
Language	English
Relation to curriculum	Compulsory

<p>Teaching methods</p> <p>Workload (incl. contact hours, self-study hours)</p> <p>Credit points</p>	<p>Lecture, lesson, group project</p> <p><i>(Estimated) Total workload: 135</i> <i>Contact hours (please specify whether lecture, exercise, laboratory session, etc.): 45</i> <i>Private study including examination preparation, specified in hours: 90</i></p> <p>3</p>
<p>Required and recommended prerequisites for joining the course</p>	<p>None</p>
<p>Course objectives</p>	<p>After taking this class, the students should all be able:</p> <ul style="list-style-type: none"> - To demonstrate an understanding of the effects that individuals and groups have on organizations, and apply that understanding to the solving organizational problems. - To demonstrate an understanding of the theories and concepts of individual, group and organizational behavior as they apply to organizational decision-making. - To apply concepts and theories about individual style and perception to solving organizational problems. - To apply theories of motivation to the management of organizations. - To use systematic problem-solving approaches in developing solutions to organizational problems. - To exhibit clear and concise written reports and oral presentations skills to communicate understanding and application of theories, topics and concepts. - To effectively participate individually, and as a member of small and large teams, in the completion of all course assignments.

Course learning outcomes	Upon the successful completion After completing the course, students should have developed skills in:	
	Competency level	Course learning outcome (CLO)
	Knowledge	LO1. Compare the effects of various psychological factors on individual behavior LO2. Examine major inter-personal forces that alter human behaviors in team/group context in oral form. (Discuss) LO3. Classify the potential effects of organizational-level factors (such as structure, culture and change) on organizational behavior
	Skill	LO4. Apply a motivational theory to a realistic motivational problem in an organizational context; provide management recommendations consistent with theory
	Attitude	LO5. Solve typical organizational-level issues to achieve overall organizational success in the context of cultural diversity and global sustainability.
Content	This course is designed to give students the basic knowledge of human behavior in organizations and how to apply this knowledge to increase the organization effectiveness.	
Examination forms	Multiple-choice questions	
Study and examination requirements	In order to pass this course, the students must: <ul style="list-style-type: none"> – achieve a composite mark of at least 50; – attend at least 80 percent of the total sessions of the course; – make a satisfactory attempt at all assessment tasks (see below). 	
Reading list	<u>Text book</u> [1]· Robbins, S. P. and Judge, T. A. (2013), <i>Essentials of Organizational Behavior</i>, 12th edition, Pearson Education.	

<p><u>Reference book:</u></p> <p>[2]· John W. Newstrom, (2014), <i>Organizational Behavior-Human Behavior at Work</i>, 14th Edition, International Edition, McGraw Hill.</p> <p>[3]· Hellrigel, D., Slocum, J., & Woodman (2010), <i>Organizational Behavior</i>, 13th edition, Thomson-South Western.</p> <p>– <u>Additional material</u></p> <p>The instructor will provide his/her lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance-learning course, and the students are expected to attend lectures and take notes. This way, the students will get the additional benefit of class interaction and demonstration.</p>

2. Learning Outcomes Matrix (optional)

The relationship between Course Learning Outcomes (CLO) (1-...) and Program/Student Learning Outcomes (SLO) (1 -...) is shown in the following table:

CLO	PLO					
	1	2	3	4	5	6
1	x					
2	x		x			
3	x		x			
4		x	x			
5					x	x

3. Planned learning activities and teaching methods

Week	Topic	CLO	Assessment	Learning activities	Resource
1	Chapter 1: What is Organizational Behavior	1		Lecture	[1]
2	Chapter 2: Diversity in Organizations	1	Group project1	Lecture	[1]

	Chapter 3: Attitudes and Job Satisfaction				
3	Chapter 4: Personality and Values	1	Group project2	Lecture	[1]
4	Chapter 5: Perception and Individual Decision Making	1	Group project3	Lecture	[1]
5	Chapter 6: Emotions and Moods	1	Group project4	Lecture	[1]
6	Chapter 7: Motivation Concepts	1,4	Group project5	Lecture	[1]
7	Chapter 8: Motivation: From Concepts to Applications	1,4	Group project6	Lecture	[1]
8	Chapter 9: Foundations of Group Behavior	1	Group project7, Quiz1	Lecture	[1]
9	Mid-term exam	1,4	MCQ exam		
10	Chapter 10: Understand Work Teams	2	Group project8	Lecture	[1]
11	Chapter 11: Power and Politics	2,5	Group project9	Lecture	[1]
12	Chapter 13: Leadership	2,5	Group project10	Lecture	[1]
13	Chapter 14: Foundations of Organization Structure	3	Group project11	Lecture	[1]
14	Chapter 15: Organizational Culture	3,5	Group project12	Lecture	[1]
15	Chapter 17: Organizational Change and Stress Management	3,5	Group project13	Lecture	[1]
16	Chapter 18: Conflict and Negotiation	3,5	Group project14, Quiz2	Lecture	[1]
17	Final exam	2,3,5	MCQ exam		

4. Assessment plan

Assessment Type	CLO1	CLO2	CLO3	CLO4	CLO5
-----------------	------	------	------	------	------

Quizzes (20%)	Qz1 70%Pass	Qz2 70%Pass	Qz2 70%Pass		
Group (10%)	Project			GP1,2,3,4,5,6 70%Pass	GP7,8,9,10,11,12,13,14 70%Pass
Midterm (30%)	exam	50% Pass		50% Pass	
Final exam (40%)		50% Pass	50% Pass		50% Pass

LEARNING ASSESSMENT

GRADING RUBRIC FOR WRITTEN COURSEWORK MIDTERM EXAMINATION – Subject (ID subject) Academic year: 2022 – 2023 (term ...)

Criteria	INADEQUATE 10% – 49%	ADEQUATE 50% - 59%	ABOVE AVERAGE 60% - 69%	GOOD 70% - 84%	EXEMPLARY ≥ 85%
Organisation and clarification	Does not organise ideas logically and with clarification . Limited evidence of coherence Ideas lack consistency	Generally organised logically, with evidence of progression Occasionally, there may be a lack of focus or ideas may be tangential	Clear organization and progression. Responds appropriately and relevantly, although some ideas are underdeveloped .		Response is focused, detailed and non-tangential. Shows a high degree of attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought regarding the topic
Originality and usefulness of the analysis	Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.	Shows ability to identify issues, gather the facts and develop claims. Argument are addressed well but no links with evidence	Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained		Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported
Use of data/information	Shows little information from sources. Poor handling of sources	Shows moderate amount of source information incorporated. Some key points supported by sources. Quotations may be poorly integrated into paragraphs. Some possible problems with source citations	Draws upon sources to support most points. Some evidence may not support arguments or may appear where inappropriate. Quotations integrated well into paragraphs. Sources cited correctly		Draws upon primary and secondary source information in useful and illuminating ways to support key points. Excellent integration of quoted material into paragraphs. Source cited correctly
Use of frameworks	Shows limited ability to structure problems in	Shows effort to link problems with the	Shows ability to structure problems in correspondence to		Shows ability to structure problems in correspondence to

	correspondence to theoretical frameworks	theoretical frameworks. There are still some mistakes	theoretical frameworks correctly. Minor mistakes in resolving problems		theoretical frameworks correctly. The problems are well resolved
Quality of arguments	Shows little attempt to offer support for key claims or to relate evidence to analysis. The reasons offered are irrelevant.	Shows argument of poor quality. Weak, undeveloped reasons are offered to support key claims	Shows clear, relevant and logical arguments.		Shows identifiable, reasonable and sound arguments. Clear reasons are offered to support key claims.

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí



**VIETNAM NATIONAL UNIVERSITY
HCMC
INTERNATIONAL UNIVERSITY
School of Business**

COURSE SYLLABUS

Course Name: International Economics

Course Code: BA068IU

1. General information

Course ID	BA068IU			
Relation to curriculum	Compulsory			
Teaching methods	One midterm exam: 20% - 40% One comprehensive final exam: 35% - 60% In-class quizzes, class participation and learning attitude: 10% - 30%			
Workload (incl. contact hours, self-study hours)	<ul style="list-style-type: none"> • Lecture: 3 hrs/ week • Lab: none • Homework, Assignment: 3 hrs/ week 			
Credit points	3			
Required and recommended prerequisites for joining the course	Introduction to Micro Economics – BA117IU and Introduction to Macro Economics – BA119IU 2 nd year student			
Course Learning Outcomes	Upon the successful completion of this course students will be able to:			
	<table border="1" style="width: 100%;"> <tr> <td style="width: 20%;">Knowledge</td> <td>LO1: Understand and analyze the real-world key phenomena and policies concerning economic globalization, an increasingly important feature of the modern world; LO2: Explain the ethical requirements of business activities in the international context.</td> </tr> <tr> <td>Skills</td> <td>LO3: Associate concepts and tools to analyze the current global issues/events and their impacts on the business environment and the world economy</td> </tr> </table>	Knowledge	LO1: Understand and analyze the real-world key phenomena and policies concerning economic globalization, an increasingly important feature of the modern world; LO2: Explain the ethical requirements of business activities in the international context.	Skills
Knowledge	LO1: Understand and analyze the real-world key phenomena and policies concerning economic globalization, an increasingly important feature of the modern world; LO2: Explain the ethical requirements of business activities in the international context.			
Skills	LO3: Associate concepts and tools to analyze the current global issues/events and their impacts on the business environment and the world economy			

	Attitude	LO4: Recognize value and beliefs of others from different cultural context
Examination forms	Multiple-choice questions, short-answer questions	
Study and examination requirements	Student is expected that you will spend at least 6 hours per week studying this course. This time should be made up of reading, working on exercises and problem, group assignment and attending class lectures and tutorials. University regulations indicate that if students attend less than 80% of scheduled classes they may be refused final assessment. Regular attendance is essential for successful performance and learning in this course, particular in view of the interactive teaching and learning approach adopted.	
Reading list	International Economics – Theory and Policy- Paul Krugman and Maurice Obstfeld	

2. Learning Outcomes Matrix

The relationship between Course Learning Outcomes (CLO) (1-...) and Program Learning Outcomes (PLO) (1 -...) is shown in the following table:

CLO	PLO								
	1	2	3	4	5	6	7	8	9
1	X								
2				X					
3		X			X				
4					X				

3. Planned learning activities and teaching methods

Session	Content	CLO	Bloom's Taxonomy	Category	Teacher's Material	Assessments
1	Ricardian and Hechscher-Ohlin models The Standard trade model	1,3	KN, CR	Lecture	Instructor Manual, Teacher's Resource	Student's book

2	Other International trade theories: Economies of Scale, Imperfect Competition	1,2,3,4	KN, CR	Lecture	Instructor Manual, Teacher's Resource	Student's book
3	International Factor Movements	1, 3	KN, CR	Lecture,	Instructor Manual, Teacher's Resource	Student's book
4	Instruments of Trade Policy	1,2	KN, CR	Lecture,	Instructor Manual, Teacher's Resource	Student's book
5	Political Economy of Trade Policy Trade policy in Developing Countries Controversies in Trade Policy	1,2,3,4	KN, CR	Lecture,	Instructor Manual, Teacher's Resource	Student's book
6	National Income Accounting and Balance of Payments	1,3	KN, CR	Lecture,	Instructor Manual, Teacher's Resource	Student's book
7	Exchange Rates and Foreign Exchange Market Money- Interest Rate and Exchange Rates	1, 3	KN, CR	Lecture,	Case-study, Teacher's Resource	Case-study, Student's book
8	Price Levels, Output and Exchange Rates in long-run	1, 3	KN, CR	Lecture,	Instructor Manual, Teacher's Resource	Student's book

9	Fixed Exchange Rates and Foreign Exchange Intervention	1, 2, 3,4	KN, CR	Lecture,	Instructor Manual, Teacher's Resource	Student's book Case study
10	International Monetary System	1,2, 3	KN, CR	Lecture,	Instructor Manual, Teacher's Resource	Student's book
11	Macroeconomic Policy under Floating Exchange Rate	1,2, 3	KN, CR	Lecture,	Instructor Manual, Teacher's Resource	Student's book
12	Global Capital Market	2	KN, CR	Lecture,	Instructor Manual, Teacher's Resource	Student's book
13	The Euro Currency	1, 2, 3	KN, CR	Lecture,	Instructor Manual, Teacher's Resource	Student's book
14	Developing Countries: Growth- Crisis- and Reform	1, 2, 3,4	KN, CR	Lecture,	Instructor Manual, Teacher's Resource	Student's book
15	Course Review	1, 2, 3,4	KN,CR			

4. **Assessment plan**

Assessment Type	CLO1	CLO2	CLO3	CLO4
-----------------	------	------	------	------

Class participation (5%)			70%Pass	70%Pass
Quiz(10%)				70%Pass
Mid-term Exam (30%)	70%Pass	70%Pass	70%Pass	70%Pass
Final exam (40%)	70%Pass	70%Pass	70%Pass	70%Pass

Note: %Pass: Target that 70 % of students having scores greater than 70 out of 100.

**GRADING RUBRIC FOR WRITTEN COURSEWORK
MIDTERM EXAMINATION –
Academic year:**

Criteria	COMPLETELY FAIL Below 30%	INADEQUATE 30% – 49%	ADEQUATE 50% - 69%	ABOVE AVERAGE 70% - 89%	EXEMPLARY ≥ 90%
Organisation and clarification	No evidence of organization and coherence	Does not organise ideas logically and with clarification Limited evidence of coherence Ideas lack consistence	Generally organised logically, with evidence of progression Occasionally, there may be a lack of focus or ideas may be tangential	Clear organization and progression. Responds appropriately and relevantly, although some ideas are underdeveloped	Response is focused, detailed and non-tangential. Shows a high degree of attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought regarding the topic
Originality and usefulness of the analysis	Shows no ability to identify issues or a clear inability to gather the facts	Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.	Shows ability to identify issues, gather the facts and develop claims. Argument are addressed well but no links with evidence	Shows strong ability to identify issues, gather the fact and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained	Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported
Use of data/information	Shows no effort to incorporate information from	Shows little information from sources. Poor	Shows moderate amount of source	Draws upon sources to support most points.	Draws upon primary and secondary source information in

	primary and secondary sources	handling of sources	information incorporated. Some key points supported by sources. Quotations may be poorly integrated into paragraphs. Some possible problems with source citations	Some evidence may not support arguments or may appear where inappropriate . Quotations integrated well into paragraphs. Sources cited correctly	useful and illuminating ways to support key points. Excellent integration of quoted material into paragraphs. Source cited correctly
Use of frameworks	Shows no effort to structure problems in correspondence to theoretical frameworks	Shows limited ability to structure problems in correspondence to theoretical frameworks	Shows effort to link problems with the theoretical frameworks. There are still some mistakes	Shows ability to structure problems in correspondence to theoretical frameworks correctly. Minor mistakes in resolving problems	Shows ability to structure problems in correspondence to theoretical frameworks correctly. The problems are well resolved
Quality of arguments	Shows no effort to construct logical arguments. Fails to support analysis	Shows little attempt to offer support for key claims or to relate evidence to analysis. Reasons offered are irrelevant.	Shows argument of poor quality. Weak, undeveloped reasons are offered to support key claims	Shows clear, relevant and logical arguments.	Shows identifiable, reasonable and sound arguments. Clear reasons are offered to support key claims.

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí



**VIETNAM NATIONAL UNIVERSITY HCMC
INTERNATIONAL UNIVERSITY
School of Business**

**COURSE SYLLABUS
QUANTITATIVE METHODS FOR BUSINESS
BA168IU**

1. General information

Course designation	<i>This subject will familiarize quantitative approaches and mathematical optimization techniques used to address managerial and business issues.</i>					
Semester(s) in which the course is taught						
Person responsible for the course	Ms. Dang Thi Uyen Thao					
Language	English					
Relation to curriculum	Compulsory					
Teaching methods	Quizzes, Assignments, Computer Assignments, Lectures, Tutorials, Examinations					
Workload (incl. contact hours, self-study hours)						
Credit points	3					
Required and recommended prerequisites for joining the course	Statistics for Business and Math for Business					
Course objectives	<p>This course aims to help students to</p> <ul style="list-style-type: none"> • Provide students with the methodological understanding of quantitative analysis used in business management. • Create an awareness of quantitative analytical tools used in business management. • Use quantitative analytical tools in business management. • Engage students in critically evaluating the tools of quantitative analysis. 					
Course learning outcomes	<p>Upon the successful completion of this course students will be able to:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%; text-align: center;">Competency level</th> <th style="text-align: center;">Course learning outcome (CLO)</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Knowledge</td> <td></td> </tr> </tbody> </table>		Competency level	Course learning outcome (CLO)	Knowledge	
Competency level	Course learning outcome (CLO)					
Knowledge						

	<p>& Skill</p>	<p>CLO1. Understand and relate quantitative approaches to problems solving and decision making in business management CLO2. Explain various notions/concepts/principles in time series analysis; and then build and interpret appropriate forecasting models critically CLO3. Work as a collaborative team member CLO4. Recognize appropriate techniques to initiate, plan, execute and control projects and meet challenges and deadlines CLO5. Use computer software for quantitative analysis</p>								
	<p>Attitude</p>	<p>CLO6. Recognize the benefits as well as the limits of quantitative analysis in business management</p>								
<p>Content</p>	<p>Quantitative Business Methods provides students with many quantitative techniques needed to analyze business situations and make decisions. The course covers decision analysis, forecasting, linear programming, project management, queuing theory, EFA, CFA and SEM.</p>									
<p>Examination forms</p>	<p>Open-ended questions</p>									
<p>Study and examination requirements</p>	<p>In order to pass this course, the students must:</p> <ul style="list-style-type: none"> • achieve a composite mark of at least 50; and • make a satisfactory attempt at all assessment tasks (see below). <p>GRADING POLICY Grades can be based on the following:</p> <table border="1" data-bbox="560 1087 1073 1230"> <tr> <td>Quizzes, Computer assignments</td> <td>30%</td> </tr> <tr> <td>Midterm examination</td> <td>30%</td> </tr> <tr> <td>Final examination</td> <td>40%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </table> <p>COURSE POLICIES</p> <p>Attendance Regular and punctual attendance at lectures in this course. Exemptions may only be made on a health basis.</p> <p>Workload It is expected that the students will spend at least six hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.</p> <p>General Conduct and Behavior The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at www.hcmiu.edu.vn</p> <p>Keeping informed The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will</p>		Quizzes, Computer assignments	30%	Midterm examination	30%	Final examination	40%	Total	100%
Quizzes, Computer assignments	30%									
Midterm examination	30%									
Final examination	40%									
Total	100%									

	<p>send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.</p> <p>Academic honesty and plagiarism Plagiarism is the presentation of the thoughts or work of another as one's own (definition proposed by the University of Newcastle). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.</p> <p>Special consideration Requests for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.</p> <p>Meeting up with the lecturers after classes Students must make an appointment via emails if they want to meet up with the lecturer after classes and be on time. If there are any changes to the scheduled time, students must inform the lecturer immediately.</p>
Reading list	<p>Please note that it is very important to gain familiarity with the subject matter in the readings and cases prior to attendance in classes.</p> <p><u>[1]Textbook:</u> Render, Barry, Stair, Ralph M., Hanna, Michael E., 2011, "Quantitative Analysis for Management", Pearson College Div, 11th edition David R. Anderson, Dennis J. Sweeney , Thomas A. Williams, Jeffrey D. Camm, James J. Cochran, 2012, "Quantitative Methods for Business", South-Western College Pub; 12 edition.</p> <p><u>[2]Additional materials provided in Blackboard</u> The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However, this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. By this way, you will get the additional benefit of class interaction and demonstration.</p> <p><u>[3]Other Resources, Support and Information</u> Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the VNU - Central Library. Recommended articles will be duly informed to the students.</p>

2. Planned learning activities and teaching methods

Week	Topic	CLO	Assessments	Learning activities	Resources
------	-------	-----	-------------	---------------------	-----------

1	Chapter 1: Introduction to Quantitative Analysis	1, 5		Lectures	[1], [2], [3]
2	Chapter 2: Review probability concepts and applications	1	Quizzes, Examinations	Lectures, Assignments	[1], [2], [3]
3, 4	Chapter 3: Decision Analysis	1, 4	Quizzes, Examinations	Lectures, Assignments, Tutorials	[1], [2], [3]
5, 6	Chapter 5: Forecasting	1, 2, 4	Quizzes, Examinations	Lectures, Assignments, Tutorials	[1], [2], [3]
7, 8	Chapter 7: Linear programming	1, 4	Quizzes, Examinations	Lectures, Assignments, Tutorials	[1], [2], [3]
9, 10	Chapter 12: Project management	1, 3, 4	Quizzes, Examinations	Lectures, Assignments, Tutorials	[1], [2], [3]
11, 12	Chapter 13: Waiting Lines and Queuing Theory Models.	1, 4	Quizzes, Examinations	Lectures, Assignments, Tutorials	[1], [2], [3]
13	EFA, CFA, SEM	4, 6	Computer Assignments	Lectures, Computer Assignments	[1], [2], [3]

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí



**VIETNAM NATIONAL UNIVERSITY
HCMC
INTERNATIONAL UNIVERSITY**
School of Business

COURSE SYLLABUS

Course Name: Fundamentals of Financial Management

Course Code: **BA016IU**

1. General information

Course designation	<i>BA016IU– Fundamentals of Financial Management</i> provides students with basic concepts of financial management. The course is provided based on foundation knowledge of financial accounting and economics. This course may fulfill requirements of the curriculum for students majoring in business administration in general; however, it is the foundation for students majoring in finance , banking and accounting. For those students that major in finance, banking and accounting, they can take higher level courses in finance after this course, to count for some, Corporate Finance, Financial Institutions and Market, Portfolio Theory and Investment Analysis, International Finance, Business Analysis and Valuation, etc.
Semester(s) in which the course is taught	1, 2
Person responsible for the course	Dr. Nguyen Canh Tien MSc. Le Hong Nhung MSc. Phan Ngoc Anh MSc. Le Dang Thuy Trang MSc. Tran Nhat Minh MSc. Vu Khanh Thien
Language	English
Relation to curriculum	Compulsory
Teaching methods	Lecture, lesson, 2 class tests
Workload (incl. contact hours, self-study hours)	Total workload: 128 Contact hours: 38 (15 classes, 1 class = 3 periods, 1 period = 50 minutes) Private study including examination preparation, specified in hours: 90
Credit points	3
Required and recommended prerequisites for joining the course	Financial Accounting – BA184IU
Course objectives	The aim of this course is to expose students to and familiarize them with the theoretical frameworks and practical matters of financial management.. The learning experience will include: an introduction to financial management; time value of money; techniques of pricing of financial instruments such as bonds and stocks; evaluation of major projects; the relationship between risk and return; an introduction to

	Capital Asset Pricing Model (CAPM) and Portfolio theory; and cost of capital and capital structuring																											
Course learning outcomes	<p>Upon the successful completion of this course students will be able to:</p> <table border="1"> <tr> <th>Competency level</th> <th>Course learning outcome (CLO)</th> </tr> <tr> <td>Knowledge</td> <td>CLO1: Recognize concepts, theories and fundamental knowledge in finance.</td> </tr> <tr> <td>Skill</td> <td>CLO2: Identify value, culture and beliefs of others.</td> </tr> <tr> <td>Attitude</td> <td>CLO3: Explain the ethical requirements of business activities CLO4: Hold skills and knowledge of global citizens</td> </tr> </table>	Competency level	Course learning outcome (CLO)	Knowledge	CLO1: Recognize concepts, theories and fundamental knowledge in finance.	Skill	CLO2: Identify value, culture and beliefs of others.	Attitude	CLO3: Explain the ethical requirements of business activities CLO4: Hold skills and knowledge of global citizens																			
Competency level	Course learning outcome (CLO)																											
Knowledge	CLO1: Recognize concepts, theories and fundamental knowledge in finance.																											
Skill	CLO2: Identify value, culture and beliefs of others.																											
Attitude	CLO3: Explain the ethical requirements of business activities CLO4: Hold skills and knowledge of global citizens																											
Content	<p>Weight: lecture session (3 hours) Learning level: I (Introduced); R (Reinforced); M (Mastered)</p> <table border="1"> <thead> <tr> <th>Topic</th> <th>Weight</th> <th>Level</th> </tr> </thead> <tbody> <tr> <td>Introduction to financial management</td> <td>1</td> <td>I,R</td> </tr> <tr> <td>Time Value of Money</td> <td>3</td> <td>I,R</td> </tr> <tr> <td>Bond and their valuation</td> <td>1</td> <td>I,R</td> </tr> <tr> <td>Stock and their valuation</td> <td>1</td> <td>I,R</td> </tr> <tr> <td>Project investment criteria and Capital budgeting decision</td> <td>1</td> <td>I,R</td> </tr> <tr> <td>Capital Budgeting and Cash Flow Projection</td> <td>2</td> <td>I,R</td> </tr> <tr> <td>Risk, Return and Capital Budgeting</td> <td>2</td> <td>I,R</td> </tr> <tr> <td>Capital Structure and Cost of Capital</td> <td>1</td> <td>I,R</td> </tr> </tbody> </table>	Topic	Weight	Level	Introduction to financial management	1	I,R	Time Value of Money	3	I,R	Bond and their valuation	1	I,R	Stock and their valuation	1	I,R	Project investment criteria and Capital budgeting decision	1	I,R	Capital Budgeting and Cash Flow Projection	2	I,R	Risk, Return and Capital Budgeting	2	I,R	Capital Structure and Cost of Capital	1	I,R
Topic	Weight	Level																										
Introduction to financial management	1	I,R																										
Time Value of Money	3	I,R																										
Bond and their valuation	1	I,R																										
Stock and their valuation	1	I,R																										
Project investment criteria and Capital budgeting decision	1	I,R																										
Capital Budgeting and Cash Flow Projection	2	I,R																										
Risk, Return and Capital Budgeting	2	I,R																										
Capital Structure and Cost of Capital	1	I,R																										
Examination forms	Multiple-choice questions, short-answer questions, application problems																											
Study and examination requirements	<p>Attendance: Class Attendance is Mandatory. Roll will be taken by two quizzes' submissions at times of classes. University regulations indicate that if students attend less than eighty percent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds</p> <p>Assignments/Examination: Students must achieve a composite mark of at least 50; and make a satisfactory attempt at all assessment tasks.</p>																											
Reading list	<p>[1] Brealey, R.A., Myers, S.C. and Marcus, A.J., <i>Fundamentals of Corporate Finance</i>, 5thed, McGraw Hill 2007</p> <p>[2] Brigham, E. F. and Houston, J. F. (2007), <i>Fundamentals of Financial Management</i>, 11th edn, South- Western</p> <p>[3] Ross, S. A., Westerfield, R. W., and Jordan, B. D. (2010) <i>Fundamentals of Corporate Finance</i> - 7thed, McGraw Hill</p>																											

2. Learning Outcomes Matrix (optional)

The relationship between Course Learning Outcomes (CLO) (1-) and Program/Student Learning Outcomes (SLO) (1-) is shown in the following table:

CLO	PLO					
	1	2	3	4	5	6
1	I,R					
2					I,R	I,R
3				I,R		
4						I,R

3. Planned learning activities and teaching methods

Week	Topic	CLO	Assessments	Learning activities	Resources
1	<p>Introduction to corporate finance</p> <p>Introduction</p> <ul style="list-style-type: none"> Corporation Goals of the corporation <p>Financial Decision</p> <ul style="list-style-type: none"> Agency problems Working Capital Management Roles of Financial Manager <p>Why corporations need financial markets?</p> <p>Functions of financial markets and intermediates</p>	1,2,3,4	MCQs	Lecture, Discussion	[1],[2],[3]
2	<p>Time Value of Money</p> <p>Basic concepts</p> <ul style="list-style-type: none"> Timeline/ Future values (FV)/ Present values (PV) Simple interest rate (SR)/ Compound interest rate (CR) <p>Multiple cash flows</p> <ul style="list-style-type: none"> Future value of Multiple Cash Flows Present value of Multiple Cash Flows <p>Perpetuity cash flows</p> <ul style="list-style-type: none"> Present Value of a Perpetuity <p>Ordinary annuity cash flow/ Annuity 1 due cash flow</p> <ul style="list-style-type: none"> Future Value of an Annuity Present Value of an Annuity 	1,2	MCQs	Lecture, Discussion	[1],[2],[3]
3	<p>Time Value of Money (Cont.)</p> <p>Growing ordinary annuity cash flow/</p> <p>Growing annuity due cash flow</p> <ul style="list-style-type: none"> Future Value of an growing annuity Present Value of an growing annuity <p>Mortgage loans</p> <p>Inflation and time value of money</p> <ul style="list-style-type: none"> Real versus nominal cash flows <p>Effective annual interest rates (EAR)</p>	1,2	MCQs	Lecture, Discussion	[1],[2],[3]
4	<p>Bonds and their evaluation</p> <p>Bond characteristics</p> <p>Bond evaluation</p> <ul style="list-style-type: none"> Coupon bonds, semi-annual coupon bonds Zero-coupon bonds <p>Bond yield</p> <ul style="list-style-type: none"> Current yield Yield to maturity (YTM) Rate of return <p>Relationship between market interest rate and bond price</p> <p>Bond premiums and bond discounts</p>	1,2	MCQs	Lecture, Discussion	[1],[2],[3]
5	<p>Stock and their evaluation</p>	1,2	MCQs	Lecture, Discussion	[1],[2],[3]

	<p>Equity versus debt Common stocks Preferred stocks Book values, Liquidation values, and Market values Stock valuation: Dividend Discount Model (DDM) Zero growth common stocks Constant growth common stocks Differential growth common stocks Preferred stocks Growth stocks and Income stocks</p>				
	Midterm	1,2,3	MCQs		[1],[2],[3]
6	<p>Project Investment Criteria and Capital Budgeting Decision Capital budgeting decision Capital budgeting process Project classifications Net Present Value (NPV) method Internal Rate of Return (IRR) method Payback Period (PP)/ Discount Payback period (DPP) method Profitability Index (PI)</p>	1,2,3,4	MCQs	Lecture, Discussion	[1],[2],[3]
7	<p>Project Investment Criteria and Capital Budgeting (Cont.) Principles of identifying cash flows Calculating Cash Flows Capital investment Operating cash flows Investment in working capital Terminal-year incremental cash flow Minicase</p>	1,2,3	MCQs	Lecture, Discussion	[1],[2],[3]
8	<p>Introduction to Risk, Return and Opportunity Cost of Capital Introduction relationship between Risk and Return Historical overview of risk and return Rates of return Measuring risk Variance and standard deviation Risk and diversification Diversification Asset versus portfolio risk Variance and standard deviation of returns for a two- asset portfolio Unique risk versus market risk</p>	1,2,3	MCQs	Lecture, Discussion	[1],[2],[3]

9	Risk, Return and capital budgeting Measuring market risk Concept of beta Portfolio betas Risk and return Capital Asset Pricing Model (CAPM) Security Market Line (SML) Capital budgeting and Project Risk	1,2,3	MCQs	Lecture, Discussion	[1],[2],[3]
10	Capital Structure and Cost of Capital Measuring capital structure Market versus book weight Cost of capital Cost of debt Cost of preferred stocks Cost of equity Cost of retained earning Weighted Average Cost of Capital (WACC) WACC and business evaluation	1,2	MCQs	Lecture, Discussion	[1],[2],[3]
11	Final Exam	1,2,3,4	MCQs, short answers, essay		[1],[2],[3]

4. **Assessment plan**

Assessment Type	CLO1	CLO2	CLO3	CLO4
Two Class tests (30%)	60% Pass	60% Pass		
Midterm exam (30%)	50% Pass	50% Pass	50% Pass	50% Pass
Final exam (40%)	50% Pass	50% Pass	50% Pass	50% Pass

Note: %Pass: Target that % of students having scores greater than 50 out of 100.

5. **Rubrics (optional)**

1. Grading checklist

Grading checklist for Written Reports			
Student:		HW/Assignment:	
Date:		Evaluator:	
	Max.	Score	Comments
Technical content (60%)			

Abstract clearly identifies purpose and summarizes principal content	10		
Introduction demonstrates thorough knowledge of relevant background and prior work	15		
Analysis and discussion demonstrate good subject mastery	30		
Summary and conclusions appropriate and complete	5		
Organization (10%)			
Distinct introduction, body, conclusions	5		
Content clearly and logically organized, good transitions	5		
Presentation (20%)			
Correct spelling, grammar, and syntax	10		
Clear and easy to read	10		
Quality of Layout and Graphics (10%)	10		
TOTAL SCORE	100		

2. Holistic rubric

Holistic rubric for evaluating the entire document, e.g., exercises/quizzes/HW	
Score	Description
5	Demonstrates complete understanding of the problem. All requirements of task are included in response
4	Demonstrates considerable understanding of the problem. All requirements of task are included.
3	Demonstrates partial understanding of the problem. Most requirements of task are included.
2	Demonstrates little understanding of the problem. Many requirements of task are missing.
1	Demonstrates no understanding of the problem.
0	No response/task not attempted

Note: this rubric is also used to evaluate questions in an exam.

3. Analytic rubric

Critical thinking value rubric for evaluating questions in exams:

GRADING RUBRIC FOR WRITTEN COURSEWORK
MIDTERM EXAMINATION – Fundamental of Financial Management (BA016IU)
Academic year: 20202 – 2023

Criteria	COMPLETELY FAIL Below 10%	INADEQUATE 10% – 49%	ADEQUATE 50% - 59%	ABOVE AVERAGE 60% - 74%	EXEMPLAR ≥ 75%
Organisation and clarification	No evidence of organization and coherence	Does not organise ideas logically and with clarification Limited evidence of coherence Ideas lack consistence	Generally organised logically, with evidence of progression Occasionally, there may be a lack of focus or ideas may be tangential	Clear organization and progression. Responds appropriately and relevantly, although some ideas are underdeveloped	Response is focused, detailed and non-tangential. Shows a high degree of attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought

					regarding the topic
Originality and usefulness of the analysis	Shows no ability to identify issues or a clear inability to gather the facts	Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.	Shows ability to identify issues, gather the facts and develop claims. Argument are addressed well but no links with evidence	Shows strong ability to identify issues, gather the fact and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained	Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported
Use of data/information	Shows no effort to incorporate information from primary and secondary sources	Shows little information from sources. Poor handling of sources	Shows moderate amount of source information incorporated. Some key points supported by sources. Quotations may be poorly integrated into paragraphs. Some possible problems with source citations	Draws upon sources to support most points. Some evidence may not support arguments or may appear where inappropriate. Quotations integrated well into paragraphs. Sources cited correctly	Draws upon primary and secondary source information in useful and illuminating ways to support key points. Excellent integration of quoted material into paragraphs. Source cited correctly
Use of frameworks	Shows no effort to structure problems in correspondence to theoretical frameworks	Shows limited ability to structure problems in correspondence to theoretical frameworks	Shows effort to link problems with the theoretical frameworks. There are still some mistakes	Shows ability to structure problems in correspondence to theoretical frameworks correctly. Minor mistakes in resolving problems	Shows ability to structure problems in correspondence to theoretical frameworks correctly. The problems are well resolved
Quality of arguments	Shows no effort to construct logical arguments.	Shows little attempt to offer support for key claims or to relate	Shows argument of poor quality.	Shows clear, relevant and logical arguments.	Shows identifiable, reasonable and sound arguments.

	Fails to support analysis	evidence to analysis. Reasons offered are irrelevant.	Weak, undeveloped reasons are offered to support key claims		Clear reasons are offered to support key claims.
--	---------------------------	---	---	--	--

**GRADING RUBRIC FOR WRITTEN COURSEWORK
MIDTERM EXAMINATION –
Academic year:**

Criteria	COMPLETELY FAIL Below 30%	INADEQUATE 30% – 49%	ADEQUATE 50% - 69%	ABOVE AVERAGE 70% - 89%	EXEMPLAR Y ≥ 90%
Organisation and clarification	No evidence of organization and coherence	Does not organise ideas logically and with clarification Limited evidence of coherence Ideas lack consistency	Generally organised logically, with evidence of progression Occasionally, there may be a lack of focus or ideas may be tangential	Clear organization and progression. Responds appropriately and relevantly, although some ideas are underdeveloped	Response is focused, detailed and non-tangential. Shows a high degree of attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought regarding the topic
Originality and usefulness of the analysis	Shows no ability to identify issues or a clear inability to gather the facts	Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.	Shows ability to identify issues, gather the facts and develop claims. Argument are addressed well but no links with evidence	Shows strong ability to identify issues, gather the fact and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained	Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported
Use of data/information	Shows no effort to incorporate information from primary and secondary sources	Shows little information from sources. Poor handling of sources	Shows moderate amount of source information incorporated. Some key points supported by sources.	Draws upon sources to support most points. Some evidence may not support arguments or may appear inappropriate.	Draws upon primary and secondary source information in useful and illuminating ways to support key points. Excellent integration of

			<p>Quotations may be poorly integrated into paragraphs.</p> <p>Some possible problems with source citations</p>	<p>Quotations integrated well into paragraphs. Sources cited correctly</p>	<p>quoted material into paragraphs. Source cited correctly</p>
Use of frameworks	Shows no effort to structure problems in correspondence to theoretical frameworks	Shows limited ability to structure problems in correspondence to theoretical frameworks	Shows effort to link problems with the theoretical frameworks . There are still some mistakes	Shows ability to structure problems in correspondence to theoretical frameworks correctly. Minor mistakes in resolving problems	Shows ability to structure problems in correspondence to theoretical frameworks correctly. The problems are well resolved
Quality of arguments	Shows no effort to construct logical arguments. Fails to support analysis	Shows little attempt to offer support for key claims or to relate evidence to analysis. Reasons offered are irrelevant.	Shows argument of poor quality. Weak, undeveloped reasons are offered to support key claims	Shows clear, relevant and logical arguments.	Shows identifiable, reasonable and sound arguments. Clear reasons are offered to support key claims.

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

SYLLABUS

PE010IU

VIETNAM HISTORY AND CULTURE

1. **Name of course:** LỊCH SỬ VĂN HOÁ VIỆT NAM – VIETNAM HISTORY AND CULTURE (PE010IU)
2. **Lecturer:** Prof. Vo Van Sen
3. **Number of Credits:** 3
4. **Level:** 1st year student
5. **Time allocation:**
 - Lecture: 3 hrs/ week
 - Lab: none
 - Homework, Assignment: 3 hrs/ week
6. **Prerequisites:** (None)
7. **Course Objectives:**
 - To provide the students with basic understanding of the Vietnamese history and culture from historical perspectives
 - To equip students with the strategies and methods required to recognize deeply the fundamental transformations in Vietnamese history from the primitive era till now and the various elements of Vietnamese civilization and culture
 - To encourage a positive attitude towards Vietnamese Studies as a regional studies, to build up the students' confidence in independent research on Vietnamese history and culture and culture as well as to raise their historical, socio – cultural awareness.
8. **Student responsibility**

Student is expected that you will spend at least 6 hours per week studying this course. This time should be made up of reading, working on exercises and problem, group assignment and attending class lectures and tutorials. University regulations indicate that if students attend less than 80% of scheduled classes they may be refused final assessment. Regular attendance is essential for successful performance and learning in this course, particular in view of the interactive teaching and learning approach adopted.
9. **Course Assessment Policy:**

The continuous assessment, including class attendance, the mid – year test, papers or reports and final examination, will be as follows:

- Class attendance 10%
- Midterm test (written test) 30%
- Papers or reports 20%
- Final Examination (written test) 40%
- The midterm and final examinations will be conducted during University examination periods

METHODS AND ASVICE ON STUDYING

1. Class preparation:

The teaching method will include lecturers, group discussions and individual presentations. Students must actively participate in class. Enthusiasm to read academic materials in both Vietnamese and Japanese. The emphasis will be on basic knowledge and method for the further independent researches on Vietnamese studies. Class discussions in Vietnamese provide the opportunities to rehearse his or her oral academic language in variety of ways

2. The audio – visual instruments will also to help students get overview of some current news, forms of music or arts and related historic events. Student may use computer to search some necessary information on NET. The instructor will introduce to some good URL for students’ research.

3. Self study and short Reports:

Students should prepare a class file of his own. A group work or individual short reports will be proposed. Student will practice the writing of academic papers and reports in order to build up students’ independent research skills. This will be considered as one of very important skills required by this course.

10. Textbooks and Other Required Materials:

- ... Le Mau Han, Tran Ba De, Nguyen Van Thu, Over view of Vietnamese history (Dai cuong lich su Viet Nam), volume 1, 2, 3 publisher of Education, Hanoi, 1998.
- Uy ban Khoa hoc Xa hoi Viet Nam, History of Vietnam, Vol I, II, Social Science Publisher, Hanoi, 1976
- Tran Ngoc Them, Fundamentals of Vietnamese Culture, Social sciences Publisher, Hanoi, 1996
- Nguyen Khac Vien, Vietnam - Along history, The gioi publishers, Ha noi, 1993

RECOMMENDED READING

- Oscar Chapuis, A History of Vietnam from Hong Bang to Tu Duc, Green wood Press, Connecticut, 1995.
- Stanley Karnow, Vietnam: A history. The Viking press, New York, 1983
- Jaynes S. Werner and Luu Doan Huynh (ed.), the Vietnam War – Vietnamese and American Perspectives. New York: M. E. Sharpe, 1993

- B Woodside, Vietnam and the Chinese Model: A comparative study of Vietnamese and Chinese government in the first half of the nineteenth century. Cambridge, MA: Harvard University Press, 1988

11. **Grade scale:** 100

12. **Course Outline:**

The course deals with many various topics on Vietnamese history and culture. Within 15 weeks with plan of content as follows:

- Week 1: Introduction to some main characteristics of Vietnamese history and culture. Van Lang – Au Lac State and the first civilization of Vietnam
- Week 2: Long March to independence (1st B.C century to 10th century A. D). Sinicization and Desinicization during the domination by Chinese feudalism.
- Week 3: The centralized independent States (10th to 14th centuries). Dai Viet Civilization (Ly – Tran cultural era)
- Week 4: A new stage in the feudal monarchy: the Le dynasty (15th to 17th centuries). The peasant war and the Tay Son era (17th to 18th centuries).
- Week 5: Vietnam under Nguyen Dynasty: losing its independence, Socio – economic transformation in French Indochina
- Week 6: The people’s struggles against the French domination in the late 19th and the early 20th centuries and Founding of the Vietnamese communist Party
- Week 7: Mid term exam
- Week 8: The National Democratic Movement 1930 – 1945, the 1945 August Revolution and the formation of Democratic Republic of Vietnam
- Week 9: “The resistant War against French colonialists” (1945 -1954)
- Week 10: The 1954 – 1975 Resistant War against American for National Salvation (The Vietnam War) (1)
- Week 11: The 1954 – 1975 Resistant War against American for National Salvation (The Vietnam War) (2)
- Week 12: Renovation in Vietnam (“doimoi”)
- Week 13: Westernization and de- westernization in Vietnamese culture
- Week 14: Seminar (“some key characteristics of Vietnamese History and Culture”)
- Week 15: Final Exam

SYLLABUS

PE007IU

GEOGRAPHY OF WORLD ECONOMY

1. **Code:**
2. **Number of Credits:** 3 Credits
3. **Prerequisites:** You should read the materials assigned before the class, as it will facilitate your understanding.

4. **Course Description:**
 - Course provides various dimensions of the world economy geography (WEG) in the age of globalization.
 - In a world, the trend of global trade is increasingly vital, WEG is an imperative for all who wish to know what is happening to their global economy.
 - Course gives the very basic concepts and terms in studying economic geography.
 - In economic aspects, it concerns:
 - the varied ways of people earning,
 - the patterns of human activities to produce,
 - the distributed and consumed good and services, and
 - the geographic framework of world trade and business.
 - The lectures will have an emphasis on geographic changes in the world economy.
 - We will examine the geographic organization of economic activity around the world at different geographical scales (global, regional and local) as well as the relationship between geographic conditions and economic development in different states
 - Course requires critical thinking on current economic and social problems from a geographic perspective.

5. **Overall Education Objectives/ Learning Outcomes:**

After the course, students are able to:

 - understand the basic concepts.
 - be aware of the relationship between geographic conditions and economic development.
 - understand the distribution and migration of human in the process of the economic growth.
 - classify and analyze principles of location.
 - differentiate relationships of economic interdependence of the states,
 - understand of the characteristics of transnational corporations (TNCs) and regional economic blocs.

6. Course Outline:

- Chapter 1: Introduction to Geography and Economic Geography
Concepts of world geography and world economic geography
The geography and world economy
The world economy and world environment
- Chapter 2: Population - Population and World Economy
World population and world economy
- Chapter 3: World Patterns and Regional Trends
Economic growth and Economic development
Resource patterns and population
Developed group and Developing groups
- Chapter 4: Geographic Conditions and Economic Development
History of world economic
Economic structure
Economic patterns
Natural resources and world economy
- Chapter 5: Globalization in Economic Development – The Role of Multinational Corporations (MNCs)/ Transnational Corporations (TNCs)
Economic globalization
Economic groups and their relationship
The MNCs/TNSc and the world income stream
- Chapter 6: Adjusting to a New Global Economy
Economic change
Spatial outcomes of economic integration

7. Course Assessment Policy:

- Attendance: 10 %
- Assignment Group discussion: 10 %
- Presentation: 10 %
- Mid-term Exam: 30 %
- Final Paper: 40 %

8. Textbooks and Other Required Materials:

Paul Knox, John Agnew and Linda McCarthy (2003). *The Economic of the World Economy*. Arnold. London.

References:

- Anthony R.S., Frederick P.S. (1994). *World Economy – Resources, Location, Trade, and Development*. Macmillan College Publishing Company. New York
- Jerome Fellmann, Arthur and Judith Getis (1997). *Human Geography: Landscapes of Human Activities*. Brown & Benchmark.
- William Norton. (1998). *Human Geography*. Oxford University Press. New York.

Lecture

Nguyen Thi Phuong Chau, Msc & MA.



**VIETNAM NATIONAL UNIVERSITY
HCMC
INTERNATIONAL UNIVERSITY**
School of Business

COURSE SYLLABUS
Course Name: Business Ethics
Course Code: BA020IU
Semester ... – Academic Year 202...-202...

1. General information

Course description	This course introduces students to the relevance and importance of ethics and social responsibility in business. It aims to increase student's awareness and understanding of ethical issues in business and to provide them with useful conceptual tools to guide analysis and decisions. After the completion of the course, students are expected to identify, think critically, and suggest solutions to ethical issues encountered at the individual, organizational, and societal levels.	
Semester(s) in which the course is taught	1, 2	
Lecturer		
Language	English	
Relation to curriculum	R (Reinforced), M (Mastered) <input type="checkbox"/> focus on Comprehension, Application, and Analysis in the Bloom taxonomy (levels 2, 3, 4).	
Teaching methods	Lecture, presentation, discussion	
Workload (incl. contact hours, self-study hours)	Total workload: 135 hours (estimated) Teaching hours (including lectures, in-class discussions, assignments, quizzes, and presentations): 45 Self-study (including take-home assignments, individual or teamwork after class hours, and preparation for examinations): 90	
Credit points	3	
Required and recommended prerequisites for joining the course	None	
Course objectives	The aim of the course is to communicate theoretical and practical insights and developments in the fields of business ethics and sustainable business. Students learn the characteristics of ethical issues in business. They become acquainted with the theoretical basis of business ethics: stakeholder-theory, theories of responsibility and normative ethical theory, intercultural ethics; as well as with theories and practices on the implementation of business ethics.	
Course learning outcomes	Upon the successful completion of this course students will be able to:	
	Competency level	Course learning outcome (CLO)
	Knowledge: Bloom 4 - Analyze	CLO1. Analyze ethical issues and corporate social responsibility in oral form (M)

	Skill: Oral communication Knowledge: Bloom 2 - Understand Skill: Written communication Knowledge: Bloom 3 – Apply Skill: Oral and written communication Attitude (Affective: Bloom 3) Skill: Oral and written communication	CLO2. Recognize ethical issues that arise in business and social situations in written form (R) CLO3. Employ various ethical theories and ethical concepts to interpret actions taken in business ethics (R) CLO4. Propose appropriate ethical behaviors in business and society context. (M)																																							
Content	<i>The description of the contents should clearly indicate the weighting of the content and the level.</i> Weight: lecture session (3 hours) Teaching levels: I (Introduce); T (Teach); U (Utilize)																																								
Examination forms	Short questions; essay																																								
Study and examination requirements	Attendance: A minimum attendance of 80 percent is compulsory for the class sessions. Students will be assessed on the basis of their class participation. Questions and comments are strongly encouraged. Assignments/Examination: Students must have more than 50/100 points overall to pass this course.																																								
	<table border="1"> <thead> <tr> <th>Topic</th> <th>Weight</th> <th>Level</th> </tr> </thead> <tbody> <tr> <td>Understanding Ethics</td> <td>1</td> <td>I, T, U</td> </tr> <tr> <td>Defining Business Ethics</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>Organizational Ethics</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>Corporate Social Responsibility</td> <td>1</td> <td>I, T, U</td> </tr> <tr> <td>Corporate Governance</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>The Role of Government</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>Blowing the Whistle</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>Ethics and Technology</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>Ethics and Globalization</td> <td>1</td> <td>I, T, U</td> </tr> <tr> <td>Making It Stick:</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>Doing What's Right in a Competitive Market</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>Workshop "Ethical considerations in reality"</td> <td>1</td> <td>T, U</td> </tr> </tbody> </table>		Topic	Weight	Level	Understanding Ethics	1	I, T, U	Defining Business Ethics	1	I, T	Organizational Ethics	1	I, T	Corporate Social Responsibility	1	I, T, U	Corporate Governance	1	I, T	The Role of Government	1	I, T	Blowing the Whistle	1	I, T	Ethics and Technology	1	I, T	Ethics and Globalization	1	I, T, U	Making It Stick:	1	I, T	Doing What's Right in a Competitive Market	1	I, T	Workshop "Ethical considerations in reality"	1	T, U
Topic	Weight	Level																																							
Understanding Ethics	1	I, T, U																																							
Defining Business Ethics	1	I, T																																							
Organizational Ethics	1	I, T																																							
Corporate Social Responsibility	1	I, T, U																																							
Corporate Governance	1	I, T																																							
The Role of Government	1	I, T																																							
Blowing the Whistle	1	I, T																																							
Ethics and Technology	1	I, T																																							
Ethics and Globalization	1	I, T, U																																							
Making It Stick:	1	I, T																																							
Doing What's Right in a Competitive Market	1	I, T																																							
Workshop "Ethical considerations in reality"	1	T, U																																							
Reading list	Main textbook: G Ghillyer, A. W. (2021) <i>Business Ethics Now</i> . 6th edn. New York: McGraw-Hill Education. Reference book: Ferrell, O. C., Fraedrich, J. and Ferrell, L. (2022) <i>Business Ethics: Ethical Decision Making and Cases</i> . 13th edn. Cengage.																																								

2. Learning Outcomes Matrix

The relationship between Course Learning Outcomes (CLO) (1-4) and Program Learning Outcomes (PLO) (1-9) is shown in the following table:

	PLO								
CLO	1	2	3	4	5	6	7	8	9
1				M					
2				R					
3				R					
4					M	R			

3. Planned learning activities and teaching methods

Week	Topic	Reading	CLO	Learning activities	Sources
1	Class introduction and Group registration		1, 2, 3, 4		(Ghillyer, 2021) (Ferrell, Fraedrich and Ferrell, 2022)
2	Understanding Ethics	Textbook – Chapter 1		Lecture, Discussion	
3	Defining Business Ethics	Textbook – Chapter 2		Lecture, Presentation, Discussion	
4	Organizational Ethics	Textbook – Chapter 3		Lecture, Presentation, Discussion	
5	Corporate Social Responsibility	Textbook – Chapter 4		Lecture, Discussion	
6	Corporate Governance	Textbook – Chapter 5		Lecture, Presentation, Discussion	
7	Workshop “Ethical considerations in reality”			Discussion	
8	Review for Midterm Exam				
9 - 10	Midterm exam	No class			
11	The Role of Government	Textbook – Chapter 6		Lecture, Presentation, Discussion	
12	Blowing the Whistle	Textbook – Chapter 7		Lecture, Presentation, Discussion	
13	Ethics and Technology	Textbook – Chapter 8		Lecture, Presentation, Discussion	
14	Ethics and Globalization	Textbook – Chapter 9		Lecture, Discussion	
15	Making It Stick: Doing What’s Right in a Competitive Market	Textbook – Chapter 10		Lecture, Presentation, Discussion	
16	Workshop “Ethical considerations in reality”			Discussion	
17	Review for Final Exam				
18	Reserved week				
19-20	Final exam	No Class			

4. Assessment plan

Assessment Type	Weight	CLO1	CLO2	CLO3	CLO4
Attendance, class participation, group presentation, group assignments, individual assignments	30%	70% Pass	70% Pass	70% Pass	70% Pass
Midterm exam	30%	70% Pass	70% Pass	70% Pass	70% Pass
Final exam	40%	70% Pass	70% Pass	70% Pass	70% Pass

Note: %Pass: Target that % of students having scores achieving the CLO.

5. Rubrics

Criteria	Levels of quality			
	Inadequate (0 – 39)	Adequate (40 – 69)	Good (70 – 84)	Excellent (85 – 100)
Ability to identify and explain ethical issues and/or affected stakeholders (30%)	Central ethical issues/involved stakeholders are not defined appropriately. Misunderstanding of issues related to the question.	Central ethical issues/some involved stakeholders are identified but not clearly explained.	Central ethical issues/ various involved stakeholders are identified and explained clearly.	Central ethical issues/all potential involved stakeholders are identified and explained completely.
Application of ethical principles (30%)	Missing or inappropriate use of ethical principles or ethical concepts.	Some relevant ethical principles are employed, which link to the question. But the discussion does not demonstrate multiple perspectives of a particular ethical principle when applied in a case.	Some relevant ethical principles are employed, which link to the question. The discussion demonstrates multiple perspectives of a particular ethical principle when applied in a case.	All relevant ethical principles are employed. All aspects of ethical principles are explicitly completely articulated.
Proposals for ethical issues and sustainability (30%)	An incomplete analysis; possible solutions are not explored fully. Analysis was not carried out sufficiently and is fundamentally flawed. Solutions are illogical.	Acceptable actions are stated but may not be clear or complete. Solutions and ethical analysis are logical but still be superficial at some level.	Possible solutions are explored and articulated clearly. Solutions and ethical analysis are logical and clearly presented.	Possible and creative actions that stay within acceptable ethical boundaries have been presented in detail. Solutions and ethical analysis are articulated at a level that demonstrate extensive reflection and insight.

Presentation of ideas (coherent organization/structure in oral and/or written form, grammar, punctuation, word-use effectiveness) (10%)	Carelessly focus on presenting information, organization is not logical, many spelling and grammar mistakes.	Organization is sometimes not logical or not coherent. May contain a few spelling and grammar mistakes.	Presentation of ideas is clear, coherent, and logical. Rarely found spelling or grammar mistakes.	Presentation of ideas is extremely clear, coherent, and logical. There is almost no spelling or grammar mistakes while the word use is fluent and effective.
--	--	---	---	--

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí



**VIETNAM NATIONAL UNIVERSITY
HCMC
INTERNATIONAL UNIVERSITY
School of Business**

**COURSE SYLLABUS
BUSINESS LAW
BA081IU**

1. General information

Course designation	Face to face	
Semester(s) in which the course is taught	All semesters in each academic year	
Person responsible for the course	Dr. Vo Tuong Huan MSc. Mai The Kien LLM. Bui Doan Danh Thao	
Language	English	
Relation to curriculum	Compulsory	
Teaching methods	Student-centered approach	
Workload (incl. contact hours, self-study hours)	(Estimated) Total workload: 150 Contact hours (lecture, in class discussions): 45 hours Private study including examination preparation, specified in hours: 105	
Credit points	3	
Required and recommended prerequisites for joining the course	BA167IU – Introduction to Vietnamese Legal System	
Course objectives	<p>The overarching aims of this course are to:</p> <ul style="list-style-type: none"> • Provide essential knowledge of business law through integrated technology and real cases for social and cultural sustainability. • Raise awareness of responsibility toward others in society and how to stand for ending all types of legal violations in business. • Practice necessary skills to act as an ambassador to ensure social fairness and global equitable rights. • Use integrated online legal resources and communication tools to help the community to identify issues and develop countermeasures. 	
Course learning outcomes	Upon the successful completion of this course students will be able to:	
	Competency level	Course learning outcome (CLO)
	Knowledge	CLO1. Apply appropriate legal knowledge to solve legal issues arising from real business cases for a fair sustainable lifelong being.
	Skill	CLO2. Communicate knowledge in business law to encourage people to raise their legal rights aiming for fair social/cultural moves. CLO3. Integrate ICTs to solve legal issues in business activities.

	Attitude	CLO4. Detect the responsibility to ensure social and cultural fairness in business. CLO5. Respond to the base for coexistence on the national and international scope of business.								
Content	The course will provide students with legal knowledge on the business field such as how many types of business entities are there in Vietnam, how to manage and organize each type of the business entities, how to establish/re-organise/terminate the business entities, how to contract/perform/modify/terminate business contracts, and how to settle business disputes. From the beginning of the course to midterm examinations, students will be introduced to various forms of business entities in Vietnam. As a result, they will be able to choose the best form of business entities and prepare necessary dossiers for their business establishment to avoid difficulties caused by the authorities. After the midterm examination to the end of the course, students will discuss legal issues related to contracts and dispute settlement methods. From this, students will be able to ensure contractual validity when they enter into contracts, perform contracts in compliance with law and seek legal protection in the case their partners violate contracts. This will help students to create, ensure as well as maintain fairness in business activities. In case of disputes, students will be able to choose the best dispute settlement methods to settle their disputes which will save their time and money.									
Examination forms	Multiple choice questions Case-based exams Essay exams Oral exams									
Study and examination requirements	<p>To pass this course, the students must:</p> <ul style="list-style-type: none"> • Achieve a composite mark of at least 50; and • Make a satisfactory attempt at all assessment tasks (see below). <p>GRADING POLICY Grades can be based on the following:</p> <table border="1" data-bbox="565 1129 927 1262"> <tr> <td>Assignment</td> <td>20%</td> </tr> <tr> <td>Midterm examination</td> <td>30%</td> </tr> <tr> <td>Final examination</td> <td>50%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </table> <p>COURSE POLICIES Attendance Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty percent of scheduled classes they may be refused final assessment. Exemptions may only be made on eligible medical grounds.</p> <p>Workload It is expected that the students will spend at least <i>six</i> hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.</p> <p>Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.</p> <p>General Conduct and Behaviour The students are expected to conduct themselves with consideration and respect for the needs of fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. The use of laptops is also encouraged during law lessons only to search for</p>		Assignment	20%	Midterm examination	30%	Final examination	50%	Total	100%
Assignment	20%									
Midterm examination	30%									
Final examination	50%									
Total	100%									

	<p>materials online. More information on student conduct is available on the university webpage.</p> <p>Keeping informed The students should take note of all announcements made in lectures or on the course's Blackboard, and another announced mean of communications. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.</p> <p>Academic honesty and plagiarism Plagiarism is the presentation of the thoughts or work of another as one's own. Students are also reminded that careful time management is an important part of the study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct and has very strict rules regarding plagiarism.</p> <p>Special consideration Requests for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs. Absence on the Mid-term is not allowed, or in special cases approved by Lecturer can be replaced with relevant Assignment.</p> <p>Meeting up with the lecturers after classes Students must make an appointment via emails if they want to meet up with the lecturer after classes and be on time. If there are any changes to the scheduled time, students must inform the lecturer immediately.</p>
<p>Reading list</p>	<p>Please note that it is very important to gain familiarity with the subject matter in the readings and cases available on Blackboard and the internet <i>before</i> attendance in classes.</p> <p>Required Course Texts and Materials</p> <p><u>Legal Texts:</u></p> <ol style="list-style-type: none"> 1. Civil Code of Vietnam - 2015 2. Commercial Law – 2005 3. Law on Investment – 2020 4. Law on Enterprises – 2020 5. Law on Bankruptcy – 2014 6. Civil procedure code – 2015 7. Law on commercial arbitration – 2010 <p>Available at https://luatvietnam.vn/ or Blackboard</p> <p><u>Books:</u></p> <ul style="list-style-type: none"> • Đại học luật Hà Nội, <i>Giáo trình Luật Thương mại 1</i>, (10th edn, Công An Nhân Dân 2014). • Đại học luật Hà Nội, <i>Giáo trình Luật Thương mại 2</i>, (9th edn, Công An Nhân Dân 2015) <p><u>Additional materials provided in Blackboard</u></p> <p>The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However, this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the added benefit of class interaction and demonstration.</p> <p>Optional Course Texts and Materials</p> <p><u>Recommended Internet sites</u></p> <p>UNCTAD (United Nations Conference on Trade and Development) WTO (World Trade Organization) MOIT - Vietnam (Official website of Ministry of Industry and Trade)</p>

	<p>MPI - Vietnam (Official website of Ministry of Planning and Investment)</p> <p><u>Other Resources, Support and Information</u></p> <p>Additional learning assistance is available for students in this course and will be made available on Blackboard. Academic journal articles are available through connections via the VNU - Central Library. Recommended articles will be duly informed to the students.</p>
--	---

2. Learning Outcomes Matrix (optional)

The relationship between Course Learning Outcomes (CLO) (1-7) and Program/Student Learning Outcomes (PLO) (1 - 9) is shown in the following table:

CLO	PLO									
	1	2	3	4	5	6	7	8	9	10
1	R,M					R,M	R,M	R,M	R,M	R,M
2			R,M							
3			R,M							
4				R,M						
5					R,M					

3. Planned learning activities and teaching methods

Week	Topic	CLO	Assessments	Learning activities	Resources
1	Introduction to Business Law and Business Entities <ul style="list-style-type: none"> Governing scope of business law Business activities Business entities 	1-5	Tests Peer evaluations Class-performance evaluations	Discussions Case studies	PPT - Introduction to Business law available on Blackboard
2	Business Entity: Private Enterprise and Partnership. <ul style="list-style-type: none"> Characteristics Management structure Strength and weakness Comparison with other entities 	1-5	Tests Peer evaluations Class-performance evaluations	Discussions Case studies	PPTs – Private enterprises and Partnership available on Blackboard Law on Enterprises 2020 available on Blackboard
3	Business Entity: Limited Liability Companies (Two or more members) <ul style="list-style-type: none"> Characteristics Management structure Strength and weakness Comparison with other entities 	1-5	Tests Peer evaluations Class-performance evaluations	Discussions Case studies	PPT– Limited liability Companies available on Blackboard Law on Enterprises 2020 available on Blackboard
4	Business Entity: Limited Liability Companies (Single	1-5	Tests Peer evaluations	Discussions Case studies	PPT– Limited liability Companies

	<p>member and State-owned enterprise)</p> <ul style="list-style-type: none"> • Characteristics • Management structure • Strength and weakness • Comparison with other entities 		Class-performance evaluations		<p>available on Blackboard</p> <p>Law on Enterprises 2020 available on Blackboard</p>
5	<p>Business Entity: Shareholding Company</p> <ul style="list-style-type: none"> • Characteristics • Management structure • Strength and weakness • Comparison with other entities 			Discussions Case studies	<p>PPT– Shareholding Companies available on Blackboard</p> <p>Law on Enterprises 2020 available on Blackboard</p>
6	<p>Business Registration and Re-organization:</p> <p>Business Registration:</p> <ul style="list-style-type: none"> • Formalities • Procedure <p>Business Reorganization:</p> <ul style="list-style-type: none"> • Consolidation • Merger • Separation • Division • Dissolution 	1-5	Tests Peer evaluations Class-performance evaluations	Discussions Case studies	<p>PPT– Law on enterprises (general regulations) available on Blackboard</p> <p>Law on Enterprises 2020 available on Blackboard</p>
7	<p>Law on bankruptcy</p> <ul style="list-style-type: none"> • Insolvency • Bankruptcy procedure • Legal consequences of bankruptcy 	1-5	Tests Peer evaluations Class-performance evaluations	Discussions Case studies	<p>PPT– Law on bankruptcy available on Blackboard</p> <p>Law on Bankruptcy 2020 available on Blackboard</p>
8	Revision for mid-term exam		Quizzes Projects		
9	Midterm				
10	<p>Law on Investment</p> <p>General introduction:</p> <ul style="list-style-type: none"> • Business investment activities • Business investment areas • Policies on investment (investment guarantee, support and incentives) • Business investment procedures 	1-5	Tests Peer evaluations Class-performance evaluations	Discussions Case studies	<p>PPT– Law on investment available on Blackboard</p> <p>Law on Investment 2020 available on Blackboard</p>
11	<p>Contractual Law: general regulations</p> <ul style="list-style-type: none"> • General Introduction: <ul style="list-style-type: none"> • Definition • Subject matters 	1-5	Tests Peer evaluations	Discussions Case studies	<p>PPT– Contract law available on Blackboard</p>

	<ul style="list-style-type: none"> Principles Validity of contracts Contract formation <ul style="list-style-type: none"> Offer and Acceptance Forms of contract Time and place Contents of contract Effectiveness of contracts 		Class-performance evaluations		Civil code 2015 available on Blackboard
12	Contractual Law: General regulations <ul style="list-style-type: none"> Contract performance <ul style="list-style-type: none"> Principles Contract performance in specific cases Breaches and Remedies Contractual termination 	1-5	Tests Peer evaluations Class-performance evaluations	Discussions Case studies	PPT– Contract law available on Blackboard Civil code 2015 available on Blackboard
13	Business dispute resolutions: <ul style="list-style-type: none"> Introduction to Business disputes and dispute resolution methods. Definition and nature of each dispute resolution methods Advantages and disadvantages of each dispute resolution methods Dispute resolution under court systems according to Vietnamese Civil Procedure <ul style="list-style-type: none"> Court’s jurisdiction Principles of dispute settlements Dispute settlement procedure <ul style="list-style-type: none"> 1st instance Trial Appellate Trial Cassation Trail Re-opening trial 	1-5	Tests Peer evaluations Class-performance evaluations	Discussions Case studies	PPT– Dispute settlement and Litigation available on Blackboard Civil procedure code 2014 available on Blackboard
14	Business Dispute Resolutions: <ul style="list-style-type: none"> Dispute resolution by Arbitration according to Vietnamese law 	1-5	Tests Peer evaluations	Discussions Case studies	PPT– Commercial arbitration

	<ul style="list-style-type: none"> General introduction about Vietnamese regulation of arbitration and Ordinance on Arbitration 2010 Arbitration's jurisdiction Dispute settlement procedure 		Class-performance evaluations		available on Blackboard Law on commercial arbitration 2010 available on Blackboard
15	Revision/ Tutoring classes		Quizzes Projects		
17	Final exam				

4. Assessment plan

Assessment Type	CLO1	CLO2	CLO3	CLO4	CLO5
In class evaluation (20%)	70% pass	80% pass	100% pass	100% pass	100% pass
Midterm examination (30%)	70% pass	80% pass	100% pass	100% pass	100% pass
Final examination (50%)	70% pass	80% pass	100% pass	100% pass	100% pass

Note: %Pass: Target that % of students having scores greater than 50 out of 100.

5. Rubrics

N o.	CL Os	Criteria	COMPLETELY FAIL Below 30%	INADEQUATE 30% – 49%	ADEQUATE 50% - 69%	ABOVE AVERAGE 70% - 89%	EXEMPLARY ≥ 90%
1	CLO 1	Organisation and clarification	No evidence of organization and coherence	Does not organise ideas logically and with clarification Limited evidence of coherence Ideas lack consistence	Generally organised logically, with evidence of progression Occasionally, there may be a lack of focus or ideas may be tangential	Clear organization and progression. Responds appropriately and relevantly, although some ideas are underdeveloped	Response is focused, detailed and non-tangential. Shows a high degree of attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought regarding the topic

2		Originality and usefulness of the analysis	Shows no ability to identify legal issues or a clear inability to gather the facts	Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.	Shows ability to identify legal issues, gather the facts and develop claims. Argument are addressed well but no links with evidence	Shows strong ability to identify legal issues, gather the fact and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained	Shows strong ability to identify legal issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported
3		Use of data/information	Shows no effort to incorporate information from primary and secondary sources	Shows little information from sources. Poor handling of sources	Shows moderate amount of source information incorporated. Some key points supported by sources. Quotations may be poorly integrated into paragraphs. Some possible problems with source citations	Draws upon sources to support most points. Some evidence may not support arguments or may appear where inappropriate. Quotations integrated well into paragraphs. Sources cited correctly	Draws upon primary and secondary source information in useful and illuminating ways to support key points. Excellent integration of quoted material into paragraphs. Source cited correctly
4	CLO 2	Use of frameworks	Shows no effort to structure problems in correspondence to theoretical frameworks	Shows limited ability to structure problems in correspondence to theoretical frameworks	Shows effort to link problems with the theoretical frameworks. There are still some mistakes	Shows ability to structure problems in correspondence to theoretical frameworks correctly. Minor mistakes in resolving problems	Shows ability to structure problems in correspondence to theoretical frameworks correctly. The problems are well resolved
5		Quality of arguments	Shows no effort to construct logical arguments.	Shows little attempt to offer support for key claims or to relate	Shows argument of poor quality. Weak, undeveloped reasons	Shows clear, relevant and logical arguments.	Shows identifiable, reasonable and sound arguments. Clear reasons are

			Fails to support analysis	to evidence to analysis. Reasons offered are irrelevant.	to are offered to support key claims		to offered to support key claims.
--	--	--	---------------------------	--	--------------------------------------	--	-----------------------------------

Date revised: 30th June 2022

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí



**VIETNAM NATIONAL UNIVERSITY HCMC
INTERNATIONAL UNIVERSITY
School of Business**

**COURSE SYLLABUS
STRATEGY FORMULATION AND IMPLEMENTATION
BA162IU**

1. General information

Course designation	<i>This course focuses on some of the important current issues in strategic management. It will concentrate on modern analytical approaches and on enduring successful strategic practices.</i>	
Semester(s) in which the course is taught	Third year	
Person responsible for the course	Nguyen Ngoc Duy Phuong, PhD	
Language	English	
Relation to curriculum	Compulsory	
Teaching methods	Student-centered method	
Workload (incl. contact hours, self-study hours)	(Estimated) Total workload: 115 Contact hours (please specify whether lecture, exercise, laboratory session, etc.): 45 Private study including examination preparation, specified in hours:	
Credit points	03	
Required and recommended prerequisites for joining the course	Principles of Management, Marketing, Human Resource Management, Financial Management, Operation Production and Management.	
Course objectives	<p>This course focuses on some of the important current issues in strategic management. After taking this class, the students should all be able to:</p> <ul style="list-style-type: none"> • Demonstrate modern analytical approaches and on enduring successful strategic practices. • Demonstrate an innovation and strategy alignment outlook since this orientation in many ways highlights the significant emerging trends in strategic management. • Provide the students with a pragmatic approach that will guide the formulation and implementation of corporate, business, and functional strategies. • Exhibit analytical, research, and presentation skills in strategy formulation and implementation. 	
Course learning outcomes	Upon the successful completion of this course students will be able to:	
	Competency level	Course learning outcome (CLO)

	Knowledge & Skill	<p>CLO1. To explain the fundamental principles of and relationships among business primary and supporting activities to analyze internal strengths and weaknesses.</p> <p>CLO2. To predict the relationships of business to individuals, other organizations, government and society</p> <p>CLO3. To analyze the fundamentals of strategic management using the case method</p> <p>CLO4. To analyze complex, unstructured qualitative and quantitative problems, using appropriate tools</p>																																												
	Attitude	<p>CLO5. To comprehend and critically evaluate information presented in written and numeric form</p> <p>CLO6. To express ideas clearly, logically and persuasively in written communication</p>																																												
Content	<p>The course is designed to provide students with a strong foundation in strategy formulation and implementation based on four key activities: (1) Introduction and overview of strategy and company direction, (2) core concepts and analytical tools including internal and external environment, (3) formulating the strategy with following topics of the five generic competitive, strengthening a company's competitive position, competing in international market, corporate strategy, ethics and CSR, (4) implementing the strategy by building organizational capable of good strategy execution, managing internal operations and corporate culture, leadership.</p> <p><i>The description of the contents should clearly indicate the weighting of the content and the level.</i></p> <p>Weight: lecture session (3 hours)</p> <p>Learning levels: I (Introduced); R (Reinforced); M (Mastered)</p> <table border="1" data-bbox="542 1167 1398 1900"> <thead> <tr> <th>No.</th> <th>Contents</th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Introduction, General overview of the course, assigned work</td> <td>1</td> <td>I, R</td> </tr> <tr> <td>2</td> <td>What is strategy and Why is it important</td> <td>1</td> <td>I, R, M</td> </tr> <tr> <td>3</td> <td>Charting a company's direction</td> <td>1</td> <td>I, R, M</td> </tr> <tr> <td>4</td> <td>Evaluating a company's external environment</td> <td>1</td> <td>I, R, M</td> </tr> <tr> <td>5</td> <td>Evaluating a company's resource, capabilities, and competitiveness</td> <td>1</td> <td>I, R, M</td> </tr> <tr> <td>6</td> <td>The five generic competitive strategies</td> <td>1</td> <td>I, R, M</td> </tr> <tr> <td>7</td> <td>Strengthening a company's competitive position</td> <td>1</td> <td>I, R, M</td> </tr> <tr> <td>8</td> <td>Strategies for competitive in international market</td> <td>1</td> <td>I, R, M</td> </tr> <tr> <td>9</td> <td>Corporate strategy</td> <td>1</td> <td>I, R, M</td> </tr> <tr> <td>10</td> <td>Ethics, CSR, Environmental sustainability, & strategy Case analysis</td> <td>1</td> <td>I, R, M</td> </tr> </tbody> </table>		No.	Contents			1	Introduction, General overview of the course, assigned work	1	I, R	2	What is strategy and Why is it important	1	I, R, M	3	Charting a company's direction	1	I, R, M	4	Evaluating a company's external environment	1	I, R, M	5	Evaluating a company's resource, capabilities, and competitiveness	1	I, R, M	6	The five generic competitive strategies	1	I, R, M	7	Strengthening a company's competitive position	1	I, R, M	8	Strategies for competitive in international market	1	I, R, M	9	Corporate strategy	1	I, R, M	10	Ethics, CSR, Environmental sustainability, & strategy Case analysis	1	I, R, M
No.	Contents																																													
1	Introduction, General overview of the course, assigned work	1	I, R																																											
2	What is strategy and Why is it important	1	I, R, M																																											
3	Charting a company's direction	1	I, R, M																																											
4	Evaluating a company's external environment	1	I, R, M																																											
5	Evaluating a company's resource, capabilities, and competitiveness	1	I, R, M																																											
6	The five generic competitive strategies	1	I, R, M																																											
7	Strengthening a company's competitive position	1	I, R, M																																											
8	Strategies for competitive in international market	1	I, R, M																																											
9	Corporate strategy	1	I, R, M																																											
10	Ethics, CSR, Environmental sustainability, & strategy Case analysis	1	I, R, M																																											

	11	Building an Organizational Capable of Good Strategy Execution: People, Capabilities, and Structure	1	I, R, M								
	12	Managing internal operations	1	I, R, M								
	13	Corporate culture and leadership Case analysis	1	I, R, M								
	14	Apply Business Model Canvas (BMC)	1	I, R, M								
	15	Final course review	1	R, M								
Examination forms	Mid-term exams with essay questions/case analysis. Final exams with essay questions/case analysis.											
Study and examination requirements	<p>To pass this course, the students must:</p> <ul style="list-style-type: none"> • Attend more than 80% of contact hours • Actively participate in class activities • Fulfill tasks given by instructor after class • Access the IU Blackboard frequently • Achieve a composite mark of at least 50; and • Make a satisfactory attempt at all assessment tasks (see below). <p>GRADING POLICY Grades can be based on the following:</p> <table border="1"> <tr> <td>Class Participation and Group Presentation</td> <td>30%</td> </tr> <tr> <td>Midterm examination</td> <td>30%</td> </tr> <tr> <td>Final examination</td> <td>40%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </table> <p>COURSE POLICIES Attendance Regular and punctual attendance at lectures and seminars is expected in this course. Because this course relies heavily on class discussion, if you miss three classes, your class participation point would be zero. University regulations indicate that if students attend less than eighty percent of scheduled classes they may be refused final assessment. In this Strategy class, if you miss four (4) sessions, you will not be allowed to take the final exam. Exemptions may only be made on medical grounds.</p> <p>Workload It is expected that the students will spend at least eight (8) hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater. Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.</p> <p>General Conduct and Behavior The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at the university webpage.</p> <p>Keeping informed The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.</p> <p>Academic honesty and plagiarism Plagiarism is the presentation of the thoughts or work of another as one's own. Students are also reminded that careful time management is an important part</p>				Class Participation and Group Presentation	30%	Midterm examination	30%	Final examination	40%	Total	100%
Class Participation and Group Presentation	30%											
Midterm examination	30%											
Final examination	40%											
Total	100%											

	<p>of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.</p> <p>Special consideration Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.</p> <p>Meeting up with the lecturers after classes. Students must make an appointment via emails if they want to meet up with the lecturer after classes and be on time. If there are any changes to the scheduled time, students must inform the lecturer immediately.</p>
<p>Reading list</p>	<p>Please note that it is very important to gain familiarity with the subject matter in the readings and cases prior to attendance in classes.</p> <p>Textbook: Required: Thompson, A., Peteraf., Gamble, J., & Strickland, A. (2020). <i>Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases</i>, 20th edition. McGrawHill Education.</p> <p>Supplement: Hitt, M.A., Ireland, R.D., & Hoskisson, R.E. (2020). <i>Strategic Management: Concepts and Cases</i>, 13th ed. Cengage. Blue Ocean Strategy, W Chan Kim & Renee Mauborgne</p> <p>Additional materials provided in Blackboard The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However, this is not an automatic entitlement for students doing this subject.</p> <p>Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.</p> <p>Recommended Journals Harvard Business Review International Business Review Journal of Management Studies Asia Pacific Journal of Management Wall Street Journal Financial Times</p> <p>Other Resources, Support and Information Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the VNU - Central Library. Recommended articles will be duly informed to the students.</p> <p>We plan to invite a guest speaker to come to talk to all Strategy classes sometime after the Mid Term Exam.</p>

2. Learning Outcomes Matrix (optional)

The relationship between Course Learning Outcomes (CLO) (1-4) and Program/Student Learning Outcomes (SLO) (1-6) is shown in the following table:

		PLOs					
CLOs	1	2	3	4	5	6	
1	R, M						
2	R, M						
3			R, M				
4				R, M		R, M	

3. Planned learning activities and teaching methods

Week	Topic	CLO	Assessments	Learning activities	Resources
1	Introduction, General overview of the course, assigned work	LO1			Instructor Manual, Teacher's Resource
2	Chapter 1: What is strategy and Why is it important. Case analysis: C1: Apple Inc.: Exemplifying a successful strategy; C2: Pandora, SiriusXM, and Over-the-Air Broadcast Radio: Three contrasting business model	LO1			Case-study, Teacher's Resource
3	Chapter 2: Charting a company's direction Case analysis: C1: TOMS shoes: A mission with a company; C2: Volkswagen corporate governance failures	LO2			Instructor Manual, Teacher's Resource
4	Chapter 3: Evaluating a company's external environment Case analysis: C1: Casual dining industry; C2: Business ethics and competitive intelligence	LO3			
5	Chapter 4: Evaluating a company's resource, capabilities, and competitiveness Case analysis: C1: Boll & Branch in value chain; C2: Benchmarking in the solar industry	LO4			Instructor Manual, Teacher's Resource and Quiz Handouts
6	Chapter 5: The five generic competitive strategies Case analysis: C1: Low-cost leader in investment management; C2: Goose's focused differentiation	LO5			Instructor Manual, Teacher's Resource
7	Chapter 6: Strengthening a company's competitive position Case analysis: C1: Bonobo's blue-ocean strategy; C2: Walmart's expansion into e-commerce; C3: Tesla's vertical integration strategy	LO6			Instructor Manual, Teacher's Resource
8	Chapter 7: Strategies for competitive in international market Case analysis, C1: Four seasons hotels: local character, global service; C2: WeChat's strategy for defending against international social media giants in China	LO6			Instructor Manual, Teacher's Resource and Quiz Handouts
	Midterm				
9	Chapter 8: Corporate strategy Case analysis: C1: The Kraft-Heinz Merger: pursuing the benefits of cross-business strategic fit; C2: Restructuring for better performance at HP	LO1,2,4,6			Instructor Manual, Teacher's Resource
10	Chapter 9: Ethics, CSR, Environmental sustainability, &	LO5			Instructor Manual,

Week	Topic	CLO	Assessments	Learning activities	Resources
	strategy Case analysis; C1: How PepsiCo put its ethical principles into practice; C2: Unilever's focus on sustainability				Teacher's Resource
11	Chapter 10: Building an Organizational Capable of Good Strategy Execution: People, Capabilities, and Structure Case analysis; C1: Zara's strategy execution capabilities; C2: Apple outsource values chain activities	LO6			Instructor Manual, Teacher's Resource
12	Chapter 11: Managing internal operations Case analysis; C1: How Wegmans rewards and motivates its employees; C2: Nucor corporation: tying incentives directly to strategy execution.	LO3,5			Instructor Manual, Teacher's Resource
13	Chapter 12: Corporate culture and leadership Case analysis: C1: EPIC strong guiding principles drive the high performance culture; C2: Driving cultural change at Goldman Sachs	LO3,6			Instructor Manual, Teacher's Resource
14	Apply Business Model Canvas (BMC) Use start-up model	LO1,2,3,4,5,6			Instructor Manual, Teacher's Resource
15	COURSE REVIEW and guest speaker, Review essay	LO1-6			
16	Final exam				

4. Assessment plan

Assessment Type	CLO1	CLO2	CLO3	CLO4
Class Participation and Group Presentation (30%)	...%Pass	...%Pass	...%Pass	...%Pass
Midterm examination (30%)	...%Pass	...%Pass	...%Pass	...%Pass
Final examination (40%)	...%Pass	...%Pass	...%Pass	...%Pass

Note: %Pass: Target that % of students having scores greater than 50 out of 100.

5. Rubrics (optional)

GRADING RUBRIC FOR WRITTEN COURSEWORK
MIDTERM EXAMINATION – Subject (ID subject)
 Academic year: 2022 – 2023 (term ...)

Criteria	INADEQUATE 10% – 49%	ADEQUATE 50% - 59%	ABOVE AVERAGE 60% - 74%	EXEMPLARY ≥ 75%
----------	-------------------------	-----------------------	-------------------------------	--------------------

<p>Organisation and clarification</p>	<p>Does not organise ideas logically and with clarification. Limited evidence of coherence. Ideas lack consistency</p>	<p>Generally organised logically, with evidence of progression. Occasionally, there may be a lack of focus or ideas may be tangential</p>	<p>Clear organization and progression. Responds appropriately and relevantly, although some ideas are underdeveloped.</p>	<p>Response is focused, detailed and non-tangential. Shows a high degree of attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought regarding the topic</p>
<p>Originality and usefulness of the analysis</p>	<p>Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.</p>	<p>Shows ability to identify issues, gather the facts and develop claims. Argument are addressed well but no links with evidence</p>	<p>Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained</p>	<p>Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported</p>
<p>Use of data/information</p>	<p>Shows little information from sources. Poor handling of sources</p>	<p>Shows moderate amount of source information incorporated. Some key points supported by sources. Quotations may be poorly integrated into paragraphs. Some possible problems with source citations</p>	<p>Draws upon sources to support most points. Some evidence may not support arguments or may appear where inappropriate. Quotations integrated well into paragraphs. Sources cited correctly</p>	<p>Draws upon primary and secondary source information in useful and illuminating ways to support key points. Excellent integration of quoted material into paragraphs. Source cited correctly</p>
<p>Use of frameworks</p>	<p>Shows limited ability to structure problems in correspondence to theoretical frameworks</p>	<p>Shows effort to link problems with the theoretical frameworks. There are still some mistakes</p>	<p>Shows ability to structure problems in correspondence to theoretical frameworks correctly. Minor mistakes in resolving problems</p>	<p>Shows ability to structure problems in correspondence to theoretical frameworks correctly. The problems are well resolved</p>

Quality of arguments	Shows little attempt to offer support for key claims or to relate evidence to analysis. The reasons offered are irrelevant.	Shows argument of poor quality. Weak, undeveloped reasons are offered to support key claims	Shows clear, relevant and logical arguments.	Shows identifiable, reasonable and sound arguments. Clear reasons are offered to support key claims.
-----------------------------	--	--	---	---

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí



**VIETNAM NATIONAL UNIVERSITY
HCMC
INTERNATIONAL UNIVERSITY
School of Business**

**COURSE SYLLABUS
PRODUCTION AND OPERATIONS MANAGEMENT
BA164IU**

1. General information

Course designation	<i>This subject will provide students with sound theoretical and pragmatic approaches that will guide them in the formulation and implementation of corporate, business, and functional strategies.</i>	
Semester(s) in which the course is taught		
Person responsible for the course		
Language	English	
Relation to curriculum	<i>Compulsory</i>	
Teaching methods	<i>Lecture, Tutorial, Presentation, Field Trip</i>	
Workload (incl. contact hours, self-study hours)	<i>(Estimated) Total workload: Contact hours (please specify whether lecture, exercise, laboratory session, etc.): Private study including examination preparation, specified in hours:</i>	
Credit points	3	
Required and recommended prerequisites for joining the course	None	
Course objectives	<ul style="list-style-type: none"> • To gain understanding of the role of operations manager in organization • To identify and explain how operations manager make decisions which are related to operation management, such as: Product design, location planning, scheduling, inventory management... • To understand how operations management related to other functional areas in an organization such as: marketing, finance /accounting and personnel • To gain the knowledge and skills to maintain the competitive advantage for an organization by improving better productivity, reducing cost, responding more quickly to the demand and providing better quality 	
Course learning outcomes	Upon the successful completion of this course students will be able to:	
	Competency level	Course learning outcome (CLO)
	Knowledge	CLO1.

	<p>Apply the quantitative techniques to support the Operations Manager in making his or her decisions in realistic situations (problem solving skills)</p>										
Skill	<p>CLO2. Explain real problems/ factors which affect on the organizations and develop their recommendations (Bloom 2)</p> <p>CLO3. Analyze an operation process in both written and spoken forms. (Bloom 4)</p>										
Attitude	<p>CLO4. Having overall perspectives of global Operations management to obtain sustainable business</p>										
Content	<p>BA164IU– Production and Operations Management which is to present a broad introduction to the field of operations in a realistic, practical manner includes a blend of topics from accounting, industrial engineering, management, management science, and statistics. Therefore, the students will have a better understanding of the role of operations in different functional departments of a firm. In that connection, other foundation courses such as Management, Accounting, Marketing, Human Resource Management and some specialized course (Project Management, Quality Management) are also very useful in term of supporting to this course.</p>										
Examination forms	<p>Open or closed questions Open-ended questions</p>										
Study and examination requirements	<p>To pass this course, the students must:</p> <ul style="list-style-type: none"> • Achieve a composite mark of at least 50; and • Make a satisfactory attempt at all assessment tasks (see below). <p>GRADING POLICY Grades can be based on the following:</p> <table border="1"> <tr> <td>Group Presentation</td> <td>15%</td> </tr> <tr> <td>Individual Assignment</td> <td>15%</td> </tr> <tr> <td>Midterm examination</td> <td>25%</td> </tr> <tr> <td>Final examination</td> <td>45%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </table> <p>COURSE POLICIES Attendance Your regular and punctual attendance at lectures and related seminar (if any) is expected in this course. University regulations indicate that if students attend less than 80% of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds. Regular attendance is essential for successful performance and learning in this course, particular in view of the interactive teaching and learning approach adopted. Please inform your lecture if you are unable to attend the class, and arrange for a classmate to collect any handouts. Workload It is expected that you will spend at least 6 hours per week studying this course. This time should be made up of reading, working on exercises and problem, group assignment and attending class lectures and tutorials. In periods where you need to complete assignment or prepare for examinations, the workload may be greater. General Conduct and Behaviour You are expected to conduct yourself with considerable and respect for the needs of your fellow students and teaching staff. Conduct that unduly disrupts or interferes with a class, such as ringing, or talking on mobile phones, or chatting on internet, is nor acceptable and students may be asked to leave the class. Keeping informed You should take note of all announcements made in lectures, tutorials or on the course website. From time to time, the University will send important announcements to your through website, course website and/ or Announcement Board (of School of Business and/ or Academic Affair) without providing you with a paper copy. You will be deemed to have received this information.</p>	Group Presentation	15%	Individual Assignment	15%	Midterm examination	25%	Final examination	45%	Total	100%
Group Presentation	15%										
Individual Assignment	15%										
Midterm examination	25%										
Final examination	45%										
Total	100%										

	<p>Academic honesty and plagiarism The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. Plagiarism is the presentation of the thoughts or work of another as one's own. Examples include: - direct duplication of the thoughts or work of another, including by copying work, or knowingly permitting it to be copied. This includes copying material. Ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person's assignment without appropriate acknowledgement; - paraphrasing another person's work with very minor changes keeping the meaning, form and/ or progression of ideas of the original; - piecing together sections of the work of others into a new whole; - presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does not amount to plagiarism. Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and the proper referencing of sources in preparing all assessment items. Special consideration Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs. Meeting up with the lecturers after classes Students must make an appointment via emails if they want to meet up with the lecturer after classes and be on time. If there are any changes to the scheduled time, students must inform the lecturer immediately.</p>
<p>Reading list</p>	<p>The following text and references are essential for the course. <u>Textbook:</u> Jay Heizer and Barry Render (2009), Operations Management. Ninth Edition, Prentice Hall. (H&R) <u>References:</u> Russell and Taylor (2009), Operations Management- Creating Value Along The Supply Chain, Six Edition, John Wiley & Sons. (R&T) <u>Additional materials provided in Blackboard</u> The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration. <u>Recommended Internet Resources</u> Internet resources related to the chapter materials are provided in the text books Recommended Journals International Journal of Operations and Production Management International Journal of Logistics Management Harvard Case Studies can be accessed via: http://harvardbusinessonline.hbsp.harvard.edu <u>Other Resources, Support and Information</u> Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the VNU – Central Library. Recommended articles will be duly informed to the students.</p>

2. Learning Outcomes Matrix (optional)

The relationship between Course Learning Outcomes (CLO) (1-...) and Program/Student Learning Outcomes (SLO) (1 -...) is shown in the following table:

CLO	SLO				
	5	6	7		
1	v				
2	v	v	v		
3	v	v	v		
4	v	v	v		

3. Planned learning activities and teaching methods

Week	Topic	CLO	Assessments	Learning activities	Resources
1	<p>Chapter 1: Introduction and Operations & Productivity</p> <p>What is Operations Management</p> <p>Organizing to produce goods and services</p> <p>Why study OM</p> <p>What operations managers do</p> <p>Operations in the service sector</p> <p>Exciting new trends in Operations Managements</p> <p>Issues in Operations strategy</p> <p>Global Operations Strategy Options</p> <p>Productivity</p>	1; 2; 3; 4;		Lecturing Discussion	Instructor Manual, Teacher's Resource
2	<p>Chapter 2: Operations strategy in global environment</p> <p>A global view of Operations</p> <p>Developing missions and strategies</p> <p>Achieving competitive advantage thru Operations</p> <ul style="list-style-type: none"> ▪ Review productivity (15 mins): Rapid Review; Homework solving ▪ Lecture (combined with Q&A, brainstorming, and activity after every 15 min): 60 min 	3; 4;		Presentations Lecturing Discussion	Case-study, Teacher's Resource

	▪ Q&A and queries: 15 min				
3	Chapter 4: Design of Goods and services Goods and services selection Generating new product Product development Issues for product design Defining product Documents for production Service design	1; 2; 3; 4;		Presentations Lecturing Discussion	Instructor Teacher's (Handouts) Manual, Resource
4	Chapter 6: Managing Quality Quality and Strategy Defining Quality International Quality Standards Total Quality Management Tools of TQM The Role of Inspection TQM in services ▪ Lecture (combined with Q&A, brainstorming, and activity after every 15 min): 60 min Presentation Presentation	2; 3; 4;	Quiz: Drawing 7 tools for TQM	Presentations Lecturing Discussion	Instructor Manual, Teacher's Resources
5	Chapter 7: Process Strategy Four process strategies Process Analysis and design Service process design Production Technology Process Decision ▪ Review Managing Quality: 15 min Lecture (combined with Q&A, brainstorming, and activity after every 15 min): 60 min ▪ Q&A and queries: 15 min	1 2; 3; 4;	Quiz: Breakeven point analysis	Presentations Lecturing Discussion	Instructor Manual, Teacher's Resource (Handouts)
6	Chapter 7s: Capacity Planning Capacity Capacity planning Break-even analysis Applying decision trees to capacity decisions Strategy –driven investments ▪ Review Process Strategy: 15 min	3; 4;		Presentations Lecturing Discussion	Case-study, Teacher's Resource
7	Chapter 8: Location Strategies	3; 4;		Presentations Lecturing Discussion	

	<p>The strategic importance of location</p> <p>Factors that effect location decisions</p> <p>Methods of evaluating location alternatives</p> <p>Service location strategy</p>				
8	Midterm				
9	<p>Chapter 9: Layout Strategy</p> <p>The strategic importance of layout decisions</p> <p>Types of layout</p> <p>Fixed-position layout</p> <p>Process-oriented layout</p> <p>Office layout</p> <p>Retail layout</p> <p>Warehousing and storage layouts</p> <p>Repetitive and product – oriented layout</p> <ul style="list-style-type: none"> ▪ Review: 15 min ▪ Lecture (combined with Q&A, brainstorming, and activity after every 15 min): 60 min ▪ Q&A and queries: 15 min 	<p>1</p> <p>2;</p> <p>3;</p> <p>4;</p>	Exercises	<p>Presentations</p> <p>Lecturing</p> <p>Discussion</p>	
10	<p>Chapter 11: Supply Chain Management</p> <p>The strategic importance of the supply chain</p> <p>Supply-chain economics</p> <p>Supply-chain strategies</p> <p>Logistic management</p> <ul style="list-style-type: none"> ▪ Review: 15 min 	<p>1</p> <p>2;</p>		<p>Presentations</p> <p>Lecturing</p> <p>Discussion</p>	<p>Instructor Manual,</p> <p>Teacher's Resource</p>
11	<p>Chapter 12: Inventory Management</p> <p>Function of inventory</p> <p>Inventory management</p> <p>Inventory models</p> <p>Inventory models for independent demand</p>	<p>1</p> <p>2;</p> <p>3;</p> <p>4;</p>		<p>Presentations</p> <p>Lecturing</p> <p>Discussion</p>	<p>Instructor Manual,</p> <p>Teacher's Resource</p> <p>Explain and use models for managing inventory with independent demand including EOQ, POQ and quantity discount</p>
12	<p>Chapter 14: Material Requirement Planning & Enterprise Resource Planning -MRP and ERP</p> <p>Dependent Inventory model requirements</p> <p>MRP structure</p> <p>MRP management</p> <p>Lot-sizing techniques</p> <ul style="list-style-type: none"> ▪ Lecture (combined with Q&A, brainstorming, and activity after every 15 min): 60 min 	<p>1</p> <p>2;</p> <p>3;</p> <p>4;</p>	Quiz	<p>Presentations</p> <p>Lecturing</p> <p>Discussion</p>	<p>Instructor Manual,</p> <p>Teacher's Resource</p> <ul style="list-style-type: none"> ▪ Build material requirement plan (MRP) using lot-sizing technique ▪ Understand expansion of MRP and ERP <p>Explain how MRP works (handouts in bb)</p>

	▪ Q&A and queries: 15 min				
13	Field trip	3;4	Writing report of field trip		
14	Chapter 15: Short term Scheduling The strategic importance of scheduling Scheduling issues Scheduling process-focused facilities Loading jobs Sequencing jobs Finite capacity scheduling (FCS) Scheduling repetitive facilities Scheduling service	1 2; 3; 4;		Presentations Lecturing Discussion	▪ Explain the relationship between short-term scheduling, capacity planning and master plan ▪ Apply assignment methods ▪ Use priority rules ▪ Apply Johnson's rule
15	Chapter 10: Job Design and Work Measurement Human resource strategy for competitive advantage Labor planning Job design The visual workplace Labor standards and work measurement Time studies Predetermined time standards Work sampling ▪ Review: 15 min ▪ Lecture (combined with Q&A, brainstorming, and activity after every 15 min): 60 min ▪ Q&A and queries: 15 min	1 2; 3; 4;		Presentations Lecturing Discussion	▪ Identify major issues in designing jobs and managing labor ▪ Identify ergonomic and work environment issues ▪ Use the tools of methods analysis
16	Final exam				

4. Assessment plan

Assessment Type	CLO1	CLO2	CLO3	CLO4
Group Presentation (15%)	100% Pass	100% Pass	100% Pass	100% Pass
Individual Assignment (15%)	90% Pass	90% Pass	90% Pass	90% Pass
Midterm examination (25%)	90% Pass	90% Pass	90% Pass	90% Pass
Final examination (45%)	90% Pass	90% Pass	90% Pass	90% Pass

Note: %Pass: Target that % of students having scores greater than 50 out of 100.

5. Rubrics (optional)

GRADING RUBRIC FOR WRITTEN COURSEWORK
MIDTERM EXAMINATION – Subject (ID subject)
Academic year: 2022 – 2023 (term ...)

Criteria	INADEQUATE 10% – 49%	ADEQUATE 50% - 59%	ABOVE AVERAGE 60% - 74%	EXEMPLARY ≥ 75%
Organisation and clarification	Does not organise ideas logically and with clarification. Limited evidence of coherence. Ideas lack consistency	Generally organised logically, with evidence of progression. Occasionally, there may be a lack of focus or ideas may be tangential	Clear organization and progression. Responds appropriately and relevantly, although some ideas are underdeveloped.	Response is focused, detailed and non-tangential. Shows a high degree of attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought regarding the topic
Originality and usefulness of the analysis	Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.	Shows ability to identify legal issues, gather the facts and develop claims. Argument are addressed well but no links with evidence	Shows strong ability to identify legal issues, gather the facts and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained	Shows strong ability to identify legal issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported
Use of data/information	Shows little information from sources. Poor handling of sources	Shows moderate amount of source information incorporated. Some key points supported by sources. Quotations may be poorly integrated into paragraphs. Some possible problems with source citations	Draws upon sources to support most points. Some evidence may not support arguments or may appear where inappropriate. Quotations integrated well into paragraphs. Sources cited correctly	Draws upon primary and secondary source information in useful and illuminating ways to support key points. Excellent integration of quoted material into paragraphs. Source cited correctly

Use of frameworks	Shows limited ability to structure problems in correspondence to theoretical frameworks	Shows effort to link problems with the theoretical frameworks. There are still some mistakes	Shows ability to structure problems in correspondence to theoretical frameworks correctly. Minor mistakes in resolving problems	Shows ability to structure problems in correspondence to theoretical frameworks correctly. The problems are well resolved
Quality of arguments	Shows little attempt to offer support for key claims or to relate evidence to analysis. The reasons offered are irrelevant.	Shows argument of poor quality. Weak, undeveloped reasons are offered to support key claims	Shows clear, relevant and logical arguments.	Shows identifiable, reasonable and sound arguments. Clear reasons are offered to support key claims.

**GRADING RUBRIC FOR WRITTEN COURSEWORK
MIDTERM EXAMINATION –
Academic year:**

Criteria	COMPLETELY FAIL Below 30%	INADEQUATE 30% – 49%	ADEQUATE 50% - 69%	ABOVE AVERAGE 70% - 89%	EXEMPLAR Y ≥ 90%
Organisation and clarification	No evidence of organization and coherence	Does not organise ideas logically and with clarification Limited evidence of coherence Ideas lack consistence	Generally organised logically, with evidence of progression Occasionally, there may be a lack of focus or ideas may be tangential	Clear organization and progression. Responds appropriately and relevantly, although some ideas are underdeveloped	Response is focused, detailed and non-tangential. Shows a high degree of attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought regarding the topic
Originality and usefulness of the analysis	Shows no ability to identify issues or a clear inability to gather the facts	Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.	Shows ability to identify issues, gather the facts and develop claims. Argument are addressed well but no links with evidence	Shows strong ability to identify issues, gather the fact and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained	Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported

<p style="text-align: center;">Use of data/information</p>	<p>Shows no effort to incorporate information from primary and secondary sources</p>	<p>Shows little information from sources. Poor handling of sources</p>	<p>Shows moderate amount of source information incorporated. Some key points supported by sources. Quotations may be poorly integrated into paragraphs.</p> <p>Some possible problems with source citations</p>	<p>Draws upon sources to support most points. Some evidence may not support arguments or may appear where inappropriate. Quotations integrated well into paragraphs. Sources cited correctly</p>	<p>Draws upon primary and secondary source information in useful and illuminating ways to support key points. Excellent integration of quoted material into paragraphs. Source cited correctly</p>
<p style="text-align: center;">Use of frameworks</p>	<p>Shows no effort to structure problems in correspondence to theoretical frameworks</p>	<p>Shows limited ability to structure problems in correspondence to theoretical frameworks</p>	<p>Shows effort to link problems with the theoretical frameworks. There are still some mistakes</p>	<p>Shows ability to structure problems in correspondence to theoretical frameworks correctly. Minor mistakes in resolving problems</p>	<p>Shows ability to structure problems in correspondence to theoretical frameworks correctly. The problems are well resolved</p>
<p style="text-align: center;">Quality of arguments</p>	<p>Shows no effort to construct logical arguments. Fails to support analysis</p>	<p>Shows little attempt to offer support for key claims or to relate evidence to analysis. Reasons offered are irrelevant.</p>	<p>Shows argument of poor quality. Weak, undeveloped reasons are offered to support key claims</p>	<p>Shows clear, relevant and logical arguments.</p>	<p>Shows identifiable, reasonable and sound arguments. Clear reasons are offered to support key claims.</p>

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí



**VIETNAM NATIONAL UNIVERSITY
HCMC
INTERNATIONAL UNIVERSITY**
Department/School of Business

COURSE SYLLABUS
Course Name: E-COMMERCE
Course Code: BA027IU

1. General information

Course designation	<i>This subject will provide the general framework of online business; a framework that highlights the importance of online presence and how to make it in real world. The subject is designed to lay the groundwork for students to be active learners of E-commerce and to develop knowledge, capability and skills necessary for developing a sound online business.</i>	
Semester(s) in which the course is taught	1, 2	
Person responsible for the course	Dr. Nguyen Hong Anh	
Language	English	
Relation to curriculum	Elective	
Teaching methods	Lecture, Q&A, Individual and Group research project	
Workload (incl. contact hours, self-study hours)	(Estimated) Total workload: 180 Contact hours (please specify whether lecture, discussion, presentation session, etc.): 45 Private study including examination preparation, specified in hours: 135	
Credit points	3	
Required and recommended prerequisites for joining the course	None	
Course objectives	Students will be provided with knowledge and skills needed to develop an online presence from various channels such as strategies, models, concepts and tactics. Through this unit, students will become acquainted with applications, software and skills to get a business to go online successfully.	
Course learning outcomes	Upon the successful completion of this course, students will be able to:	
	Competency level	Course learning outcome (CLO)
	Knowledge	<ol style="list-style-type: none"> 1. Identify the key components of e-commerce business models. Understand key business concepts and strategies applicable to e-commerce. (PL01, PL09) 2. Identify and describe the basic digital commerce marketing and advertising strategies and tools (PLO1, PLO9) 3. Understand the scope of e-commerce crime and security problems, the key dimensions of e-

		commerce security, and the tension between security and other values. The key security threats in the e-commerce environment. (PL01, PL09)																											
	Skill	4) Understand the questions you must ask and answer, and the steps you should take, in developing an e-commerce presence. (PL03, PL06) 5) Apply applications, software, skill and English to develop a sound simulated online business. (PL03, PL06)																											
	Attitude	6) Understand why e-commerce raises ethical, social, and political issues. (PL04)																											
Content	<p><i>The description of the contents should clearly indicate the weighting of the content and the level.</i></p> <p>Weight: lecture session (3 hours) Learning levels: I (Introduce); T (Teach); U (Utilize)</p> <table border="1"> <thead> <tr> <th>Topic</th> <th>Weight</th> <th>Level</th> </tr> </thead> <tbody> <tr> <td>Introduction to E-commerce</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>E-commerce business strategies</td> <td>2</td> <td>T, U</td> </tr> <tr> <td>Building an E-commerce presence</td> <td>2</td> <td>T, U</td> </tr> <tr> <td>E-commerce Security and Payment systems</td> <td>1</td> <td>T, U</td> </tr> <tr> <td>E-commerce Marketing and Advertising</td> <td>3</td> <td>T, U</td> </tr> <tr> <td>Social, mobile and local marketing</td> <td>1</td> <td>T</td> </tr> <tr> <td>Ethics, Law and E-commerce</td> <td>2</td> <td>T, U</td> </tr> <tr> <td>Case discussion.</td> <td>3</td> <td>T, U</td> </tr> </tbody> </table>		Topic	Weight	Level	Introduction to E-commerce	1	I, T	E-commerce business strategies	2	T, U	Building an E-commerce presence	2	T, U	E-commerce Security and Payment systems	1	T, U	E-commerce Marketing and Advertising	3	T, U	Social, mobile and local marketing	1	T	Ethics, Law and E-commerce	2	T, U	Case discussion.	3	T, U
Topic	Weight	Level																											
Introduction to E-commerce	1	I, T																											
E-commerce business strategies	2	T, U																											
Building an E-commerce presence	2	T, U																											
E-commerce Security and Payment systems	1	T, U																											
E-commerce Marketing and Advertising	3	T, U																											
Social, mobile and local marketing	1	T																											
Ethics, Law and E-commerce	2	T, U																											
Case discussion.	3	T, U																											
Examination forms	Short-answer questions and case analysis.																												
Study and examination requirements	<p>Attendance: A minimum attendance of 80 percent is compulsory for the class sessions. Students will be assessed based on their class participation. Questions and comments are strongly encouraged.</p> <p>Assignments/Examination: Students must have more than 50/100 points overall to pass this course.</p>																												
Reading list	<p>Textbooks: [1] E-Commerce 2023: Business, Technology, Society 17th edition – Kenneth C. Laudon.</p> <p>Other data sources: [2] Webbuilders: Wix, Cannva Webly [3] Applications: Camtasia, CapCut. [4] Email marketing platform: Getrespond, Mailchimp</p>																												

2. Learning Outcomes Matrix (optional)

The relationship between Course Learning Outcomes (CLO) (1-5) and Program Learning Outcomes (PLO) (1-10) is shown in the following table:

CLO	PLO									
	1	2	3	4	5	6	7	8	9	10
1	x									x
2	x									x
3	x									x
4			x			x				
5			x			x				
6				x						

3. Planned learning activities and teaching methods

Week	Topic	CLO	Assessments	Learning activities	Resources
------	-------	-----	-------------	---------------------	-----------

1	Introduction to E-Commerce	1		Course Introduction, Forming study group, Introducing projects	[1]
2 & 3	E-commerce Business strategies. Case presentation assigned. Apply Capcut or Camtasia to design video presentation	1,5		Lecture, Q&A. Individual project assigned.	[1] [3].
4,5,6	Building an E-Commerce presence Designing Landing page, poster and logo Case: Akamai technology	1,4	HW 1 & 2	Lecture, Q&A. Designing landing page, poster and logo.	[1].[2].[3].
7	EC security and payment system	3		Lecture, HW1 & 2 feed back Video presentation feed back.	[1]
8	E-commerce marketing and Advertising <ul style="list-style-type: none"> Case: programmatic advertising Email marketing project 	2,	HW3	Lecture, E-mail marketing project assigned.	[1].[4]
9&10	Midterm				
11, 12	E-commerce marketing and Advertising <ul style="list-style-type: none"> Case: programmatic advertising Email marketing project 	2,		Lecture, E-mail marketing project assigned.	[1].[4]
13	Social, mobile and Local marketing Group project assigned. Create content advertisement to deliver a message on social network.	2		Lecture, HW3 feedback Group project assigned.	[1].[2]
14 & 15	Ethics, Law and E-Commerce Case: The right to be forgotten. Review for Final exam	6		Lecture, Group project feed back.	[1]

4. Assessment plan

Assessment Type	CLO1	CLO2	CLO3	CLO4	LO05	LO06
Homework (15%) Designing project		60%		60%		
Home work (15%) Case analysis presentation (video presentation)	60%	60%			60%	
Group Project (15%) Designing short content video for social network advertising		60%		60%		
Midterm exam (20%)	60%		60%			
Final exam (35%)		60%				60%

Note: %Pass: Target that % of students having scores greater than 50 out of 100.

5. Rubrics (optional)

GRADING RUBRIC FOR WRITTEN COURSEWORK
MIDTERM EXAMINATION – Subject (ID subject)
Academic year: 2022 – 2023 (term ...)

Criteria	INADEQUATE 10% – 49%	ADEQUATE 50% - 59%	ABOVE AVERAGE 60% - 74%	EXEMPLARY ≥ 75%
Organisation and clarification	Does not organise ideas logically and with clarification. Limited evidence of coherence. Ideas lack consistence	Generally organised logically, with evidence of progression. Occasionally, there may be a lack of focus or ideas may be tangential	Clear organization and progression. Responds appropriately and relevantly, although some ideas are underdeveloped.	Response is focused, detailed and non-tangential. Shows a high degree of attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought regarding the topic
Originality and usefulness of the analysis	Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.	Shows ability to identify issues, gather the facts and develop claims. Argument are addressed well but no links with evidence	Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained	Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported
Use of data/information	Shows little information from sources. Poor handling of sources	Shows moderate amount of source information incorporated. Some key points supported by sources. Quotations may be poorly integrated into paragraphs. Some possible problems with source citations	Draws upon sources to support most points. Some evidence may not support arguments or may appear where inappropriate. Quotations integrated well into paragraphs. Sources cited correctly	Draws upon primary and secondary source information in useful and illuminating ways to support key points. Excellent integration of quoted material into paragraphs. Source cited correctly
Use of frameworks	Shows limited ability to structure problems in correspondence	Shows effort to link problems with the theoretical frameworks.	Shows ability to structure problems in correspondence to theoretical	Shows ability to structure problems in correspondence to theoretical

	to theoretical frameworks	There are still some mistakes	frameworks correctly. Minor mistakes in resolving problems	frameworks correctly. The problems are well resolved
Quality of arguments	Shows little attempt to offer support for key claims or to relate evidence to analysis. The reasons offered are irrelevant.	Shows argument of poor quality. Weak, undeveloped reasons are offered to support key claims	Shows clear, relevant and logical arguments.	Shows identifiable, reasonable and sound arguments. Clear reasons are offered to support key claims.

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

COURSE SYLLABUS

BA169IU

MANAGEMENT INFORMATION SYSTEMS

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Lecturer: Mr. Nguyen Vu Quang, MBA

Room:

Telephone: 0838650460

E-mail: nvquang@hcmut.edu.vn

Consultation Hours:

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: TBA

Venue: TBA

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

The course comprises topics of management theory, information theory and system theory to explain how the business manages the information resource to achieve its objectives and goals. The course relates to the integration of business functions and strategic objectives, this explains the relationship to many courses like strategy management, marketing management, accounting management, human resource management, supply chain management, e-commerce, quantitative methods and so forth. A part of project management knowledge is also presented in the development of an information system. The course also requires the basic knowledge of WWW, Microsoft products such as Word, PowerPoint, and Excel.

2.5 Approach to learning and teaching

The learning materials for the course are delivered in three ways, (1) lectures; (2) readings from prescribed text; and (3) resources provided through Blackboard. Students must use each resource fully and equally to achieve the course objectives.

The discussion in the class is encouraged and required, each class also has quiz. Because of that, students should allocate adequate time to prepare for every class.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

The course introduces the concepts of data and information processing and systems viewed from a contemporary management perspective. The course emphasize on uses and applications as well as emerging managerial issues with the potential to reshape the form and function of information systems.

3.2 Student Learning Outcomes

After completing the course, students should:

- have an understanding of the range and importance of information systems applications in modern organisations;
- have an appreciation for the alternative methods for systems development and acquisition, and their suitability in particular circumstances;
- have an understanding of different types of IT applications used in practice, as well as the technical infrastructures upon which they rely.
- understand the social, legal and ethical implications of modern information systems use;
- have a view on new and emerging technologies such as wireless/mobile applications.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading text book, working on case, and attending classes.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behaviour

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Mid-Term Exam (60 to 75 minutes)	20%
Quiz and class participation	10%
Group assignment and Presentation	20%
<u>Final Exam (90 to 120 minutes)</u>	<u>50%</u>
Total	100%

5.3 Group Assignment

The class will be divided into groups of 5-6 students of each. Each group is assigned a case and some questions, the group members will read, discuss, answer the questions, write the paper and make a presentation.

The assignment will be assessed on written content and presentation. The same marks will be awarded to all group members.

Due Date: The written paper is due one week after the presentation. The paper is to be handed to the lecturer in the class. Late work will be penalized at the rate of 10% percentage points per week day.

The format for assignments is to be 1.5 spaced, 1 inch margins, font size of 12 pt. The paper has cover page with all student names and ID in the group, case summary with key points of related chapter, answers of the questions, conclusion.

5.4 Marking criteria (group assignment)

Marking Criteria	Marks
Presentation	50
Slides: attractive format, good structure, clear idea, concise statement	20
Presentation: clear argument, ability to conduct the discussion in class	30
Written paper	50
Good summary	10
Answer questions with supported evidence, external references	30
Conclusion with lessons learnt and key points	10

5.5 Class attendance

A minimum attendance of 80 percent is compulsory.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.

7. STUDENT RESOURCES

7.1 Course Resources

Textbook:

James A. Obrien, George M. Marakas (2008). Introduction to Information System, 14th Edition, McGraw Hill.

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.

Recommended Internet sites

[HowStuffWorks](#)

[w3schools](#)

[DSSresources](#)

Recommended Journals

Journal of Management Information Systems

MIS Quarterly

7.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Week	Topic	Learning materials and activities
1	<p>Foundation of IS in Business</p> <p>Foundation concepts</p> <ul style="list-style-type: none"> The fundamental roles of IS in business Trends in IS The role of e-business in business Managerial challenges of IT <p>The components of IS</p> <ul style="list-style-type: none"> Components of an IS IS resources IS activities 	<p>Text book, Chapter 1</p> <p>Forming groups for assignment</p>
2	<p>Competing with Information Technology</p> <p>Fundamental of strategic advantage</p> <ul style="list-style-type: none"> Competitive strategy concepts Strategic use of IT Building a customer-focused business The value chain and strategic IS <p>Using information technology for strategic advantage</p> <ul style="list-style-type: none"> Reengineering business processes Becoming an agile company Creating a virtual company Building a knowledge-creating company 	<p>Text book, Chapter 2</p> <p>Group presentation & discussion</p>
3	<p>Computer hardware</p> <p>Computer systems</p> <ul style="list-style-type: none"> A brief history of computer hardware Types of computer systems Technical note: the computer system concept Moore's law <p>Computer peripherals</p> <ul style="list-style-type: none"> Input technologies 	<p>Text book, Chapter 3</p> <p>Group presentation & discussion</p>

Week	Topic	Learning materials and activities
	Output technologies Storage trade-offs Memory	
4	Computer software Application software Business application software Software suites and integrated packages Software alternatives System software Overview Operating systems Other system management programs Programming languages Programming software	Text book, Chapter 4 Group presentation & discussion
5	Data resource management Technical foundations of database management Database management Fundamental data concepts Database structures Database development Managing data resources Data resource management Types of databases Data warehouses and data mining Traditional file processing The database management approach	Text book, Chapters 5 Group presentation & discussion
6	Telecommunications and networks The networked enterprise The concept of a network Trends in telecommunications The business value of telecommunications networks The internet revolution The roles of intranet and extranet Telecommunications network alternatives Telecommunications alternatives Types of telecommunications networks Digital and analog signals Telecommunications media Telecommunications processors Telecommunications software Network topologies Bandwidth alternatives Switching alternatives	Text book, Chapter 6 Group presentation & discussion
7	Electronic business systems Enterprise business systems Cross-functional enterprise applications CRM, ERP, SCM Enterprise application integration (EAI) Transaction processing systems	Textbook, Chapter 7 Group presentation & discussion

Week	Topic	Learning materials and activities
	Enterprise collaboration systems Functional business systems IT in business Marketing systems Manufacturing systems Human resource systems Accounting systems Financial management systems	
8	Decision support systems Decision support in business Introduction Decision support trends Decision support systems Management information systems Online analytical processing Using decision support systems Executive information systems Knowledge management systems Artificial intelligence technologies in business Business and AI An overview of AI	Text book, Chapter 9 Group presentation & discussion
9	Electronic commerce Electronic commerce fundamentals Introduction Essential e-commerce processes Electronic payment processes E-Commerce applications and issues e-commerce trends B2C e-commerce B2B e-commerce e-commerce marketplace Clicks and bricks in e-commerce	Text book, Chapter 8 Group presentation & discussion
10	Developing business/ IT solutions Developing business systems IS development The system development life cycle Implementing business systems Implementing new systems Project management Evaluating hardware, software, services Other implementation activities Implementation challenges Change management	Text book, Chapter 10 Group presentation & discussion
11	Security and ethical challenges Security, ethical, and societal challenges Introduction Ethical responsibility of business professionals Computer crime Privacy issues	Text book, Chapter 11 Group presentation & discussion

Week	Topic	Learning materials and activities
	Health issues Societal solutions Security management of information technology Tools of security management Internetworked security defenses Other security measures	
12	Emerging Technology & Review Emerging technology Software as a service Nano technologies Virtual life Biometrics Portability & mobility Review all contents of the course	Distributed readings

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí



**VIETNAM NATIONAL UNIVERSITY
HCMC
INTERNATIONAL UNIVERSITY
School of Business**

**COURSE SYLLABUS
QUALITY MANAGEMENT
BA018IU**

1. General information

Course designation	<i>This course introduces the principles of quality management, with emphasis on cross functional problem solving; providing a basic understanding of the philosophy, conceptual frameworks and the tools of the Total Quality Management.</i>	
Semester(s) in which the course is taught	Semester 1 of the fourth year	
Person responsible for the course	TBA	
Language	English	
Relation to curriculum	Compulsory	
Teaching methods	Lecture, Tutorial, Assignment, Case Analysis, Quizzes, Group Project	
Workload (incl. contact hours, self-study hours)	<i>(Estimated) Total workload: 135 Contact hours (please specify whether lecture, exercise, laboratory session, etc.): 45 Private study including examination preparation, specified in hours: 90</i>	
Credit points	3	
Required and recommended prerequisites for joining the course	Production and Operations Management	
Course objectives	<p>Understanding of quality terminology and concepts</p> <p>Explaining the relationships of quality management and firm performance</p> <p>Identifying and analyzing organizational and environmental factors that drive quality improvement</p> <p>Understanding Total Quality Management concepts and apply quality control tools</p> <p>Implementation of Plan, Do, Study and Act Cycles</p> <p>Analyzing and evaluating a Define-Measure-Analyze-Improve-Control Project and applying it in practice</p>	
Course learning outcomes	Upon the successful completion of this course students will be able to:	
	Competency level	Course learning outcome (CLO)
	Knowledge	CLO1. Explain the philosophy of quality management, its principles, and its applications CLO2. Analyze the role and the importance of quality management in an organization
	Skill	CLO3. Improve the technical proficiency to meet the increasing demand for quality CLO4. Analyze data to make decisions on quality for continuous improvement.
	Attitude	CLO5. Explain the ethical requirements in quality management. CLO6. Evaluate behavioral and technical dimensions of total quality management and apply various approaches to quality improvement and innovation.

Content	Introduction to the principles of quality management, with an emphasis on cross-functional problem solving. This course will provide a basic understanding of the philosophy, conceptual frameworks and the tools of the Total Quality Management.												
Examination forms	Multiple choice questions Case study exercises Open-ended questions/problems												
Study and examination requirements	<p>To pass this course, the students must:</p> <ul style="list-style-type: none"> • Achieve a composite mark of at least 50; and • Make a satisfactory attempt at all assessment tasks (see below). <p>GRADING POLICY Grades can be based on the following:</p> <table border="1" data-bbox="548 495 1062 674"> <tr> <td>Homework, Assignment 15%</td> <td>15%</td> </tr> <tr> <td>Group Project 15%</td> <td>15%</td> </tr> <tr> <td>In-class quizzes, class participation 10%</td> <td>10%</td> </tr> <tr> <td>Midterm examination</td> <td>30%</td> </tr> <tr> <td>Final examination</td> <td>30%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </table> <p>COURSE POLICIES</p> <p>Attendance Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty percent of scheduled classes they may be refused final assessment. Exemptions may only be made on eligible medical grounds.</p> <p>Workload It is expected that the students will spend at least <i>eight</i> hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.</p> <p>Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.</p> <p>General Conduct and Behaviour The students are expected to conduct themselves with consideration and respect for the needs of fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. The use of laptops is also encouraged during law lessons only to search for materials online. More information on student conduct is available on the university webpage.</p> <p>Keeping informed The students should take note of all announcements made in lectures or on the course's Blackboard, and another announced mean of communications. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.</p> <p>Academic honesty and plagiarism Plagiarism is the presentation of the thoughts or work of another as one's own. Students are also reminded that careful time management is an important part of the study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct and has very strict rules regarding plagiarism.</p> <p>Special consideration Requests for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs. Absence on the Mid-term is not allowed, or in special cases approved by Lecturer can be replaced with relevant Assignment.</p> <p>Meeting up with the lecturers after classes</p>	Homework, Assignment 15%	15%	Group Project 15%	15%	In-class quizzes, class participation 10%	10%	Midterm examination	30%	Final examination	30%	Total	100%
Homework, Assignment 15%	15%												
Group Project 15%	15%												
In-class quizzes, class participation 10%	10%												
Midterm examination	30%												
Final examination	30%												
Total	100%												

	<p>Students must make an appointment via emails if they want to meet up with the lecturer after classes and be on time. If there are any changes to the scheduled time, students must inform the lecturer immediately.</p>
Reading list	<p>Textbooks: - Howard S. Gitlow et. al., Quality Management - 3rd edition, McGraw Hill, 2005.</p> <p>Reference: - Evans, Managing for quality and performance excellence -7th edition, Cengage Learning. - D.L. Goetsch and Stanley B. Davis, Quality Management- 5th edition, Prentice Hall, 2006.</p>

2. Learning Outcomes Matrix (optional)

The relationship between Course Learning Outcomes (CLO) (1-6) and Program/Student Learning Outcomes (PLO) (1-10) is shown in the following table:

CLO	PLO									
	1	2	3	4	5	6	7	8	9	10
1	M						R			
2	M						R			
3		R	R				R			
4		R	R				R			
5				R						
6			R	R			R			

3. Planned learning activities and teaching methods

Week	Topic	CLO	Assessments	Learning activities	Resources
1	<p>Introduction to Quality Management Fundamentals of quality: process basics, types of quality, relationship between quality and cost and productivity.</p>	1, 2			
2	<p>Why Total Quality Management (TQM) Definitions and basic principles How to realize TQM: three components of TQM, quality and global competitiveness, environment of today. Why Total Quality Management in a Knowledge-Based Economy?</p> <p>Students to form work groups Weekly Quiz</p>	1, 2			
3	<p>Introducing the Three Pillars of TQM Quality Planning: Quality parameters- needs of customers and employees. Quality Control: Measuring and process analysis</p>	1, 3, 4			

	Quality Improvement & Problem Solving Method Weekly Quiz				
4	Behavioral Component of TQM Establishing a quality culture, conditions for a successful TQM policy, increasing the quality of cooperation processes, TQM & the strategy of change, behavioral component Plan-Do-Study-Act Cycle Discussing Quality Improvement (QI) Story Weekly Quiz	3, 4, 5			
5	Management components of TQM: Role of Top Management/ Task-oriented meetings. Roadmap to Business Excellence Barriers to Quality Management Role play Discussing Quality Improvement (QI) Story Weekly Quiz	3, 4, 5			
6	Technical components of TQM Quality tools (pareto chart, check sheet, cause-and-effect diagram, histogram, scatter diagram, flow chart) Discussing Quality Improvement (QI) Story	4, 5			
7	Practice quality tools (pareto chart, check sheet, cause-and-effect diagram, histogram, scatter diagram, flow chart) Weekly Quiz	4, 5			
8	Midterm				
9	Process Diagnosis Process diagnosis: process variation Diagnostic tools: root-cause analysis, stratification Change concepts	4, 5			
10	Control charts Stabilizing and improving a process with control charts. Attribute control charts. Variables control charts How to read a control chart: 7 rules. Weekly Quiz	4, 5			
11	Practice control charts (various attribute and variables control charts) Weekly Quiz	4, 5			
12	Taguchi Loss Function Process Capability (process capability ratio and process capability index) Team Presentations Weekly Quiz	4, 5			
13	Six Sigma Quality Define-Measure-Analyze-Improve-Control (DMAIC) Approach Tools used in Define and Measure Phases	4, 6			

	Discussing DMAIC Case Team Presentations Weekly Quiz					
14	Six Sigma Quality Define-Measure-Analyze-Improve-Control (DMAIC) Approach Tools used in Analyze, Improve and Control Phases Discussing DMAIC Case Team Presentations Weekly Quiz	4, 6				
15	Inspection Policy ISO Standards Course Review Team Presentations	6				
16	Final exam					

4. Assessment plan

Assessment Type	CLO1	CLO2	CLO3	CLO4	CLO5	CLO6
Homework, Assignment (15%)	50% Pass	50% Pass	50%	50%	50%	50%
Group Project (15%)	60% Pass	60%	70%	70%	60%	60%
In-class quizzes, class participation (10%)	70% Pass	50%	70%	70%	60%	60%
Midterm examination (30%)	70% Pass	70%	70%	70%	60%	70%
Final examination (30%)	70% Pass	70%	70%	70%	70%	70%

Note: %Pass: Target that % of students having scores greater than 70 of 100.

5. Rubrics (optional)

GRADING RUBRIC FOR WRITTEN COURSEWORK

MIDTERM EXAMINATION –

Academic year:

Criteria	COMPLETELY FAIL Below 30%	INADEQUATE 30% – 49%	ADEQUATE 50% - 69%	ABOVE AVERAGE 70% - 89%	EXEMPLARY ≥ 90%
Organisation and clarification	No evidence of organization and coherence	Does not organise ideas logically and with clarification Limited evidence of coherence Ideas lack consistence	Generally organised logically, with evidence of progression Occasionally, there may be a lack of focus or	Clear organization and progression. Responds appropriately and relevantly, although some ideas are	Response is focused, detailed and non-tangential. Shows a high degree of attention to logic and

			ideas may be tangential	underdeveloped	reasoning of points. Clearly leads the reader to the conclusion and stirs thought regarding the topic
Originality and usefulness of the analysis	Shows no ability to identify issues or a clear inability to gather the facts	Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.	Shows ability to identify issues, gather the facts and develop claims. Argument are addressed well but no links with evidence	Shows strong ability to identify issues, gather the fact and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained	Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported
Use of data/information	Shows no effort to incorporate information from primary and secondary sources	Shows little information from sources. Poor handling of sources	Shows moderate amount of source information incorporated. Some key points supported by sources. Quotations may be poorly integrated into paragraphs. Some possible problems with source citations	Draws upon sources to support most points. Some evidence may not support arguments or may appear where inappropriate. Quotations integrated well into paragraphs. Sources cited correctly	Draws upon primary and secondary source information in useful and illuminating ways to support key points. Excellent integration of quoted material into paragraphs. Source cited correctly
Use of frameworks	Shows no effort to structure problems in correspondence to theoretical frameworks	Shows limited ability to structure problems in correspondence to theoretical frameworks	Shows effort to link problems with the theoretical frameworks. There are still some mistakes	Shows ability to structure problems in correspondence to theoretical frameworks correctly. Minor mistakes in resolving problems	Shows ability to structure problems in correspondence to theoretical frameworks correctly. The problems are well resolved

<p>Quality of arguments</p>	<p>Shows no effort to construct logical arguments. Fails to support analysis</p>	<p>Shows little attempt to offer support for key claims or to relate evidence to analysis. Reasons offered are irrelevant.</p>	<p>Shows argument of poor quality. Weak, undeveloped reasons are offered to support key claims</p>	<p>Shows clear, relevant and logical arguments.</p>	<p>Shows identifiable, reasonable and sound arguments. Clear reasons are offered to support key claims.</p>
------------------------------------	--	--	--	---	---

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí



**VIETNAM NATIONAL UNIVERSITY
HCMC
INTERNATIONAL UNIVERSITY
School of Business**

COURSE SYLLABUS

Course Name: Business Communication

Course Code: BA006IU

1. General information

Course designation	<i>This course is designed to provide students with a strong foundation in communicating at the workplace, focusing on: (1) communicating in the digital-age workplace, (2) developing business writing skills, (3) embracing professionalism at work, (2) developing business presentation skills, (4) preparing for successful job search, resumes, cover letters, and job interviews.</i>	
Semester(s) in which the course is taught	1, 2	
Person responsible for the course	Nguyen Vu Anh Tram	
Language	English	
Relation to curriculum	Compulsory	
Teaching methods	Lecture, lesson, project, presentation.	
Workload (incl. contact hours, self-study hours)	(Estimated) Total workload: 135 Contact hours (please specify whether lecture, exercise, laboratory session, etc.): 45 Self-study includes examination preparation, specified in hours: 90	
Credit points	3	
Required and recommended prerequisites for joining the course	None	
Course objectives	This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favourable outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct written expression to modern business communication.	
Course learning outcomes	Upon the successful completion of this course students will be able to:	
	Competency level	Course learning outcome (CLO)
	R	LO1. Identify the role and process of communication, as well as different communication methods (listening, speaking, writing)
R	LO2. Discuss contemporary trends, opportunities and challenges of communication in the digital-age workplace	

	M	LO3. Effectively perform different types of business communication, including business writings, oral presentation and employment correspondence																																													
Content	<p><i>The description of the contents should clearly indicate the weighting of the content and the level.</i></p> <p>Weight: lecture session (3 hours) Teaching levels: I = Introduced, R = Reinforced and opportunity to practice, M = Mastery</p> <table border="1"> <thead> <tr> <th>Topic</th> <th>Weight</th> <th>Level</th> </tr> </thead> <tbody> <tr> <td>Communicating in the Digital-Age Workplace</td> <td>1</td> <td>I</td> </tr> <tr> <td>Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings</td> <td>1</td> <td>R</td> </tr> <tr> <td>Business Presentations</td> <td>1</td> <td>R, M</td> </tr> <tr> <td>Planning Business Messages</td> <td>0.5</td> <td>I, R</td> </tr> <tr> <td>Organizing and Drafting Business Messages</td> <td>0.5</td> <td>I, R</td> </tr> <tr> <td>Revising Business Messages</td> <td>0.5</td> <td>I, R</td> </tr> <tr> <td>Short Workplace Messages and Digital Media</td> <td>0.5</td> <td>I, R</td> </tr> <tr> <td>Positive Messages</td> <td>1</td> <td>R, M</td> </tr> <tr> <td>Negative Messages</td> <td>1</td> <td>R, M</td> </tr> <tr> <td>Persuasive and Sales Messages</td> <td>1</td> <td>R, M</td> </tr> <tr> <td>Informal Reports</td> <td>1</td> <td>R, M</td> </tr> <tr> <td>Proposals and Formal Reports</td> <td>1</td> <td>I, R</td> </tr> <tr> <td>The Job Search and Resumes in the Digital Age</td> <td>1</td> <td>R, M</td> </tr> <tr> <td>Interviewing and Following Up</td> <td>1</td> <td>R, M</td> </tr> </tbody> </table>		Topic	Weight	Level	Communicating in the Digital-Age Workplace	1	I	Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings	1	R	Business Presentations	1	R, M	Planning Business Messages	0.5	I, R	Organizing and Drafting Business Messages	0.5	I, R	Revising Business Messages	0.5	I, R	Short Workplace Messages and Digital Media	0.5	I, R	Positive Messages	1	R, M	Negative Messages	1	R, M	Persuasive and Sales Messages	1	R, M	Informal Reports	1	R, M	Proposals and Formal Reports	1	I, R	The Job Search and Resumes in the Digital Age	1	R, M	Interviewing and Following Up	1	R, M
Topic	Weight	Level																																													
Communicating in the Digital-Age Workplace	1	I																																													
Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings	1	R																																													
Business Presentations	1	R, M																																													
Planning Business Messages	0.5	I, R																																													
Organizing and Drafting Business Messages	0.5	I, R																																													
Revising Business Messages	0.5	I, R																																													
Short Workplace Messages and Digital Media	0.5	I, R																																													
Positive Messages	1	R, M																																													
Negative Messages	1	R, M																																													
Persuasive and Sales Messages	1	R, M																																													
Informal Reports	1	R, M																																													
Proposals and Formal Reports	1	I, R																																													
The Job Search and Resumes in the Digital Age	1	R, M																																													
Interviewing and Following Up	1	R, M																																													
Examination forms	Short-answer questions, Messages writing questions																																														
Study and examination requirements	<p>Attend more than 80% of class meetings in order to take the final exam (Your name will be called randomly to answer questions during class discussion. If you do not show up to answer the question, you will be marked as absent for that class.)</p> <ul style="list-style-type: none"> . Show respect to the instructor and classmates. . Actively participate in class activities . Fulfil tasks given by instructor after class . Access Blackboard for announcements, assignments, and materials of the course 																																														
Reading list	<p>Main textbooks: Mary Ellen Guffey & Dana Loewy, Essentials of Business Communication, 11th edition, Thompson South Western.</p>																																														

2. Learning Outcomes Matrix (optional)

The relationship between Course Learning Outcomes (CLO) (1-3) and Program Learning Outcomes (PLO) (1-6) is shown in the following table:

CLO	PLO					
	1	2	3	4	5	6
1			X		X	X
2			X		X	X
3			X		X	X

3. Planned learning activities and teaching methods

Week	Topic	CLO	Assessments	Learning activities	Resources

1	Chapter 1: Communicating in the Digital-Age Workplace	2		Lecture	Textbook, Blackboard
2	Chapter 11: Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings	1, 2	Assignment 1	Lecture	Textbook, Blackboard
3	Chapter 12: Business Presentations	1 - 3		Lecture	Textbook, Blackboard
4	Chapter 2: Planning Business Messages Chapter 3: Organizing and Drafting Business Messages	1 - 3		Lecture	Textbook, Blackboard
5	Chapter 4: Revising Business Messages Chapter 5: Short Workplace Messages and Digital Media	1 - 3		Lecture	Textbook, Blackboard
6	Chapter 6: Positive Messages	1-3	Assignment 2	Lecture	Textbook, Blackboard
7	Chapter 7: Negative Messages	1 - 3		Lecture	Textbook, Blackboard
8	Midterm Review	1 - 3	Presentation	Tutorial	
9	Midterm		Examination		
10	Chapter 8: Persuasive and Sales Messages	3	Assignment 3 Presentation	Lecture	Textbook, Blackboard
11	Chapter 9: Informal Reports	3	Presentation	Lecture	Textbook, Blackboard
12	Chapter 10: Proposals and Formal Reports	3	Presentation	Lecture	Textbook, Blackboard
13	Chapter 13: The Job Search and Resumes in the Digital Age	1 - 3	Presentation	Lecture	Textbook, Blackboard
14	Chapter 14: Interviewing and Following Up	3	Presentation	Lecture	Textbook, Blackboard
15	Group Presentation	1 - 3	Presentation		
16	Group Presentation	1 - 3	Presentation		
17	Final exam		Examination		

4. Assessment plan

Assessment Type	CLO1	CLO2	CLO3
Presentation (50%)	A1 65%Pass	A1 65%Pass	A2 65%Pass
Midterm exam (20%)		Q1 65%Pass	Q2 65%Pass
Final exam (30%)		65%Pass	65%Pass

Note: %Pass: Target that % of students having scores greater than 70 out of 100 in the rubric.

5. Rubrics (marking criteria)

6. Critical thinking value rubric for evaluating questions in exams:

	Capstone	Milestone		Benchmark
	4	3	2	1
Explanation of issues	Issue/ problem to be considered critically is stated clearly and described comprehensively, delivering all relevant information necessary for full understanding.	Issue/ problem to be considered critically is stated, described, and clarified so that understanding is not seriously impeded by omissions.	Issue/ problem to be considered critically is stated but description leaves some terms undefined, ambiguities unexplored, boundaries undetermined, and/ or backgrounds unknown.	Issue/ problem to be considered critically is stated without clarification or description.
Evidence <i>Selecting and using information to investigate a point of view or conclusion</i>	Information is taken from source(s) with enough interpretation/ evaluation to develop a comprehensive analysis or synthesis. Viewpoints of experts are questioned thoroughly.	Information is taken from source(s) with enough interpretation/ evaluation to develop a coherent analysis or synthesis. Viewpoints of experts are subject to questioning.	Information is taken from source(s) with some interpretation/ evaluation, but not enough to develop a coherent analysis or synthesis. Viewpoints of experts are taken as mostly fact, with little questioning.	Information is taken from source(s) without any interpretation/ evaluation. Viewpoints of experts are taken as fact, without question.
Influence of context and assumptions	Thoroughly (systematically and methodically) analyzes own and others' assumptions and carefully evaluates the relevance of contexts when presenting a position.	Identifies own and others' assumptions and several relevant contexts when presenting a position.	Questions some assumptions. Identifies several relevant contexts when presenting a position. May be more aware of others' assumptions than one's own (or vice versa).	Shows an emerging awareness of present assumptions (sometimes labels assertions as assumptions). Begins to identify some contexts when presenting a position.
Student's position (perspective, thesis/hypothesis)	Specific position (perspective, thesis/ hypothesis) is imaginative, taking into account the complexities of an issue. Limits of position (perspective, thesis/ hypothesis) are acknowledged. Others' points of view are synthesized within position (perspective, thesis/ hypothesis).	Specific position (perspective, thesis/hypothesis) takes into account the complexities of an issue. Others' points of view are acknowledged within position (perspective, thesis/ hypothesis).	Specific position (perspective, thesis/ hypothesis) acknowledges different sides of an issue.	Specific position (perspective, thesis/ hypothesis) is stated, but is simplistic and obvious.
Conclusions and related outcomes (implications and consequences)	Conclusions and related outcomes (consequences and implications) are logical and reflect student's informed evaluation and ability to place evidence and perspectives discussed in priority order.	Conclusion is logically tied to a range of information, including opposing viewpoints; related outcomes (consequences and implications) are identified clearly.	Conclusion is logically tied to information (because information is chosen to fit the desired conclusion); some related outcomes (consequences and implications) are identified clearly.	Conclusion is inconsistently tied to some of the information discussed; related outcomes (consequences and implications) are oversimplified.

7. Source: Association of American Colleges and Universities

8.

9. Oral communication value rubric for evaluating presentation tasks:

	Capstone	Milestone		Benchmark
	4	3	2	1

Organization	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable and is skillful and makes the content of the presentation cohesive.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable within the presentation.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is intermittently observable within the presentation.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is not observable within the presentation.
Language	Language choices are imaginative, memorable, and compelling, and enhance the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are thoughtful and generally support the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are mundane and commonplace and partially support the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are unclear and minimally support the effectiveness of the presentation. Language in presentation is not appropriate to audience.
Delivery	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation compelling, and speaker appears polished and confident.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation interesting, and speaker appears comfortable.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation understandable, and speaker appears tentative.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) detract from the understandability of the presentation, and speaker appears uncomfortable.
Supporting Material	A variety of types of supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that significantly supports the presentation or establishes the presenter's credibility/ authority on the topic.	Supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that generally supports the presentation or establishes the presenter's credibility/ authority on the topic.	Supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that partially supports the presentation or establishes the presenter's credibility/ authority on the topic.	Insufficient supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make reference to information or analysis that minimally supports the presentation or establishes the presenter's credibility/ authority on the topic.
Central Message	Central message is compelling (precisely stated, appropriately repeated, memorable, and strongly supported.)	Central message is clear and consistent with the supporting material.	Central message is basically understandable but is not often repeated and is not memorable.	Central message can be deduced but is not explicitly stated in the presentation.

10. Source: Association of American Colleges and Universities

11. Date revised: May 01, 2023

**GRADING RUBRIC FOR WRITTEN COURSEWORK
MIDTERM EXAMINATION –
Academic year:**

Criteria	COMPLETELY FAIL Below 30%	INADEQUATE 30% – 49%	ADEQUATE 50% - 69%	ABOVE AVERAGE 70% - 89%	EXEMPLAR Y ≥ 90%
Organisation and clarification	No evidence of organization and coherence	Does not organise ideas logically and with clarification Limited evidence of coherence Ideas lack consistence	Generally organised logically, with evidence of progression Occasionally, there may be a lack of focus or ideas may be tangential	Clear organization and progression. Responds appropriately and relevantly, although some ideas are underdeveloped	Response is focused, detailed and non-tangential. Shows a high degree of attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought regarding the topic

<p>Originality and usefulness of the analysis</p>	<p>Shows no ability to identify issues or a clear inability to gather the facts</p>	<p>Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.</p>	<p>Shows ability to identify issues, gather the facts and develop claims. Argument are addressed well but no links with evidence</p>	<p>Shows strong ability to identify issues, gather the fact and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained</p>	<p>Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported</p>
<p>Use of data/information</p>	<p>Shows no effort to incorporate information from primary and secondary sources</p>	<p>Shows little information from sources. Poor handling of sources</p>	<p>Shows moderate amount of source information incorporated. Some key points supported by sources. Quotations may be poorly integrated into paragraphs. Some possible problems with source citations</p>	<p>Draws upon sources to support most points. Some evidence may not support arguments or may appear where inappropriate. Quotations integrated well into paragraphs. Sources cited correctly</p>	<p>Draws upon primary and secondary source information in useful and illuminating ways to support key points. Excellent integration of quoted material into paragraphs. Source cited correctly</p>
<p>Use of frameworks</p>	<p>Shows no effort to structure problems in correspondence to theoretical frameworks</p>	<p>Shows limited ability to structure problems in correspondence to theoretical frameworks</p>	<p>Shows effort to link problems with the theoretical frameworks. There are still some mistakes</p>	<p>Shows ability to structure problems in correspondence to theoretical frameworks correctly. Minor mistakes in resolving problems</p>	<p>Shows ability to structure problems in correspondence to theoretical frameworks correctly. The problems are well resolved</p>
<p>Quality of arguments</p>	<p>Shows no effort to construct logical arguments. Fails to support analysis</p>	<p>Shows little attempt to offer support for key claims or to relate evidence to analysis. Reasons offered are irrelevant.</p>	<p>Shows argument of poor quality. Weak, undeveloped reasons are offered to support key claims</p>	<p>Shows clear, relevant and logical arguments.</p>	<p>Shows identifiable, reasonable and sound arguments. Clear reasons are offered to support key claims.</p>

Ho Chi Minh City, 25/08/2023

Dean of School of Business

A handwritten signature in blue ink, appearing to be 'HMT', is centered on the page.

Hà Minh Trí



**VIETNAM NATIONAL UNIVERSITY
HCMC
INTERNATIONAL UNIVERSITY**
School of Business

COURSE SYLLABUS

**Course Name: Entrepreneurship and Small Business
Management**

Course Code: BA154IU

1. General information

Course designation	<i>This course aims to provide a hands-on introduction to the scalable venture creation process for students with a strong interest in entrepreneurship. The course is designed for a variety of student interests. It directly addresses the concerns of students wanting to become entrepreneurs in the near or more distant future. It is also useful to anyone who expects to be interacting with entrepreneurs in their business careers. Finally, this course is useful for anybody with a curious mind and a willingness to combine serious analysis with creative thinking.</i>							
Semester(s) in which the course is taught	1, 2,3							
Person responsible for the course	Nguyen Vo Hien Chau, MBA.							
Language	English							
Relation to curriculum	Elective							
Teaching methods	Lecture, project, discussion, presentation.							
Workload (incl. contact hours, self-study hours)	(Estimated) Total workload: 135 Contact hours (please specify whether lecture, class discussion, project preparation.): 45 Private study including examination preparation, specified in hours: 90							
Credit points	3							
Required and recommended prerequisites for joining the course	None							
Course objectives	After studying this course, the students would be able to build on personal as well as external resources with a view to successfully launching and subsequently managing their enterprises. They would have not only a definite idea as to which support/developmental agency to look up to and for what purpose, but also the necessary know-how and wherewithal for accessing their help. They would have basic skills in operations, finance, marketing, and human resource management.							
Course learning outcomes	<p>Upon the successful completion of this course students will be able to:</p> <table border="1" style="width: 100%;"> <tr> <td style="width: 20%;">Competency level</td> <td>Course learning outcome (CLO)</td> </tr> <tr> <td>Knowledge</td> <td>CLO1. Describe overall startup business knowledge.</td> </tr> <tr> <td>Skill</td> <td>CLO2: Analyze various new business options in order to choose appropriate startup idea.</td> </tr> </table>		Competency level	Course learning outcome (CLO)	Knowledge	CLO1. Describe overall startup business knowledge.	Skill	CLO2: Analyze various new business options in order to choose appropriate startup idea.
Competency level	Course learning outcome (CLO)							
Knowledge	CLO1. Describe overall startup business knowledge.							
Skill	CLO2: Analyze various new business options in order to choose appropriate startup idea.							

		CLO3: Prepare a plan to call for funding with a complete written business plan and pitching presentation																																							
	Attitude	CLO4. Display entrepreneurship spirit from a curious mind and a willingness to combine serious analysis with creative thinking.																																							
Content	<p><i>The description of the contents should clearly indicate the weighting of the content and the level.</i></p> <p>Weight: lecture session (3 hours) Teaching levels: I (Introduce); T (Teach); U (Utilize)</p> <table border="1"> <thead> <tr> <th>Topic</th> <th>Weight</th> <th>Level</th> </tr> </thead> <tbody> <tr> <td>Foundation of Entrepreneurship</td> <td>2.5</td> <td>I, T</td> </tr> <tr> <td>Creative and Innovation: Key to Entrepreneurial success</td> <td>2.5</td> <td>I, T, U</td> </tr> <tr> <td>Conducting a Feasibility Analysis and Designing a business model</td> <td>5</td> <td>T, U</td> </tr> <tr> <td>Crafting a business plan and building a solid strategic plan</td> <td>2.5</td> <td>T, U</td> </tr> <tr> <td>Building a powerful bootstrap marketing plan</td> <td>2.5</td> <td>T, U</td> </tr> <tr> <td>Pricing Strategy</td> <td>2.5</td> <td>T, U</td> </tr> <tr> <td>Ecommerce and the entrepreneur</td> <td>2.5</td> <td>T, U</td> </tr> <tr> <td>Creating a successful financial plan and managing cash flow</td> <td>2.5</td> <td>T, U</td> </tr> <tr> <td>Source of financing: finance vs debt</td> <td>2.5</td> <td>I, T, U</td> </tr> <tr> <td>Choosing the right location and layout</td> <td>2.5</td> <td>T, U</td> </tr> <tr> <td>Buying an existing business</td> <td>1</td> <td>T</td> </tr> <tr> <td>Franchising and entrepreneur</td> <td>1</td> <td>T</td> </tr> </tbody> </table>		Topic	Weight	Level	Foundation of Entrepreneurship	2.5	I, T	Creative and Innovation: Key to Entrepreneurial success	2.5	I, T, U	Conducting a Feasibility Analysis and Designing a business model	5	T, U	Crafting a business plan and building a solid strategic plan	2.5	T, U	Building a powerful bootstrap marketing plan	2.5	T, U	Pricing Strategy	2.5	T, U	Ecommerce and the entrepreneur	2.5	T, U	Creating a successful financial plan and managing cash flow	2.5	T, U	Source of financing: finance vs debt	2.5	I, T, U	Choosing the right location and layout	2.5	T, U	Buying an existing business	1	T	Franchising and entrepreneur	1	T
Topic	Weight	Level																																							
Foundation of Entrepreneurship	2.5	I, T																																							
Creative and Innovation: Key to Entrepreneurial success	2.5	I, T, U																																							
Conducting a Feasibility Analysis and Designing a business model	5	T, U																																							
Crafting a business plan and building a solid strategic plan	2.5	T, U																																							
Building a powerful bootstrap marketing plan	2.5	T, U																																							
Pricing Strategy	2.5	T, U																																							
Ecommerce and the entrepreneur	2.5	T, U																																							
Creating a successful financial plan and managing cash flow	2.5	T, U																																							
Source of financing: finance vs debt	2.5	I, T, U																																							
Choosing the right location and layout	2.5	T, U																																							
Buying an existing business	1	T																																							
Franchising and entrepreneur	1	T																																							
Examination forms	Multiple-choice questions, Essay Questions, Business Plan.																																								
Study and examination requirements	<p>Attendance: A minimum attendance of 80 percent is compulsory for the class sessions. Students will be assessed on the basis of their class participation. Questions and comments are strongly encouraged.</p> <p>Assignments/Examination: Students must have more than 50/100 points overall to pass this course.</p>																																								
Reading list	<p><u>Textbook:</u> [1] Norman M. Scarborough. 2019. <i>Essentials of Entrepreneurship and Small Business Management</i>, 9th edition, Pearson.</p> <p><u>Reference Books:</u> [2] Alexander Osterwalder & Yves Pigneur. 2010. <i>Business Model Generation</i>, Wiley. [3] Alexander Osterwalder & Yves Pigneur. 2010. <i>Value Proposition Design</i>, Wiley. [4] Robert A. Baron, Scott A. Shane, and A. Rebecca Reuber. 2008. <i>Entrepreneurship</i>, 1st edition, Thomson. [5] Richard Dorf, Thomas Byers. 2006. <i>Technology Ventures, From Idea to Enterprise</i>, 2nd edition, McGraw Hill.</p>																																								

2. Learning Outcomes Matrix (optional)

The relationship between Course Learning Outcomes (CLO) (1-4) and Program/Student Learning Outcomes (PLO) (1-6) is shown in the following table:

CLO	PLO						
	1	2	3	4	5	6	7
1	x						
2		x		x			
3			x		x	x	x
4						x	

3. Planned learning activities and teaching methods

Week	Topic	CLO	Assessments	Learning activities	Resources
1	The Foundations of Entrepreneurship	1	<p>Discussion 1: 1. Search through recent business publications (especially those focusing on small companies) and find an example of an entrepreneur, past or present, who exhibits the entrepreneurial spirit of striving for success in the face of failure. 2. Do you want to become an entrepreneur? Why? Prepare a brief report for your class (300 words).</p>	Lecture, Discussion,	[1]
2	Creative and Innovation: Keys to Entrepreneurial success	1,4	<p>Discussion 2: Find an easily available product (for example, a pen). Think of all the creative ways the product can be used. You need to prepare at least 10 alternative uses including unconventional methods for that particular product.</p>	Lecture, Discussion,	[1]
3-4-5	Conducting a Feasibility analysis and designing a business model	1,2	<p>Discussion 3: 1. Five Forces Model of Highlands Coffee. 2. Value Proposition Canvas of Grab Car/bike 3. Business Model Canvas of Grab Car/bike</p> <p>Feasibility Analysis Presentation: Each group will choose 01 new start up business (already started up by someone else) and conduct a feasibility analysis. Please note that the business you choose should be established less than 5 years.</p> <p>It's up to you to choose which industry and which company to analyze, but to save time, you can choose the business in the same industry with your business idea. The presentation should have three main parts:</p>	Lecture, Discussion, Group presentation	[1] [2]

			<p>1.Introduction of the business (Its name, Founder, Product/Service, Established year, Business size, current situation)</p> <p>2. A feasibility analysis includes: -Industry and Market feasibility -Product or Services feasibility -Financial Feasibility</p> <p>3.Discussion: your group opinion about the success/failure, challenge, and opportunity of the business.</p>		
6	Crafting a Business Plan and Building a solid strategic plan	1,3	<p><u>Class Discussion:</u></p> <p>1. Advantages and Disadvantages of SWOT analysis</p> <p>2. Prepare a competitive profile matrix for Shopee. Choose 1 of your favorite company. Find at least 4 of its competitors. Put all of them in a Positioning map</p>	Lecture, Discussion,	[1][2][3]
7	Building a powerful bootstrap marketing plan	1,3	<p><u>Discussion 5:</u> Select 2 businesses (1 large and 1 small) and play the role of “Mystery shopper”</p> <p>1.How would you rate their service, quality, and convenience of each of the businesses based on your mystery shopper experience?</p> <p>2.Compare and contrast the staff at the two stores based on how helpful, friendly, professional, and courteous they were to you during your mystery shopper visits?</p> <p>3. How would you describe each company’s competitive advantage based on your mystery shopper visits?</p>	Lecture, Discussion,	[1][2][3]
8	Pricing strategy	1,3	<p><u>Discussion 6:</u> Apple Inc. dominates the market for tablets with its line of iPads, which currently includes the classic iPad, the iPad Mini, and the iPad Air. Because the company constantly introduces new models and features, it also adjusts prices on these popular devices. Use the Web to research the history of the iPad and write a brief summary of Apple’s pricing strategy on its tablet. Which products compete with the iPad?</p>	Lecture, Discussion,	[1]
9,10	Midterm				
11	E-commerce and the entrepreneur	1,2,3	<p><u>Discussion 7:</u> Select one online company with which you are familiar and visit their Web sites. What percentage of them have privacy policies posted on their sites? View the Web site and provide comments based on what you have studied in this chapter. Does the Web site follow the techniques of designing a killer Web site? You may provide some suggestions to the business owner for improvement.</p>	Lecture, Discussion, HW	[1]

12	Creating a successful financial plan	1,3	<p>Discussion 8:</p> <p>1. Find a publicly held company of interest to you that provides its financial statements on the Web. You can conduct a Web search using the company's name, or you can find lists of companies at the Securities and Exchange Commission's EDGAR database or visit AnnualReports.com to download the annual report of a company that interests you.</p> <p>2. Analyze the company's financial statements by calculating the first 3 ratios covered in this chapter and compare these ratios to industry averages found in RMA's <i>Annual Statement Studies, Bizminer</i>, or one of the other financial analysis resources found in your library.</p> <p>3. Do you spot any problem areas in the company's financials?</p> <p>4. What are the financial strengths of the company?</p>	Lecture, Discussion, HW	[1]
12,13	Managing cash flow	1,2,3	Make a cash flow management for your monthly expense.	Lecture, Exercise	[1]
13	Sources of Financing: Equity vs Debt	1,3,4	<p>Discussion 9:</p> <p>Interview or find an article on the internet several local business owners about how they financed their businesses. (you can easily find it in Shark Tank TV Show or other sources)</p> <p>1. Where did the initial capital come from for the small business owners you interviewed/or found?</p> <p>2. Ask the small business owners or find in the article how much money they needed to launch their businesses.</p> <p>3. Ask the small business owners how they raised the additional capital they needed to start their businesses.</p> <p>4. Ask the small business owners about any advice they might offer others seeking capital? (if applicable)</p>	Lecture, Discussion, HW	[1]
14	Choosing the right location and layout	1,3	<p>Discussion 10: What factors should a seafood processing plant, a beauty shop, and an exclusive jewelry store consider in choosing a location? List factors for each type of business</p>	Lecture, Discussion,	[1]
15	Buying an existing business	1,2,4		Lecture, Discussion	[1]
15	Franchising and the Entrepreneur	1,2,4		Lecture, Discussion	[1]
15	Business Plan Review	1,2,3,4	Written Plan: Length and Style: 6,000 words (+-10%), excluding footnotes, figures and references. The format for	Review, Q&A	

			<p>assignments is to be 1.5 spaced with 2.5 cm margins and font size of 12 cpi. Please show the word count, along with all other details on the cover sheet.</p> <p>The business plan will be assessed for analytical content and presentation. The business plan must be submitted before presented. Peer reviews to evaluate each member's contribution to the group work and define your final grade. All work must be original and must not have been submitted for any other subject or course here or elsewhere. Copying or plagiarizing works of other authors, including your fellow students or cutting and pasting from the internet and other sources is an offence and will be seriously penalized.</p> <p>Final Presentation: Duration: 10 minutes presentation + 5 minutes Q&A Please present as if you were in a business idea competition or finding funds for your business. BE PROFESSIONAL!</p>		
16,17	Business Plan Presentation	3,4			

4. Assessment plan

Assessment Type	CLO1	CLO2	CLO3	CLO4
In-Class presentation (10%)	Feasibility Analysis 70% Pass	Feasibility Analysis 70% Pass		
Homework (15%)	HW 70%Pass	HW 70%Pass		
Midterm exam (20%)	Q: 1-40 70% Pass			
Business Plan (55%)	Written Plan 70% Pass	Written Plan 70%Pass	Written Plan & presentation 70%Pass	Written Plan 70%Pass

Note: %Pass: Target that % of students having scores greater than 70 out of 100.

5. Rubrics (optional)

1. Grading checklist

Grading checklist for Written Plan			
Student:	HW/Assignment:		
Date:	Evaluator:		
	Max.	Score	Comments
Technical content (90%)			
Executive Summary	5		

Product/Service Feasibility	15		
Business Strategy and Competitor Analysis	30		
Marketing Strategy	15		
Financial Plan	15		
Implementation Plan	10		
Presentation (10%)			
Clear, attractive, and persuasive presentation	5		
Professional attitude	5		
TOTAL SCORE	100		

2. Holistic rubric

Note: this rubric is also used to evaluate questions in an exam.

3. Analytic rubric

Critical thinking value rubric for evaluating questions in exams:

Source: Association of American Colleges and Universities

	Understanding steps, framework to make a business plan. (20%)	Applying realistic research to develop a complete business plan (40%)	Entrepreneurial Mindset (40%)
Excellent A (85+)	Excellent depth of understanding of key steps and theoretical framework to make a complete business plan.	Excellent applying key steps and theoretical framework demonstrated by in depth and realistic research to complete the business plan. Excellent use of citations to range of significant data sources.	Excellent describe and communicate the unique features and benefits of the product or service brought to the market and well define the product/service USP. Effectively describe the market in which the business intends to compete, Identifies the resources necessary from producing to delivering the product/service with realistic and competitive strategy, as well as highlighting the expertise of the individual(s) within the business and identifying any 'gaps' and appropriate measures to resolve these issues.
Good B (75-85)	Good understanding of key steps and theoretical framework to make a complete business plan.	Good applying key steps and theoretical framework demonstrated by in depth and realistic research to complete the business plan. Good use of citations to a wide range of significant data sources.	Good describe and communicate the unique features and benefits of the product or service brought to the market and well define the product/service USP. Good describe the market in which the business intends to compete, Identifies the resources necessary from producing to delivering the product/service with realistic and competitive strategy, good attempt to highlight the expertise of the individual(s) within the business and identifying any 'gaps' and appropriate measures to resolve these issues.
Above Average C (60-74)	Appropriate understanding of key steps and theoretical framework to make a complete business plan.	Appropriate applying key steps and theoretical framework demonstrated by in depth and realistic research to complete the business plan. High-	High-level of describe and communicate the features and benefits of the product or service brought to the market and define the product/service USP. Appropriate describe the market in which the business intends to compete, good measurement to

		level use of citations to significant data sources.	identify the 'gaps' and appropriate measures to implement the plan.
Average D (50-59)	Some understanding of key steps and theoretical framework to make a complete business plan.	Reasonable applying key steps and theoretical framework with some Realistic research complete the business plan. Some use of citations to significant data sources.	Some effort to describe and communicate the features and benefits of the product or service brought to the market and define the product/service USP. Some understanding and measurement to identify the 'gaps' and appropriate measures to implement the plan.

Oral communication value rubric for evaluating presentation tasks:

Source: Association of American Colleges and Universities

	Capstone	Milestone		Benchmark
	4	3	2	1
Organization	<i>Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable and makes the content of the presentation cohesive.</i>	<i>Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable within the presentation.</i>	<i>Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is intermittently observable within the presentation.</i>	<i>Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is not observable within the presentation.</i>
Language	<i>Language choices are imaginative, memorable, and compelling, and enhance the effectiveness of the presentation. Language in presentation is appropriate to audience.</i>	<i>Language choices are thoughtful and generally support the effectiveness of the presentation. Language in presentation is appropriate to audience.</i>	<i>Language choices are mundane and commonplace and partially support the effectiveness of the presentation. Language in presentation is appropriate to audience.</i>	<i>Language choices are unclear and minimally support the effectiveness of the presentation. Language in presentation is not appropriate to audience.</i>
Delivery	<i>Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation compelling, and speaker appears polished and confident.</i>	<i>Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation interesting, and speaker appears comfortable.</i>	<i>Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation understandable, and speaker appears tentative.</i>	<i>Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) detract from the understandability of the presentation, and speaker appears uncomfortable.</i>
Supporting Material	<i>A variety of types of supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that significantly supports the presentation or establishes the presenter's credibility/ authority on the topic.</i>	<i>Supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that generally supports the presentation or establishes the presenter's credibility/ authority on the topic.</i>	<i>Supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that partially supports the presentation or establishes the presenter's credibility/ authority on the topic.</i>	<i>Insufficient supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make reference to information or analysis that minimally supports the presentation or establishes the presenter's credibility/ authority on the topic.</i>
Central Message	<i>Central message is compelling (precisely stated, appropriately repeated, memorable, and strongly supported.)</i>	<i>Central message is clear and consistent with the supporting material.</i>	<i>Central message is basically understandable but is not often repeated and is not memorable.</i>	<i>Central message can be deduced but is not explicitly stated in the presentation.</i>

Ho Chi Minh City, 25/08/2023

Dean of School of Business

A handwritten signature in blue ink, appearing to be 'HMT', is centered on the page.

Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BA153IU
Internship

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Lecturer:

Room:
Telephone: 08 22114034
E-mail:
Consultation Hours:

Teaching Assistant: TBA
Room: TBA
Telephone: TBA
E-mail: TBA
Consultation Hours: TBA

Should the students wish to meet the staff outside the consultation hours, they are advised to make appointment in advance.

2. INTERNSHIP INFORMATION

1.

2. 2.1 Internship times and Locations

3.

Time: TBA
Venue: TBA

1.

2. 2.2 Units of Credit

3.

This internship is worth 3 credits.

2.3 Relationship of this course to others

This internship is obligatory in the BBA program. The internship is a prerequisite before fulfilling a thesis. Students must pass the internship in order to register for the thesis. It is recommended that students apply the internship after completing the first two years at the university.

This internship utilizes the concepts, definitions and knowledge of the courses that the students have learned for their program major business administration, finance and banking.

2.4 Approach to the internship

Employing the interactive learning and problem-based approach, the internship emphasizes the interaction between internship mentor and student. The student will seek to obtain required materials and information, including job description, organization profiles, progress/performance reports, etc. from the organization where the internship is taking place to fully understand the context, nature of the work being conducted, organizational structure and other relationships in order to facilitate the internship. Students will update and discuss with both the internship mentor and lecturer responsible for the internship on a regular basis with regard to the progress and effectiveness of the work being undertaken.

2.5 Role of lecturer

To assist in the success of the internship, the lecturer has the responsibility to maintain close communication with the internship mentor at least four times during the internship. Communication can be in the form of a face-to-face meeting, phone call, email exchange, meeting via Zoom, Google Meet, MS Team and/or other relevant media. The objective is to ensure the internship is successful and our students can maximize their benefits and performance.

3. COURSE AIMS AND OUTCOMES

3.1 Internship Aims

In order to gain practical working experiences, School of Business requires students to attend an internship program. This internship allows students to apply knowledge and skills acquired from learning at the university to practise and solve real industry problems. This is an opportunity for students to apply what they have learned into the real-world context. This will help students to consolidate their learning and experience professionalism in actual context as a good preparation for future career. Specifically, the internship will aim at the following objectives:

- Assist students' development of employer-valued skills such as teamwork, communications and attention to details.
- Expose students to real life environment and expectations of performance in professional career.
- Enhance and/or expand students' knowledge and skills by practising them in real life context.
- Expose the students to professional role models or mentors who will provide the student with support in the early stages of career path and provide an example of the behaviors expected in the intern's workplace.

3.2 Course Learning Outcomes

After completing the internship, students should have developed following learning outcomes

Competency level	Course learning outcomes
R	CLO1. Consolidating theoretical knowledge that have been taught into practice
R	CLO2. Employ new professional skills
R	CLO3: Observe and participate in business operations and decision-making.
R	CLO4 Meet professional role models and potential mentors who can provide guidance, feedback, and support.
R	CLO5. Expand network of professional relationships and contacts
R	CLO 6 Develop a solid work ethic as well as a commitment to ethical conduct and social responsibility

1. Learning Outcomes Matrix (optional)

The relationship between Course Learning Outcomes (CLO) (1-5) and Program Learning Outcomes (PLO) (1-6) is shown in the following table:

CLO	PLO									
	1	2	3	4	5	6	7	8	9	10
1	x						x	x	x	x
2			x							
3	x	x	x				x	x	x	x
4	x						x	x	x	x
5			x		x					
6				x		x				

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least 32 full working days during the entire internship period. This time should be made up of reading, research, working on tasks in agreement and allocated by the student's mentor.

4.2 Attendance

Regular and punctual attendance at the place where the internship is taken place is expected. University regulations indicate that if students receive complaints in writing from the student's mentor, their internship may be considered a failure.

4.3 General Conduct and Behaviour

The students are expected to behave well and respect the culture as well as the internship mentor and staff members at the workplace.

4.4 Keeping informed

The students should maintain regular communications with both the students' internship mentor and lecturer. The university lecturer responsible for the internship will maintain close communication with the student's internship mentor to exchange information and discuss how to improve students' performance for the internship. Within the first week of the internship period, students will have the responsibilities to provide contact details of the internship mentor to the secretary of School of Business responsible for the internship for communication.

4.5 Reporting

Every student is required to write an Internship Report upon completion of their internship. This report is shared with the internship mentor and lecturer for approval. Reports usually go through multiple rounds of revision in collaboration with the internship mentor and the lecturer. This is to be a formal report that could be shared with others at the internship site.

The Internship Report serves multiple purposes:

- Help the student develop written communication skills.
- Serve as an archival record of the internship experience.
- Give the student an opportunity to reflect on the professional aspects of the internship experience and the skills that were learned.
- Allow the student to describe the science content of the internship.
- Have the student to reflect on the initial goals of the internship and how they were (or were not) achieved during the internship.

Each Internship Report will follow the format described in the appendix.

5. INTERNSHIP ASSESSMENT

5.1 Formal Requirements

In order to pass this internship, the students must:

- Prepare the internship assessment (using eval_intern form below). Have it approved by the student's internship mentor. This assessment is a must to be attached in the internship report. Failure to do this properly means a failure of the entire internship.
- Maintain at least four meetings (in person or email/phone communication) with appointed lecturer using meeting minutes form below; and
- Prepare an internship report as outlined in the appendix for marking.

5.2 Marking assessment plan

Assessment Type	CLO1	CLO2	CLO3	CLO4	CLO5	CLO6
Individual written report	70% Pass	70% Pass	70% Pass	70% Pass	70% Pass	70% Pass

Note: Target that 70% of students having scores greater than 80 out of 100.

See appendix for report structure and marking scales. To pass the internship, students must achieve at least 50 points out of a total 100 points.

5.3 Special Consideration

Request for special consideration (in the case of force majeure) must be made to the Office of Academic Affairs. The Office will consider on the case-by-case basis.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of your internship and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for report writing.

The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.

Criteria for acceptance of final report in this regard is that the similarity index must be lower or equal 20% of total sources and lower or equal 2% for single source.

Appendix: Outline for Internship Report

Word length: Minimum 10 pages, maximum 20 pages (excludes Cover page, Reference list & Appendices)

1. First Page (Cover page)

First page should display: Student name and surname, internship start and finish dates, number of internship days, type of internship (marketing, finance, production, or design and development, etc.), company/institution name.

2. A Brief Executive Summary of the Internship (5%)

A one page summary of the company/institution and a short account of the major activities carried out during the internship period.

3. Description of the company/institution (10%)

This section should provide following information:

- The full title of the company/institution; Give a brief history of the company, full mailing address and relevant web links.
- The type of ownership of the company/institution; State the main shareholders.
- The sector that the company/institution operates in; Specify the products and services produced and offered to its customers.
- Who are regarded as the customers of your internship company/institution (consider the end users, retailers, other manufacturers, employees, etc.)?
- Provide an organization chart of the company, along with information on the number of employees.
- Describe the main responsible of different functions in the company
- Provide the information of performance of the company (financial status, sales, market share, growth rate, etc.) and discuss about the development trend of the company.

4. Internship activities/ Description of a specific functional department (35%)

This section should provide following information:

- Present the activities that student performed during the internship period in a specific functional department
- Describe the activities of the department and the role of the department to the company
- Evaluate the performance of the department
- Analyze and discuss about some problems of the department
- Suggest measures to overcome the problems (if any) or to improve the situation
- Describe the working environment and the company's corporate culture

5. An assessment of the internship (as specific as possible) (35%)

In this section you should answer the following questions

- What skills and qualifications you think that you have gained from the internship? (5%)
- What have you actually learned (before vs. after the internship) and in comparison to your expectations? (5%)
- How do you think the internship will influence your future career plans? (5%)
- How do you think the internship activities that you carried out are correlated with your classroom knowledge? (5%)
- What subjects/topics could have been taught/offered for a successful internship? Why? (5%)

- What lessons have you learned from the internship? What would you suggest for improvements in terms of (1) School of Business, (2) the organization where you experienced your internship, and (3) yourself (10%)

6. Conclusion of the report (5%)

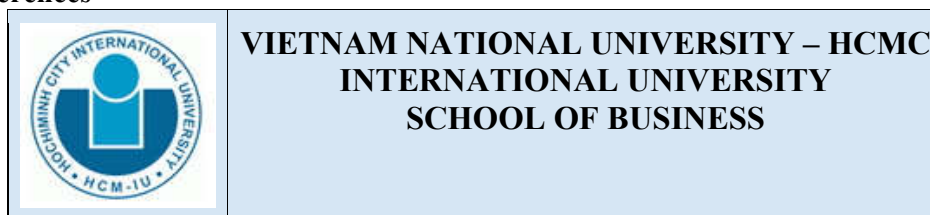
This section should include:

- A summary of key conclusions derived from the internship experience.
- General observations about the sector in which your internship company/institution operates

8. Appendices and supplementary material (charts, graphs, pictures, computer codes, etc.)

9. Student Internship Evaluation (10%) (as the form provided in the next page, should be include the comments of your mentor at the company (in either Vietnamese or English is fine), mentor's signature, company's stamp. Please note that you are recommended to give this paper to the company at least a week before the deadline of internship report so that you can have it back on time.)

10. References



Student Internship Evaluation Bảng Đánh giá Sinh viên Thực tập

Company (Công ty):

(Phòng ban):

Company Address (Địa chỉ Công ty):

Mentor Name (Người Giám sát):

Mentor Email (Địa chỉ email):

Intern Name (Sinh viên Thực tập):

thực tập):

Division/Department

Title (Chức vụ):

Tel (Điện thoại):

Intern Period (Thời gian

Ranking: Excellent = 5, Good = 4, Fair = 3, Poor = 2, NO = Not Observe = 1.

Xếp loại: Xuất sắc = 5, Tốt = 4, Trung bình = 3, Kém = 2, Không thực tập = 1.

No.		1	2	3	4	5
1	Attitude and Manner of working (Thái độ và tác phong làm việc)					
1	Willingness to learn (Sẵn sàng học hỏi)					
2	Responsibility. (Có tinh thần trách nhiệm)					
3	Showed ethical behavior (Cư xử đúng mực)					

No.		1	2	3	4	5
4	Punctual <i>(Đảm bảo giờ giấc làm việc theo quy định)</i>					
5	Dressed appropriately <i>(Trang phục phù hợp)</i>					
II	Knowledge & Skills (Kiến thức và Kỹ năng)					
6	Knowledge adapt to job's requirement <i>(Kiến thức đáp ứng yêu cầu công việc)</i>					
7	Team working skills <i>(Kỹ năng làm việc nhóm)</i>					
8	Planning and organizational skills <i>(Kỹ năng tổ chức và hoạch định)</i>					
9	Critical thinking skills <i>(Tư duy phân tích)</i>					
10	Problem solving skills <i>(Kỹ năng giải quyết vấn đề)</i>					
11	Computer skills <i>(Kỹ năng tin học)</i>					
12	Oral communication skills <i>(Kỹ năng giao tiếp)</i>					
13	Written communication skills <i>(Kỹ năng giao tiếp bằng văn bản)</i>					
14	Conflict management skills <i>(kỹ năng giải quyết xung đột/mâu thuẫn)</i>					
15	Time management skills <i>(Kỹ năng quản lý thời gian)</i>					
16	Listening skills <i>(Kỹ năng nghe hiểu)</i>					
17	Presentation and public speaking <i>(Kỹ năng thuyết trình và nói trước đám đông)</i>					
18	Leadership skills <i>(Kỹ năng lãnh đạo)</i>					
III	Professional Abilities (Năng lực Làm việc)					
19	Effectively performed assignments <i>(Hoàn thành tốt nhiệm vụ được giao)</i>					
20	Ability to gather and analyze information for creative problem-solving <i>(Có thể thu thập và phân tích thông tin để đề xuất giải pháp sáng tạo)</i>					

No.		1	2	3	4	5
21	Applied learned knowledge/skills to work (<i>áp dụng kiến thức đã học vào công việc</i>)					
22	Ability to evaluate oneself, modify behavior and meet performance obligations (<i>Có thể tự đánh giá, điều chỉnh hành vi làm việc để hoàn thành nhiệm vụ</i>)					
23	Ability to influence and support others to perform complex tasks (<i>Có thể tác động và hỗ trợ người khác hoàn thành công việc phức tạp</i>)					
24	Ability to sustain a positive impression and confidence (<i>Có thể tạo ấn tượng tích cực và duy trì sự tự tin</i>)					

IV. Overall satisfaction of intern's performance

(*Mức độ hài lòng chung về sự thể hiện công việc của sinh viên thực tập*)

Rất không hài lòng Không hài lòng Trung lập 4. Hài lòng 5. Rất hài lòng

V. Overall perception of BA school of IU

(*Cảm nhận chung của doanh nghiệp về khoa quản trị kinh doanh Trường ĐH Quốc Tế - TP.HCM*)

Rất yếu kém Yếu kém Trung lập Tốt Rất tốt

25. List of Intern's major duties:

(*Trách nhiệm và công việc cụ thể của SV thực tập*)

26. Intern's strengths and areas of performance to develop:

(*Điểm mạnh và lĩnh vực SV cần bồi dưỡng thêm*)

27. Comments or suggestions for the School of Business' internship program:

(*Nhận xét hoặc đề nghị về chương trình thực tập của khoa QTKD*)

28. Would you recommend this student for further internship work or consider hiring him/her for a vacant position in your company?

(Anh/Chị/Quý công ty có đề nghị SV này cho lần thực tập sau hoặc xem xét để tuyển dụng SV này vào làm việc tại công ty không?)

Mentor Signature (*Chữ ký Người Giám sát*):
giá:

Evaluation Date (*Ngày đánh giá*):

The intern Signature (*Chữ ký Sinh viên Thực tập*):

Students return this form to:
(Vui lòng chuyển bảng đánh giá này về)

Lecturer Meeting Form

Name	Student number
This form is to assist students and lecturer to manage agreed outline of actions and to signpost students to the support offered during the internship	
Meetings: You have the opportunity to have up to 4 meetings with your lecturer. Please note: It is your responsibility to arrange meetings. Please mark with an ξ for which meeting this form addresses and the date	
Meeting 1 π Date	Meeting 2 π Date
Meeting 3 π Date	Meeting 4 π Date
Preparation for meeting Outline your preparation for this meeting:	
Agreed action points from the meeting between yourself and your lecturer Identify a clear set of next steps and set yourself deadlines for accomplishment. Please list comments offered by mentor and what actions you took in response [formative feedback]:	

Date of next meeting:	Lecturer's signature with full name
-----------------------	-------------------------------------

GRADING RUBRIC FOR INTERNSHIP REPORT – Academic year: 2022 – 2023 (term ...)

Criteria	ADEQUATE 50% - 69%	GOOD 70% - 79%	EXEMPLARY ≥ 80%
Company Profile, summary and conclusion (20%)	Moderately presented. Few of the key elements are not highlighted	Satisfactory presented. Fairly highlighted the key elements	Excellent presented. Key elements are excellently highlighted
Department activities and issues identification (35%)	Shows ability to identify issues, gather the facts and develop claims. Arguments are addressed well but no links with evidence	Shows good ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained	Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Excellent solutions are offered and supported
Self reflection (Assessment of the internship) (35%)	Demonstrates a general reflection and personalization of the assessment	Demonstrates a satisfactory reflection and personalization of the assessment	Demonstrates an in depth reflection and personalization of the assessment

Evaluation of firm's mentor (10%)	Average evaluation	Good evaluation	Excellent evaluation
--	---------------------------	------------------------	-----------------------------

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí



**VIETNAM NATIONAL UNIVERSITY
HCMC
INTERNATIONAL UNIVERSITY**
School of Business

**COURSE SYLLABUS
LOGISTIC AND SUPPLY CHAIN MANAGEMENT
BA022IU**

1. General information

Course designation	<i>This course aims to help students to understand the definitions of Logistics and Supply Chain and develop an understanding the concept and key points of Supply Chain Management.</i>	
Semester(s) in which the course is taught	Semester 1 of the 4 th year	
Person responsible for the course	TBA	
Language	English	
Relation to curriculum	Compulsory	
Teaching methods	<i>Lecture, presentation, assignment, discussion, report, field trip</i>	
Workload (incl. contact hours, self-study hours)	<i>(Estimated) Total workload: 135 Contact hours (please specify whether lecture, exercise, laboratory session, etc.): 45 Private study including examination preparation, specified in hours: 90</i>	
Credit points	3	
Required and recommended prerequisites for joining the course	Production and Operations Management	
Course objectives	The objective of this course is to enable students understand the importance and dynamics of a firm's physical distribution functions and management of its supply chain.	
Course learning outcomes	Upon the successful completion of this course students will be able to:	
	Competency level	Course learning outcome (CLO)
	Knowledge	CLO1. Explain the components that help to organize and assign individuals or groups to work together to effectively manage the supply chain or solve logistical problems arising from day-to-day business activities

	<table border="1"> <tr> <td>Skill</td> <td>CLO2. Explain basic skills and the holistic picture of logistics and supply chain management CLO3. Practice skills and knowledge of global citizens in the context of logistics and supply chain management</td> </tr> <tr> <td>Attitude</td> <td>CLO4. Apply the ethical requirements of business activities in logistic management</td> </tr> </table>	Skill	CLO2. Explain basic skills and the holistic picture of logistics and supply chain management CLO3. Practice skills and knowledge of global citizens in the context of logistics and supply chain management	Attitude	CLO4. Apply the ethical requirements of business activities in logistic management				
Skill	CLO2. Explain basic skills and the holistic picture of logistics and supply chain management CLO3. Practice skills and knowledge of global citizens in the context of logistics and supply chain management								
Attitude	CLO4. Apply the ethical requirements of business activities in logistic management								
Content	This course discusses the characteristic elements of integrated business logistics and the role and application of logistic principles to supply/demand/value chain management; and presents the basic activities associated with logistics and supply chain management..								
Examination forms	<i>Open book</i>								
Study and examination requirements	<p>Your regular and punctual attendance at lectures and related seminar (if any) is expected in this course. University regulations indicate that if students attend less than 80% of scheduled classes they may be refused final assessment.</p> <p>GRADING POLICY</p> <table border="1"> <tr> <td>Individual Assignment</td> <td>30%</td> </tr> <tr> <td>Midterm examination</td> <td>30%</td> </tr> <tr> <td>Final examination</td> <td>40%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </table> <p>-Workload: It is expected that the students will spend at least 8 hours per week studying this course. This time should be made up of reading textbook, working on case, and attending classes. Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.</p> <p>- Attendance: Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty percent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.</p> <p>- General Conduct and Behavior: The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at the university webpage.</p> <p>- Keeping informed: The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.</p>	Individual Assignment	30%	Midterm examination	30%	Final examination	40%	Total	100%
Individual Assignment	30%								
Midterm examination	30%								
Final examination	40%								
Total	100%								
Reading list	<p><u>Textbook:</u> Logistics - An Introduction to Supply Chain Management, Donald Waters, PALGRAVE MACMILLAN, 2003.</p> <p><u>Reference Books:</u> Supply Chain Logistics Management, Donald J. Bowersox, David J. Closs and M. Bixby Cooper, McGraw Hill, 2002.</p> <p><u>Recommended Journals</u> International Journal of Logistics Management, International Journal of Operations Research, The American Journal of Transportation</p>								

2. Learning Outcomes Matrix (optional)

The relationship between Course Learning Outcomes (CLO) (1-4) and Program/Student Learning Outcomes (PLO) (1 -10) is shown in the following table:

CLO	PLO							
	1	2	3	4	5	6	7	8
1			R					
2							R	
3						R		
4				M				

3. Planned learning activities and teaching methods

Week	Topic	CLO	Assessments	Learning activities	Resources
1	Lecture 1: Fundamentals of Logistics and Supply Chain Management Introduction Basics Definitions The Supply Chain Aims of Logistics Activities Of Logistics Important of logistics Growth of Logistics Organizing Logistics Progress in Logistics Pressures to improve Logistics Current trends Current themes	1			Read Chapter 1 and 2
2	Lecture 2 and 3: Locating Facilities Importance of Location Choosing The Geographic Region Overall approach Considerations in choosing regions Approaches to Location Decisions Infinite set approach Feasible set Network Models Single median problem Covering problem Location Planning	1, 3			Read Chapter 5
3	Lecture 2 and 3: Locating Facilities Importance of Location Choosing The Geographic Region Overall approach Considerations in choosing regions Approaches to Location Decisions Infinite set approach Feasible set	1,3			Read Chapter 5

	Network Models Single median problem Covering problem Location Planning				
4	Lecture 4 and 5: Capacity Planning Types Of Planning Capacity Planning Adjusting Capacity Tactical Planning Aggregate plans Overall approach of tactical planning Read Chapter 6 Generating alternative plans Planning cycles Short-Term Schedules Approach to scheduling Backward scheduling Forward scheduling Scheduling rules	1,2			Read Chapter 6
5	Lecture 4 and 5: Capacity Planning Types Of Planning Capacity Planning Adjusting Capacity Tactical Planning Aggregate plans Overall approach of tactical planning Read Chapter 6 Generating alternative plans Planning cycles Short-Term Schedules Approach to scheduling Backward scheduling Forward scheduling Scheduling rules	1,2			Read Chapter 6
6	Lecture 6 and 7: Controlling Material Flow Material Requirements Planning (MRP) Introduction Dependent and independent demand The MRP approach Benefits of MRP Disadvantages of MRP Just-In-Time (JIT) Definition Principles Wider effects of JIT Key Elements in JIT Achieving Just-In-Time Operations Push and pull systems Kanbans	1,2,3			Read Chapter 7

	Benefits and disadvantages of JIT Extending Jit Along The Supply Chain Efficient Consumer Response – Erc				
7	Lecture 6 and 7: Controlling Material Flow Material Requirements Planning (MRP) Introduction Dependent and independent demand The MRP approach Benefits of MRP Disadvantages of MRP Just-In-Time (JIT) Definition Principles Wider effects of JIT Key Elements in JIT Achieving Just-In-Time Operations Push and pull systems Kanbans Benefits and disadvantages of JIT Extending Jit Along The Supply Chain Efficient Consumer Response – Erc	1,2,3			Read Chapter 7
8	Midterm	1,3,4			
9	Lecture 8: Procurement Definitions Aims of procurement Organization of procurement Choosing Suppliers Qualified suppliers Relative power of a customer and a supplier Number of suppliers Monitoring supplier performance Procurement Cycle Problems with paper-based procurement e-procurement Types Of Purchase Terms and conditions Setting a price for materials Some arrangements for delivery Lecture 9: Project Assignment and Explanations				Read Chapter 9
10	Lecture 10: Inventory Management	1,2,4			Read Chapter 10

	<p>Reasons For Holding Stock Aggregate stockholdings Buffering supply and demand Purpose Of Stocks Types of stock Independent demand system Costs of carrying stock. Economic Order Quantity (EOQ). 8 Repeated pattern of stock cycles Finding the order size. Variation of cost with order size Finding the time to place orders Using a reorder level to time orders Sensitivity analysis Advantages of this approach Weaknesses Uncertain Demand And Safety Stock Periodic Review Systems ABC analysis Vendor managed inventory</p>				
11	<p>Lecture 11: Warehouse & Material Handling Purpose Of Warehouses Fitting into the logistics strategy Analyze strategies, design warehouses Activities Within A Warehouse Other activities in warehouses Aims of warehousing Ownership Benefit of public warehouses Meeting demand with a mixture of private and public warehouses Break-even analysis for public/private warehouses Layout General layout Essential elements in a warehouse Basic layout of a warehouse Schematic of a common warehouse layout Layout of rackin Some suggestions for good layouts Locating materials on shelves Turnaround time Materials Handling Some objectives of materials handling Manual warehouses Mechanised warehouses</p>	1,2,3			Read Chapter 11

	Automated warehouses Choice of equipment Choice of automation and warehouse size Packaging Five main materials for packaging Packaging waste Beer Game				
12	Field trip	2,3,4			
13	Lecture 12: Project Presentation And Final Review	2,3,4			
14	Final exam	1,2,3,4			Review Lectures 6-11

4. Assessment plan

Assessment Type	CLO1	CLO2	CLO3	CLO4
Individual Assignment (30%)	70% Pass	80% Pass	80% Pass	90% Pass
Midterm examination (30%)	90% Pass	90% Pass	80% Pass	90% Pass
Final examination (40%)	100% Pass	100% Pass	90% Pass	100% Pass

Note: %Pass: Target that % of students having scores greater than 50 out of 100.

5. Rubrics (optional)

GRADING RUBRIC FOR WRITTEN COURSEWORK MIDTERM EXAMINATION – Academic year:

Criteria	COMPLETELY FAIL Below 30%	INADEQUATE 30% – 49%	ADEQUATE 50% - 69%	ABOVE AVERAGE 70% - 89%	EXEMPLAR Y ≥ 90%
Organisation and clarification	No evidence of organization and coherence	Does not organise ideas logically and with clarification Limited evidence of coherence Ideas lack consistence	Generally organised logically, with evidence of progression Occasionally, there may be a lack of focus or ideas may be tangential	Clear organization and progression. Responds appropriately and relevantly, although some ideas are underdeveloped	Response is focused, detailed and non-tangential. Shows a high degree of attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought regarding the topic

<p>Originality and usefulness of the analysis</p>	<p>Shows no ability to identify issues or a clear inability to gather the facts</p>	<p>Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.</p>	<p>Shows ability to identify issues, gather the facts and develop claims. Argument are addressed well but no links with evidence</p>	<p>Shows strong ability to identify issues, gather the fact and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained</p>	<p>Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported</p>
<p>Use of data/information</p>	<p>Shows no effort to incorporate information from primary and secondary sources</p>	<p>Shows little information from sources. Poor handling of sources</p>	<p>Shows moderate amount of source information incorporated. Some key points supported by sources. Quotations may be poorly integrated into paragraphs. Some possible problems with source citations</p>	<p>Draws upon sources to support most points. Some evidence may not support arguments or may appear where inappropriate. Quotations integrated well into paragraphs. Sources cited correctly</p>	<p>Draws upon primary and secondary source information in useful and illuminating ways to support key points. Excellent integration of quoted material into paragraphs. Source cited correctly</p>
<p>Use of frameworks</p>	<p>Shows no effort to structure problems in correspondence to theoretical frameworks</p>	<p>Shows limited ability to structure problems in correspondence to theoretical frameworks</p>	<p>Shows effort to link problems with the theoretical frameworks. There are still some mistakes</p>	<p>Shows ability to structure problems in correspondence to theoretical frameworks correctly. Minor mistakes in resolving problems</p>	<p>Shows ability to structure problems in correspondence to theoretical frameworks correctly. The problems are well resolved</p>
<p>Quality of arguments</p>	<p>Shows no effort to construct logical arguments. Fails to support analysis</p>	<p>Shows little attempt to offer support for key claims or to relate evidence to analysis. Reasons offered are irrelevant.</p>	<p>Shows argument of poor quality. Weak, undeveloped reasons are offered to support key claims</p>	<p>Shows clear, relevant and logical arguments.</p>	<p>Shows identifiable, reasonable and sound arguments. Clear reasons are offered to support key claims.</p>

Ho Chi Minh City, 25/08/2023

Dean of School of Business

A handwritten signature in blue ink, appearing to be 'HMT', is centered on the page.

Hà Minh Trí



**VIETNAM NATIONAL UNIVERSITY
HCMC
INTERNATIONAL UNIVERSITY
School of Business**

COURSE SYLLABUS
Course Name: Project Management
Course Code: BA023IU

1. General information

Course designation	<i>BA023IU–Project Management</i>
Semester(s) in which the course is taught	1, 2
Person responsible for the course	Nguyen Nhu Tung, PhD.
Language	English
Relation to curriculum	Compulsory
Teaching methods	Lecture, Cases, Team Project
Workload (incl. contact hours, self-study hours)	(Estimated) Total workload: 135 Contact hours (please specify whether lecture, exercise, laboratory session, etc.): 45 Private study including examination preparation, specified in hours: 90
Credit points	3
Required and recommended prerequisites for joining the course	None
Course objectives	<ul style="list-style-type: none">• To understand concepts of project planning and organization, project control and project communications.• To apply quantitative decision-making techniques including financial models in project selection.• To apply problem-solving skills for successful project management, including Network Analysis (CPM, PERT), Crashing, Earned Value Analysis.• To apply the project plan elements in a project proposal from the real world.• To use scheduling software to draw a Gantt Chart.
Course learning outcomes	Upon the successful completion of this course students will be able to: <i>CLO1: Apply the quantitative techniques to support the a project manager in making his or her decisions in managing projects (problem-solving skills) (Bloom Level 3; PLO1)</i> <i>CLO2: Explain real problems/factors which affect project performance (Bloom Level 2; PLO1, PLO3)</i> <i>CLO3: Analyze project management practices in both written and spoken forms through case studies (Bloom Level 4; PLO3, PLO7)</i>

	<i>CLO4: Construct team project plans from real-world demand (Bloom Level 3; PLO3, PLO7)</i>
Content	This course concentrates on how to manage a project besides discussing issues of project management. The course provides hands-on experience in various stages of the process of project management. The course is independent requiring no prerequisite course. However, the students may find techniques and knowledge from the course of BA164IU–Production and Operations Management useful. Students majoring in International Business, Marketing and Business Management may later take BA171IU–Risk Management and BA149IU–New Product Planning in the following semester, which will complement and foster the skills learned from this course and employ the project management knowledge the students have accumulated here.
Examination forms	Miterm Exam: Open-ended questions, problem-solving questions Final Exam: Open-ended questions, problem-solving questions
Study and examination requirements	<p>Assignments/Examination: Students must achieve a composite mark of at least 50; and make a satisfactory attempt at all assessment tasks.</p> <p>Attendance: Your regular and punctual attendance at lectures and related seminar (if any) is expected in this course. University regulations indicate that if students attend less than 80% of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds. Regular attendance is essential for successful performance and learning in this course, particular in view of the interactive teaching and learning approach adopted. Please inform your lecture if you are unable to attend the class, and arrange for a classmate to collect any handouts.</p> <p>General conduct and behaviour: You are expected to conduct yourself with considerable and respect for the needs of your fellow students and teaching staff. Conduct that unduly disrupts or interferes with a class, such as ringing, or talking on mobile phones, or chatting on internet, is not acceptable and students may be asked to leave the class.</p> <p>Keeping informed: You should take note of all announcements made in lectures, tutorials or on the course website. From time to time, the University will send important announcements to you through website, course website and/ or Announcement Board (of School of Business and/ or Academic Affair) without providing you with a paper copy. You will be deemed to have received this information.</p> <p>Academic honesty and plagiarism: The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. Plagiarism is the presentation of the thoughts or work of another as one's own. Examples include:</p> <ul style="list-style-type: none"> • direct duplication of the thoughts or work of another, including by copying work, or knowingly permitting it to be copied. This includes copying material. Ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person's assignment without appropriate acknowledgement; • paraphrasing another person's work with very minor changes keeping the meaning, form and/ or progression of ideas of the original;

	<ul style="list-style-type: none"> • piecing together sections of the work of others into a new whole; • presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; <p>The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does not amount to plagiarism. Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and the proper referencing of sources in preparing all assessment items.</p> <p>Special consideration: Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.</p> <p>Meeting up with the lecturers after classes: Students must make an appointment via emails if they want to meet up with the lecturer after classes and be on time. If there are any changes to the scheduled time, students must inform the lecturer immediately.</p>
Readings	<p>Please note that it is very important to gain familiarity with the subject matter in the readings and cases <i>prior to</i> attendance in classes.</p> <p><u>Textbook:</u> Meredith, J. and Mantel Jr, S. (2012), Project Management: A Managerial Approach, 8th edition, Wiley.</p> <p><u>Reference Books:</u> Mantel, S. J., Meredith, J. R., & Shafer, S. M. (2013). <i>Project management in practice</i>, 5th edition. Wiley Global Education.</p> <p>A Guide to the Project Management Body of Knowledge, 3rd Edition (PMBOK Guide), Project Management Institute, November 2004.</p> <p><u>Additional materials provided in Blackboard</u> The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.</p> <p><u>Recommended Internet sites</u> <u>PMI</u> (Project Management Institute) <u>IPMA</u> (International Project Management Association) <u>APM</u> (Association for Project Management) <u>The Project Management Podcast</u> <u>Startwright</u> <u>Recommended Journals</u> <u>The Achiever Newsletter Project Management Books</u> <u>ePMTutor</u> <u>International Journal of Project Management</u> <u>PROJECT Magazine</u> <u>Project Manager Today</u> <u>Project Management Publications</u> <u>Project Times</u> <u>Project Management World Today</u> <u>PROJECTMagazine</u></p>

2. Learning Outcomes Matrix (optional)

See the relationships between CLOs and PLOs in Page 2.

3. Planned learning activities and teaching methods

Session	Topic	CLOs	Assessments	Learning Activities	Resources
1	<p>Introduction – Basics of Project Management Context</p> <p>Definition of ‘project’ and other terminologies</p> <p>Rationale of project management approach</p> <p>Project life cycle</p> <p>Project objectives</p> <p>Risk associated with projects</p>	<p>CLO1</p> <p>CLO2</p> <p>CLO3</p>	<p>Comprehension Check (Blackboard/in-class)</p> <p>Team presentation evaluation</p>	<p>Lecture</p> <p>How to prepare for case study presentation</p>	<p>Textbook, Chapter 1</p> <p>Discussion: Bloomfield Transport, Inc. (p.27)</p> <p>Case: Turning London’s Waste Dump into 2012 Olympic Stadium (p.21)</p> <p>Further Reading: Why good projects fail anyway (Harvard Business Review)</p>
2	<p>Chapter 3: The Project Manager</p> <p>Introduction to Project Manager</p> <p>The roles of project managers</p> <p>The responsibilities of project managers</p> <p>Requirements of project managers</p> <p>Project manager’s qualifications</p> <p>Environmental and cultural issues</p>	<p>CLO1</p> <p>CLO2</p> <p>CLO3</p>	<p>Comprehension Check (Blackboard/in-class)</p> <p>Team presentation evaluation</p>	<p>Lecture</p> <p>Case Presentation</p> <p>Forming Study groups</p> <p>Requirements for Team Project Plan</p>	<p>Textbook, Chapter 3</p> <p>Case: National Hall of Fame</p> <p>Reading: What it takes to be a good project manager? (p.140)</p>

3	Chapter 4: Conflict and Negotiation Categories of conflicts Conflicts and project life cycle Uncertainty and conflicts Negotiation defined Methods of negotiation	CLO1 CLO2 CLO3	Comprehension Check (Blackboard/in-class) Team presentation evaluation	Lecture/ Presentation	Textbook, Chapter 4 Case: Habitat for Humanity Reading: Methods of resolving interpersonal conflict (p.168)
4	Chapter 5: Project in the Organizational Structure Project and other superior organizations Project in its purest form Matrix Mixed Selecting the right project organization Project teams and other functions	CLO1 CLO2 CLO3	Comprehension Check (Blackboard/in-class) Team presentation evaluation Quiz	Lecture/ Presentation	Textbook, Chapter 5 Case: Oilwell Cable Company
5	Chapter 2: Project Selection Project selection models Qualitative and quantitative approaches Risk considered	CLO1 CLO2 CLO3	Comprehension Check (Blackboard/in-class) Team presentation evaluation	Lecture Case Presentation	Textbook, Chapter 2 Case: Pan-Europa Foods S.A. Reading: From Experience: Linking Projects to Strategy (p.90)
6	Chapter 6: Project Planning Project coordination plan Project action plan Work breakdown structure Integration management	CLO1 CLO2 CLO3	Comprehension Check (Blackboard/in-class) Team presentation evaluation	Lecture Discussion	Textbook, Chapter 6 Reading: Planning for crises in project management (p.275)

7	Chapter 7: Budgeting Project budget estimation Methods of project estimation Issues in estimation Techniques for improving estimation	CLO1 CLO2 CLO3	Comprehension Check (Blackboard/in- class) Team presentation evaluation	Lecture Case Presentation	Textbook, Chapter 7 Reading: Automotive Builders, Inc.
	Midterm Exam	CLO1	Open-ended questions/problem- solving questions		Chapters 1, 2, 3, 4, and 5
8	Introducing project management software Learning MS Project Software	CLO1 CLO2 CLO3	Comprehension Check (Blackboard/in- class) Team presentation evaluation	Hand-on training on scheduling software	Installed Ms Project Software/scheduling software Instructor Manual, Teacher's ResourceS
9	Chapter 8: Project Scheduling PERT and CPM Gantt charts Network scheduling techniques Calculating critical path and slacks Review of using Microsoft Project	CLO1 CLO2 CLO3	Comprehension Check (Blackboard/in- class) Team presentation evaluation	Lecture Case Presentation	Textbook, Chapter 8 Case: The Sharon Construction Corporation
10	Chapter 9: Allocation of Resources CPM and crash Problems with resource allocation Loading and leveling Allocation under constraints Multi-project scheduling and allocation Practice of	CLO1 CLO2 CLO3	Comprehension Check (Blackboard/in- class) Team presentation evaluation	Lecture Case Presentation	Textbook, Chapter 9 Case: D.U. Singer Hospital Product Corp. (p.426)

	allocation of resources				
11	Chapter 10: Monitoring and Information Systems Cycle of planning-monitoring-control Information Needs and Reporting Earned Value Analysis	CLO1 CLO2 CLO3	Comprehension Check (Blackboard/in-class) Team presentation evaluation	Lecture Case Presentation	Textbook, Chapter 10 Case: Earned value at CERN Reading: The Project Manager/Customer Interface (p.470)
12	Chapter 10: Monitoring and Information System Earned Value Analysis Project MIS	CLO1 CLO2 CLO3	Comprehension Check (Blackboard/in-class) Team presentation evaluation	Lecture Case Presentation	Textbook, Chapters 10 Case: Peerless Laser Processors (p.506)
13	Chapter 11: Project Control Designing control systems Control as a management function Balance in control Control of creative projects Control of change and scope creep	CLO1 CLO2 CLO3, CLO4	Comprehension Check (Blackboard/in-class) Team presentation evaluation	Lecture Team Presentations of Team Project Plan	Textbook, Chapter 11 Reading: Controlling projects according to plan
14	Chapter 12: Project Audit and Termination Purposes of evaluation Project audit and project life cycle Design and use of audit report Issues of Measurement Termination basics Types of termination Process of termination Report of	CLO1 CLO2 CLO3, CLO4	Comprehension Check (Blackboard/in-class) Team presentation evaluation	Lecture/ Presentation Team Presentations of Team Project Plan Team Project Plan Submission	Textbook, Chapters 12&13 Case: Theatre High Altitude Area Defense (THAAD): Five Failures and Counting

	termination				
15	Review	CLO 1	Review Feedback	Practice	Chapters 8, 9, 10, 11 and 12
	FINAL EXAM	CLO 1	Open-ended questions/problem-solving questions		Chapters 8, 9, 10, 11 and 12

4. Assessment plan

Assessment Type	CLO1	CLO2	CLO3	CLO4
Comprehension Check (10%)	X			
Quiz (5%)	X			
Team Assignments (Case Analysis and Team Project Plan) (15%)		X	X	X
Midterm exam (30%)	X			
Final exam (40%)	X			

Note: Target that 65 % of students having scores greater than 70 out of 100.

4.1 Comprehension Check (10%): After each chapter has been taught, a short comprehension check of related concepts for individuals is conducted in class or in the Blackboard.

4.2 Quiz (5%): The quiz will be half an hour in the form of open questions/problems. This is an open-booked test.

4.3 Team Case Analysis (5%) and Team Project Plan (10%): Groups of maximum 7 students will be formed to discuss special cases or topics given in class. Rubrics for assessing group presentations can be found in the Blackboard. The requirements for the Team Project Plan are available in the Blackboard in Session 1.

Topics for Team Project Plans include:

- Employment creation project for local young people (e.g., job referral and training for a certain group of people)

- New product development project (e.g., innovative products or service)
- Project for market expansion for local products (e.g., new market for an existing product):
- Infrastructure project (e.g., school, road, bridge, road pavement, power supply, water supply system):
- Environmental project (e.g., small-scale projects for responding to climate change risks):
- Philanthropic project (e.g., shelters for the homeless, honoring poor retired artists such as the case “National Hall of Fame”):
- Others (ensuring that the proposed project is necessary)

Your team project plan must include the following elements:

- Introduction
- Project purpose and specific objectives/deliverables
- Work breakdown structure (WBS) to the level at which control will be exercised.
- Project cost and cost estimates to the level of the WBS at which control will be exercised.
- Network diagram
- Project schedule (Gantt Chart)
- Resource allocation
- Risk management plan
- Project monitoring and control plan
- Project stakeholder management plan

4.4 Mid-term Exam (30%): The midterm exam will be one and half hours in length and will be in the form of open questions/problems. This is an open-booked test.

4.5 Final Exam (40%): The final exam will be 2 hours in length during the Final Exam Period and will be in the form of open questions/problems. This is an open-booked test.

5. Rubrics

Rubrics for assessing group presentations and Team Project Plans are available from Session 1 in the Blackboard.

5.1 Rubrics for Grading Case Study/Project Plan Presentation

Each item is rated on the following rubric. 1= Very poor; 2 = Poor; 3 = Adequate; 4 = Good; 5 = Excellent

Item	Score				
	1	2	3	4	5
1.Evidence of preparation (organized presentation, presentation/discussion flows well, no awkward pauses or confusion from the group, evidence you did your homework)					
2.Content (group presented accurate & relevant information, appeared knowledgeable about the case studies/projects assigned and the topic discussed, offered strategies for dealing with the problems identified in the case studies/projects)					
3. Delivery (clear and logical organization, effective introduction and conclusion, creativity, transition between speakers, oral communication skills—eye contact)					

4. Discussion (group initiates and maintains class discussion concerning assigned case studies/projects, use of visual aides, good use of time, involves classmates)	1	2	3	4	5
--	---	---	---	---	---

Total Score: _____ (sum of Items 1-5)

Total Score X 5: _____ (to make the assignment of 100 points)

5.2 Rubrics for Open Questions of Midterm and Final Exams

Criteria	COMPLETELY FAIL Below 30%	INADEQUATE 30% – 49%	ADEQUATE 50% - 69%	ABOVE AVERAGE 70% - 89%	EXEMPLAR Y ≥ 90%
Organisation and clarification	No evidence of organization and coherence	Does not organise ideas logically and with clarification Limited evidence of coherence Ideas lack consistency	Generally organised logically, with evidence of progression Occasionally, there may be a lack of focus or ideas may be tangential	Clear organization and progression. Responds appropriately and relevantly, although some ideas are underdeveloped	Response is focused, detailed and non-tangential. Shows a high degree of attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought regarding the topic
Originality and usefulness of the analysis	Shows no ability to identify issues or a clear inability to gather the facts	Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.	Shows ability to identify issues, gather the facts and develop claims. Argument are addressed well but no links with evidence	Shows strong ability to identify issues, gather the fact and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained	Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported
Use of data/information	Shows no effort to incorporate information from primary and secondary sources	Shows little information from sources. Poor handling of sources	Shows moderate amount of source information incorporated. Some key points supported by sources. Quotations may be poorly integrated	Draws upon sources to support most points. Some evidence may not support arguments or may appear where inappropriate. Quotations integrated	Draws upon primary and secondary source information in useful and illuminating ways to support key points. Excellent integration of quoted material into paragraphs.

			into paragraphs. Some possible problems with source citations	well into paragraphs. Sources cited correctly	Source cited correctly
Use of frameworks	Shows no effort to structure problems in correspondence to theoretical frameworks	Shows limited ability to structure problems in correspondence to theoretical frameworks	Shows effort to link problems with the theoretical frameworks . There are still some mistakes	Shows ability to structure problems in correspondence to theoretical frameworks correctly. Minor mistakes in resolving problems	Shows ability to structure problems in correspondence to theoretical frameworks correctly. The problems are well resolved
Quality of arguments	Shows no effort to construct logical arguments. Fails to support analysis	Shows little attempt to offer support for key claims or to relate evidence to analysis. Reasons offered are irrelevant.	Shows argument of poor quality. Weak, undeveloped reasons are offered to support key claims	Shows clear, relevant and logical arguments.	Shows identifiable, reasonable and sound arguments. Clear reasons are offered to support key claims.

Date revised: May 18, 2023

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí



**VIETNAM NATIONAL UNIVERSITY
HCMC
INTERNATIONAL UNIVERSITY
School of Business**

COURSE SYLLABUS
COURSE SYLLABUS
BUSINESS RESEARCH METHODS
BA161IU

1. General information

Course designation	<i>This course provides important topics in the area of research method. It introduces the whole research process, from formulation of research questions to research design and end up with report writing.</i>	
Semester(s) in which the course is taught		
Person responsible for the course		
Language	English	
Relation to curriculum	<i>Compulsory</i>	
Teaching methods	<i>Lecture, Tutorial, In-class exercises, Assignment, Research report</i>	
Workload (incl. contact hours, self-study hours)	<i>(Estimated) Total workload: Contact hours (please specify whether lecture, exercise, laboratory session, etc.): Private study including examination preparation, specified in hours:</i>	
Credit points	3	
Required and recommended prerequisites for joining the course	Statistics for Business	
Course objectives	This course seeks to: - provide student with a good understanding of business research - equip student with practical tools and skills to conduct business research - help students differentiate different methods of research: qualitative vs quantitative - provide opportunities to do scientific research and presentation skills	
Course learning outcomes	Upon the successful completion of this course students will be able to:	
	Competency level	Course learning outcome (CLO)
	Knowledge (R)	CLO1 to describe basic concepts in business research method
Skill (M)	CLO2 to identify research problems/gaps and produce research questions or proposals	

	<table border="1"> <tr> <td>Skill (M)</td> <td>CLO3 to conduct scientific research and write scientific research reports</td> </tr> <tr> <td>Attitude</td> <td>CLO4 to learn within teams, identify ethical issues in research and recognize the need to adhere to ethical guidelines when conducting research</td> </tr> </table>	Skill (M)	CLO3 to conduct scientific research and write scientific research reports	Attitude	CLO4 to learn within teams, identify ethical issues in research and recognize the need to adhere to ethical guidelines when conducting research																																						
Skill (M)	CLO3 to conduct scientific research and write scientific research reports																																										
Attitude	CLO4 to learn within teams, identify ethical issues in research and recognize the need to adhere to ethical guidelines when conducting research																																										
Content	<p>The course is designed to provide students with a strong foundation in business research based on seven key activities: (1) identifying research problems, (2) propose research objectives (3) review literature, (4) design method (5) implement data collection (6) analyze data (7) conclude and recommend</p> <p>Weight: lecture session (3 hours) Teaching levels: I (Introduce); T (Teach); U (Utilize)</p> <table border="1"> <thead> <tr> <th>Topic</th> <th>Weight</th> <th>Level</th> </tr> </thead> <tbody> <tr> <td>Introduction to Business Research The Research Process: An Overview</td> <td>1</td> <td>I</td> </tr> <tr> <td>Research Question Formulation (Cont.) Research Process & Proposal</td> <td>1</td> <td>T</td> </tr> <tr> <td>Research Design (1):</td> <td>1</td> <td>T</td> </tr> <tr> <td>Research design (2)</td> <td>1</td> <td>U</td> </tr> <tr> <td>Research design (3)</td> <td>1</td> <td>U</td> </tr> <tr> <td>Sampling methods for quantitative studies</td> <td>1</td> <td>T</td> </tr> <tr> <td>Measurement Issues (1)</td> <td>1</td> <td>T</td> </tr> <tr> <td>Measurement Issues (2)</td> <td>1</td> <td>U</td> </tr> <tr> <td>Data Screening and Preparation</td> <td>1</td> <td>T</td> </tr> <tr> <td>Hypothesis testing</td> <td>1</td> <td>T</td> </tr> <tr> <td>Measures of association</td> <td>1</td> <td>T</td> </tr> <tr> <td>Biases and Threats to reliability and validity</td> <td>1</td> <td>T</td> </tr> <tr> <td>Student presentation and course review</td> <td>3</td> <td>U</td> </tr> </tbody> </table>	Topic	Weight	Level	Introduction to Business Research The Research Process: An Overview	1	I	Research Question Formulation (Cont.) Research Process & Proposal	1	T	Research Design (1):	1	T	Research design (2)	1	U	Research design (3)	1	U	Sampling methods for quantitative studies	1	T	Measurement Issues (1)	1	T	Measurement Issues (2)	1	U	Data Screening and Preparation	1	T	Hypothesis testing	1	T	Measures of association	1	T	Biases and Threats to reliability and validity	1	T	Student presentation and course review	3	U
Topic	Weight	Level																																									
Introduction to Business Research The Research Process: An Overview	1	I																																									
Research Question Formulation (Cont.) Research Process & Proposal	1	T																																									
Research Design (1):	1	T																																									
Research design (2)	1	U																																									
Research design (3)	1	U																																									
Sampling methods for quantitative studies	1	T																																									
Measurement Issues (1)	1	T																																									
Measurement Issues (2)	1	U																																									
Data Screening and Preparation	1	T																																									
Hypothesis testing	1	T																																									
Measures of association	1	T																																									
Biases and Threats to reliability and validity	1	T																																									
Student presentation and course review	3	U																																									
Examination forms	Written Report Exam																																										
Study and examination requirements	<p>To pass this course, student must:</p> <ul style="list-style-type: none"> - submit/ complete all reports on time - attain an overall pass mark of 50% in the course <p>GRADING POLICY Grades can be based on the following:</p> <table border="1"> <tbody> <tr> <td>Attendance and Class discussion</td> <td>10%</td> </tr> <tr> <td>Class exercises</td> <td>10%</td> </tr> <tr> <td>Individual or Group project (full version: from Title to Conclusion and references or a research proposal version: from Title to Methodology)</td> <td>45%</td> </tr> <tr> <td>Final examination</td> <td>35%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </tbody> </table>	Attendance and Class discussion	10%	Class exercises	10%	Individual or Group project (full version: from Title to Conclusion and references or a research proposal version: from Title to Methodology)	45%	Final examination	35%	Total	100%																																
Attendance and Class discussion	10%																																										
Class exercises	10%																																										
Individual or Group project (full version: from Title to Conclusion and references or a research proposal version: from Title to Methodology)	45%																																										
Final examination	35%																																										
Total	100%																																										

COURSE POLICIES

Attendance

Your regular and punctual attendance at lectures and related seminars (if any) is expected in this course. University regulations indicate that if students attend less than 80% of scheduled classes they may be refused final assessment. Regular attendance is essential for successful performance and learning in this course, particular in view of the interactive teaching and learning approach adopted. Please inform your lecture if you are unable to attend the class, and arrange for a classmate to collect any handouts.

Workload

It is expected that you will spend at least 6 hours per week studying this course. This time should be made up of reading, working on individual assignments, group assignments and attending class lectures. In periods where you need to complete assignments or prepare for examinations, the workload may be greater.

General Conduct and Behaviour

You are expected to conduct yourself with considerable and respect for the needs of your fellow students and teaching staff. Conduct that unduly disrupts or interferes with a class, such as ringing, or talking on mobile phones, or chatting on the internet, is not acceptable and students may be asked to leave the class.

Keeping informed

You should take note of all announcements made in lectures, tutorials or on the course website. From time to time, the University will send important announcements to you through website, course website and/ or Announcement Board (of School of Business and/ or Academic Affair) without providing you with a paper copy. You will be deemed to have received this information.

Academic honesty and plagiarism

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. Plagiarism is the presentation of the thoughts or work of another as one's own. Examples include:

- direct duplication of the thoughts or work of another, including by copying work, or knowingly permitting it to be copied. This includes copying material. Ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person's assignment without appropriate acknowledgement;
- paraphrasing another person's work with very minor changes keeping the meaning, form and/ or progression of ideas of the original;
- piecing together sections of the work of others into a new whole;
- presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor;

The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does not amount to plagiarism. Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and the proper referencing of sources in preparing all assessment items.

Meeting up with the lecturers after classes

Students must make an appointment via emails if they want to meet up with the lecturer after classes and be on time. If there are any changes to the scheduled time, students must inform the lecturer immediately.

Reading list	The following text and references are essential for the course. <u>Textbook:</u> 1. Cooper, R.D. & Schindler, S.P. (2021). Business Research Methods. International Ed. McGraw- Hill Irwin. NY. Reference: Bhattacharjee (2012), Social Science Research: Principles, Methods, and Practices
---------------------	---

Learning Outcomes Matrix (optional)

The relationship between Course Learning Outcomes (CLO) (1-4) and Program/Student Learning Outcomes (SLO) (1-10) is shown in the following table:

CLOs	PLOs									
	1	2	3	4	5	6	7	8	9	10
1		x			x					
2		x			x	x				
3		x			x	x				
4		x			x	x				

2. Planned learning activities and teaching methods

Week	Topic	CLO	Assessments	Learning activities	Resources
1	Introduction to Business Research The Research Process: An Overview	123	In-class exercise	Lecture, Discussion	Cooper, R.D. & Schindler, S.P. Chapter 4
2	Research Question Formulation (Cont.) Research Process & Proposal	123	In-class exercise	Lecture, Discussion	Cooper, R.D. & Schindler, S.P. Chapter 5
3	Research Design (1): Overview Using secondary data Qualitative Methods	123	In-class exercise	Lecture, Discussion	Cooper, R.D. & Schindler, S.P. Chapter 6, 7
4	Research design (2): Quantitative approach	123	In-class exercise	Lecture, Discussion	Cooper, R.D. & Schindler, S.P. . Chapter 9&10.
5	Research design (3): Quantitative approach	123	In-class exercise	Lecture, Discussion	Cooper, R.D. & Schindler, S.P. . Chapter 10
6	Sampling methods for quantitative studies	123	In-class exercise	Lecture, Discussion	Cooper, R.D. & Schindler, S.P. . Chapter 14
7	Measurement Issues (1)	123	In-class exercise	Lecture, Discussion	Cooper, R.D. & Schindler, S.P. . Chapter 11
8	Midterm		No midterm		
9	Measurement Issues (2) Questionnaires & Instruments	1234	In-class exercise	Lecture, Discussion	Cooper, R.D. & Schindler, S.P. . Chapter 11
10	Data Screening and Preparation Descriptive statistics	1234	In-class exercise	Lecture, Discussion	Cooper, R.D. & Schindler, S.P. . Chapter 15
11	Hypothesis testing Measures of association	1234	In-class exercise	Lecture, Discussion	Cooper, R.D. & Schindler, S.P. . Chapter 18

12	Measures of association (2) An overview of bi/multivariate Analysis	1234	In-class exercise	Lecture, Discussion	Cooper, R.D. & Schindler, S.P. . Chapter 18, 19
13	Biases and Threats to reliability and validity Ethical consideration in business research	1234		Lecture, Discussion	Cooper, R.D. & Schindler, S.P. . Chapter 2
14	Student's presentation of group project output (All groups)			Lecture, Discussion	
15	Student's presentation of group project output (All groups)	1234		Group report submission	
16	Final exam				

3. Assessment plan

Assessment Type	CLO1	CLO2	CLO3	CLO4
Attendance and in class exercises (20%)	70% pass			70% pass
Written report (45%)	70% pass	70% pass	70% pass	70% pass
Final exam (35%)	70% pass	70% pass	70% pass	

Note: %Pass: Target that % of students having scores greater than 70 out of 100.

4. Rubrics

4.1 Marking written exam

**GRADING RUBRIC FOR WRITTEN COURSEWORK
FINAL TERM EXAMINATION – Subject (ID subject)
Academic year: 2022 – 2023 (term ...)**

Criteria	INADEQUATE 10% – 49%	ADEQUATE 50% - 59%	ABOVE AVERAGE 60% - 74%	EXEMPLARY ≥ 75%
Organisation and clarification	Does not organise ideas logically and with clarification. Limited evidence of coherence Ideas lack consistence	Generally organised logically, with evidence of progression Occasionally, there may be a lack of focus or ideas may be tangential	Clear organization and progression. Responds appropriately and relevantly, although some ideas are underdeveloped.	Response is focused, detailed and non- tangential. Shows a high degree of attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought

				regarding the topic
Originality and usefulness of the analysis	Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence. Arguments are addressed incompletely.	Shows ability to identify issues, gather the facts and develop claims. Argument are addressed well but no links with evidence	Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Overall, an acceptable solution is offered and explained	Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence. Satisfactory solutions are offered and supported
Use of data/information	Shows little information from sources. Poor handling of sources	Shows moderate amount of source information incorporated. Some key points supported by sources. Quotations may be poorly integrated into paragraphs. Some possible problems with source citations	Draws upon sources to support most points. Some evidence may not support arguments or may appear where inappropriate. Quotations integrated well into paragraphs. Sources cited correctly	Draws upon primary and secondary source information in useful and illuminating ways to support key points. Excellent integration of quoted material into paragraphs. Source cited correctly
Use of frameworks	Shows limited ability to structure problems in correspondence to theoretical frameworks	Shows effort to link problems with the theoretical frameworks. There are still some mistakes	Shows ability to structure problems in correspondence to theoretical frameworks correctly. Minor mistakes in resolving problems	Shows ability to structure problems in correspondence to theoretical frameworks correctly. The problems are well resolved
Quality of arguments	Shows little attempt to offer support for key claims or to relate evidence to analysis. The reasons offered are irrelevant.	Shows argument of poor quality. Weak, undeveloped reasons are offered to support key claims	Shows clear, relevant and logical arguments.	Shows identifiable, reasonable and sound arguments. Clear reasons are offered to support key claims.

4.2 Marking Research Report (optional)

GRADING RUBRIC FOR RESEARCH REPORT

Report – Subject (ID subject)
Academic year: 2022 – 2023 (term ...)

Criteria	ADEQUATE 50% - 59%	ABOVE AVERAGE 60% - 70%	EXEMPLARY ≥ 70%
Research questions and evaluation of literature 40%	Some attempt to evaluate relevant literature. Generally a solid review of key themes. Leads to reasonable research questions.	Fair review of up-to-date relevant literature. Well organised into relevant themes, with clear links between related areas. Leads to research questions.	Excellent review of up-to-date relevant literature, linked to academic debate of the contemporary business issue. Well organised into relevant themes, with clear links between related areas. Leads to strong research questions.
Data collection and analysis of research data 40%	Adequate assembly. Adequate analysis. Findings are clear but presentation needs improvement. Adequate discussion of finding but little attempt to relate them to the literature.	Good assembly of data. Good analysis. Presentation of findings is well crafted and findings are discussed effectively in the context of the literature.	Excellent assembly and analysis. Presentation of findings is clear and findings are discussed appropriately in the context of the literature and academic debate.
Conclusion 20%	Some attempt to relate conclusions to the research questions but weaknesses. Some discussion of the implications of the findings	Conclusions linked to the research questions. Good discussion of the implications of the findings	Conclusions linked to research questions. Excellent discussion of the implications of the findings.

Date revised: 15 April 2023

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí



**VIETNAM NATIONAL UNIVERSITY
HCMC
INTERNATIONAL UNIVERSITY**
Department/School of Business

COURSE SYLLABUS

Course Name: International Financial Management

Course Code: BA051IU

1. General information

Course designation	<i>This subject will provide the general framework of international finance; a framework that highlights the fundamentals of international finance theory (e.g., exchange rate determinants, foreign exchange exposure, foreign exchange markets, interest rate parity). The subject is designed to lay the groundwork for students to be an active learner of international finance and to develop knowledge, capability, and skills necessary for making sound financial decisions for a multinational firm.</i>	
Semester(s) in which the course is taught	1, 2	
Person responsible for the course	Asso. Prof. Vo Thi Quy (PhD)	
Language	English	
Relation to curriculum	Compulsory	
Teaching methods	Lecture, Q&A, Group research project	
Workload (incl. contact hours, self-study hours)	(Estimated) Total workload: 180 Contact hours (please specify whether lecture, discussion, presentation session, etc.): 45 Private study including examination preparation, specified in hours: 90	
Credit points	3	
Required and recommended prerequisites for joining the course	None	
Course objectives	Students will be provided with skills of using data from a variety of sources, be introduced to contemporary computing and database environments, such as R/Python, and be exposed to case studies from outside the classroom. Through this unit, students will become acquainted with the challenges of contemporary data science and gain an appreciation of the foundational skills necessary to turn data into information.	
Course learning outcomes	Upon the successful completion of this course, students will be able to:	
	Competency level	Course learning outcome (CLO)
	Knowledge	CLO1. Explain international financial theory and applications to solve issues related to exchange rate determinants, foreign exchange exposure, foreign direct investment, and currency hedging in business for sustainable development

	<p>CLO2. Apply knowledge gained from this course to make decisions, manage and solve issues related to exchange rate determinants, foreign exchange exposure, foreign direct investment, and currency hedging in business for sustainable development.</p> <p>Skill</p> <p>CLO3. Use ICTs and English to develop effective communication and presentation to connect people and to change business behavior towards justice in the global and local context and able to collaborate effectively in teams to develop comprehensive communication strategies.</p> <p>CLO4: Use effective written communication strategies, persuasive arguments and critical and analytical thinking skills to analyze complex business information.</p> <p>Attitude</p> <p>CLO5. Respect diversity and take responsibility to act for justice and fairness in finance management in both global and local environment.</p>																																							
Content	<p><i>The description of the contents should clearly indicate the weighting of the content and the level.</i></p> <p>Weight: lecture session (3 hours)</p> <p>Learning levels: I (Introduce); T (Teach); U (Utilize)</p> <table border="1"> <thead> <tr> <th>Topic</th> <th>Weight</th> <th>Level</th> </tr> </thead> <tbody> <tr> <td>Globalization and Multinational Financial Management</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>Balance of Payments</td> <td>1</td> <td>T, U</td> </tr> <tr> <td>The markets for Foreign Exchange</td> <td>1</td> <td>T, U</td> </tr> <tr> <td>International Parity Relationships and Forecasting Foreign Exchange Rates</td> <td>2</td> <td>T, U</td> </tr> <tr> <td>Futures and Options on Foreign Exchange</td> <td>2</td> <td>T, U</td> </tr> <tr> <td>Measuring Exposure to Exchange Rate Fluctuations</td> <td>2</td> <td>T</td> </tr> <tr> <td>Management of Transaction Exposure</td> <td>1</td> <td>T, U</td> </tr> <tr> <td>Management of Economic Exposure and Management of Translation Exposure</td> <td>1</td> <td>T, U</td> </tr> <tr> <td>Interest Rate and Currency Swaps</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>Foreign Direct Investment and Cross-Border Acquisitions</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>International Capital Structure and the Cost of Capital</td> <td>1</td> <td>I, T</td> </tr> <tr> <td>International Capital Budgeting</td> <td>1</td> <td>I, T</td> </tr> </tbody> </table>	Topic	Weight	Level	Globalization and Multinational Financial Management	1	I, T	Balance of Payments	1	T, U	The markets for Foreign Exchange	1	T, U	International Parity Relationships and Forecasting Foreign Exchange Rates	2	T, U	Futures and Options on Foreign Exchange	2	T, U	Measuring Exposure to Exchange Rate Fluctuations	2	T	Management of Transaction Exposure	1	T, U	Management of Economic Exposure and Management of Translation Exposure	1	T, U	Interest Rate and Currency Swaps	1	I, T	Foreign Direct Investment and Cross-Border Acquisitions	1	I, T	International Capital Structure and the Cost of Capital	1	I, T	International Capital Budgeting	1	I, T
Topic	Weight	Level																																						
Globalization and Multinational Financial Management	1	I, T																																						
Balance of Payments	1	T, U																																						
The markets for Foreign Exchange	1	T, U																																						
International Parity Relationships and Forecasting Foreign Exchange Rates	2	T, U																																						
Futures and Options on Foreign Exchange	2	T, U																																						
Measuring Exposure to Exchange Rate Fluctuations	2	T																																						
Management of Transaction Exposure	1	T, U																																						
Management of Economic Exposure and Management of Translation Exposure	1	T, U																																						
Interest Rate and Currency Swaps	1	I, T																																						
Foreign Direct Investment and Cross-Border Acquisitions	1	I, T																																						
International Capital Structure and the Cost of Capital	1	I, T																																						
International Capital Budgeting	1	I, T																																						
Examination forms	Multiple-choice questions, short-answer questions																																							
Study and examination requirements	<p>Attendance: A minimum attendance of 80 percent is compulsory for the class sessions. Students will be assessed based on their class participation. Questions and comments are strongly encouraged.</p> <p>Assignments/Examination: Students must have more than 50/100 points overall to pass this course.</p>																																							
Reading list	<p>Textbooks:</p> <p>[1] International Financial Management, 13th edition, Jeff Madura (2018) – Cengage Technology Edition (Asia version)</p> <p>[2] International Financial Management, 8th edition. Cheol Eun, Bruce Resnick (2018) - McGraw-Hill Education.</p> <p>Other data sources:</p> <p>[3] Wall Street Journal: www.ws.com</p> <p>[4] Yahoo Finance: http://finance.yahoo.com</p> <p>[5]. Bloomberg Net: www.bloomberg.com</p> <p>[6] Financial Times: www.ft.com</p> <p>[7] IMF: www.imf.org</p> <p>[8] World Bank: www.worldbank.com</p>																																							

2. Learning Outcomes Matrix (optional)

The relationship between Course Learning Outcomes (CLO) (1-5) and Program Learning Outcomes (PLO) (1-10) is shown in the following table:

CLO	PLO									
	1	2	3	4	5	6	7	8	9	10
1	x								x	
2									x	
3			x		x					
4					x					
5						x				

3. Planned learning activities and teaching methods

Week	Topic	CLO	Assessments	Learning activities	Resources
1	Globalization and Multinational Financial Management	1		Course Introduction, Forming study group, Introducing research project	[1].[2]
2	Balance of Payments	1,2		Lecture, Q&A, HW1 assigned	[1].[2].[8]
3	The markets for Foreign Exchange	1,2,3	HW1	Lecture, HW1 feedback,	[1].[2].[3]
4&5	International Parity Relationships and Forecasting Foreign Exchange Rates	1,2,3	HW2	Lecture, Q&A, HW2 assigned Group work	[1].[2].[5]
6	Futures and Options on Foreign Exchange	1,2,3		Lecture, HW2 feedback	[1].[2].[5].[6]
7	Measuring Exposure to Exchange Rate Fluctuations	1,2,3		Lecture, Group work,	[1].[2].[6]
8	Management of Transaction Exposure	1,2,3		Lecture, Group work	[1].[2]
9&10	Midterm				
11	Management of Economic Exposure and Management of Translation Exposure	1,2,3		Lecture, Group work,	[1].[2]
12	Interest Rate and Currency Swaps	1,2,3		Lecture, Group work	[1].[2] & [3] ... [8]
13	Foreign Direct Investment and Cross-Border Acquisitions	1,2,3	HW3	Lecture, HW3 assigned	[1].[2]. [3 ... 8]
14	International Capital Structure and the Cost of Capital	1,2,3	HW4	Lecture, HW3 feedback HW4 assigned	[1].[2]. [3 ... 8]
15	International Capital Budgeting	1,2,3		Lecture, HW4 feedback	[1].[2]. [3 ... 8]
16	Group presentation	1,2,3,4	Presentation, Group project Report	Presentation, Submission of Group project report	

17	Group presentation (continue)	1,2,3,4	Presentation, Group project Report	Presentation, Submission of Group project report	
18	Revision				

4. Assessment plan

Assessment Type	CLO1	CLO2	CLO3	CLO4
Homework (10%)	60%	60%	60%	60%
Group Project (20%)	60%	60%	60%	60%
Midterm exam (30%)	60%	60%	60%	
Final exam (40%)	60%	60%	60%	

Note: %Pass: Target that % of students having scores greater than 50 out of 100.

5. Rubrics (optional)

GRADING RUBRIC FOR WRITTEN COURSEWORK
MIDTERM EXAMINATION – Subject (ID subject)
 Academic year: 2022 – 2023 (term ...)

Criteria	INADEQUATE 10% – 49%	ADEQUATE 50% - 59%	ABOVE AVERAGE 60% - 74%	EXEMPLARY ≥ 75%
Organisation and clarification	Does not organise ideas logically and with clarification. Limited evidence of coherence. Ideas lack consistency	Generally organised logically, with evidence of progression. Occasionally, there may be a lack of focus or ideas may be tangential	Clear organization and progression. Responds appropriately and relevantly, although some ideas are underdeveloped.	Response is focused, detailed and non-tangential. Shows a high degree of attention to logic and reasoning of points. Clearly leads the reader to the conclusion and stirs thought regarding the topic
Originality and usefulness of the analysis	Demonstrates an incomplete grasp of the task. There is no overall sense of creative coherence.	Shows ability to identify issues, gather the facts and develop claims. Argument are addressed well	Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence.	Shows strong ability to identify issues, gather the facts and develop claims as well as link claims with evidence.

	Arguments are addressed incompletely.	but no links with evidence	Overall, an acceptable solution is offered and explained	Satisfactory solutions are offered and supported
Use of data/information	Shows little information from sources. Poor handling of sources	Shows moderate amount of source information incorporated. Some key points supported by sources. Quotations may be poorly integrated into paragraphs. Some possible problems with source citations	Draws upon sources to support most points. Some evidence may not support arguments or may appear where inappropriate. Quotations integrated well into paragraphs. Sources cited correctly	Draws upon primary and secondary source information in useful and illuminating ways to support key points. Excellent integration of quoted material into paragraphs. Source cited correctly
Use of frameworks	Shows limited ability to structure problems in correspondence to theoretical frameworks	Shows effort to link problems with the theoretical frameworks. There are still some mistakes	Shows ability to structure problems in correspondence to theoretical frameworks correctly. Minor mistakes in resolving problems	Shows ability to structure problems in correspondence to theoretical frameworks correctly. The problems are well resolved
Quality of arguments	Shows little attempt to offer support for key claims or to relate evidence to analysis. The reasons offered are irrelevant.	Shows argument of poor quality. Weak, undeveloped reasons are offered to support key claims	Shows clear, relevant and logical arguments.	Shows identifiable, reasonable and sound arguments. Clear reasons are offered to support key claims.

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BA156IU

HUMAN RESOURCES MANAGEMENT

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Lecturer: Phan Triều Anh

Room: O.709

Telephone: 0822114034

E-mail: ptanh@hcmiu.edu.vn

Consultation Hours: Mon-Thu, during office hours (phone to make appointment)

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: 13.00 – 16.00

Venue: Room O.503

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

BA156IU–Human Resource Management introduces all the functions and undertakings related to managing human resources in a business. This requires the students to complete the prerequisite of BA123IU–Principles of Management, where they were broadly presented with typical business components. BA156IU presents the tasks of planning, organising, developing and evaluating human resources for the business strategic objectives, and best contributing to the business performance. Students majoring in **Business Management** may go on to take BA160IU–Negotiation and Relationship Management and BA098IU–Leadership to obtain the comprehensive view as well as the skills necessary to facilitate the task of a human resource executive.

2.5 Approach to learning and teaching

Employing the interactive learning and problem-based teaching approach, this course emphasises the interaction between lecturers and students. The lecture materials will be uploaded in Blackboard to help the students to preview the materials and to concentrate on listening and critical thinking during the lecture. This will help students to interact with the lecturer during the classroom. The sessions for presentations and discussions comprise company case studies as well as answering some theoretical and conceptual questions, which help the students to see how the concepts are applied in the business context in reality. Students are required to prepare for the course by reading the materials assigned and work in groups to work out the case studies presentation.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

The aim of this course is to examine mainly the theory and practice of managing human resources. The course aims at providing an overview of the HR department, both strategic and everyday undertakings, to enable the business to readily have the right people for the smooth operations in the short term and long term. Key topics of study include: the strategic human resource environment; staffing and organization; enhancing motivation and performance; compensating and rewarding the workforce; and managing careers and work environments and labor relations. In general, the course presents the students with the standard process of HR management and also some best practices to perform the task efficiently.

3.2 Student Learning Outcomes

After completing the course, the students should have developed skills in

- Analysing how business gain competitive advantage through human resources
- Organising the human resource management process and implementing the process

- Assuming the major responsibilities of a human resource executive

In generic terms, students completing this course are likely to achieve the following attributes:

- *Situational exploration.* Critically appreciate situations, in terms of their factual, political, temporal, and cultural dimensions.
- *Problem resolution.* Structure and propose solutions to organisational problems that enable management to guide multinational organizations through complex and ambiguous environments.
- *Argument and reasoning.* Analyse, evaluate and construct arguments employing different modes of reasoning and different types of evidence.
- *Awareness of managing people matters.* Combine and execute the skills of dealing with people matters to build expertise in managing people.

3.3 Teaching Strategies

The learning system in this course consists of lectures and scheduled presentations/discussions. Lectures elaborate the appropriate theoretical content in the textbook and readings. Classes provide a more detailed and refined analysis of both concepts and applied materials. Classes are strongly oriented towards interactive discussion of the text and cases. In order to gain the most from the lectures and class activities, the assigned text/reading should be read *before* the lecture to participate in the discussions.

From the second week, the students will need to form small discussion groups (3-4 students/group) which will take turns in presenting the assigned cases each week. However, all students are required to take active part in the discussions in class. Discuss with group members as to the common strategy for sourcing, documenting, analysing and presenting cases each week - for which a basic minimum interaction will be necessary. For the audience, it is important that they contribute to the case by getting additional information carefully beforehand so that they are fully familiar with the materials, and are prepared to participate in the discussions.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *four* hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.

4.2 Attendance

Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behaviour

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Mid-Term Exam (One Hour)	30%
Group Written Assignment and Presentation	25%
<u>Final Exam (Two Hours)</u>	<u>45%</u>
Total	100%

5.3 Project Report (Written Assignment)

The students are required to submit a project report in groups of four to five on one topic.

Length and Style: About 2,500-3,000 words, excluding footnotes, figures and references. The format for assignments is to be double spaced with 2.5 cm margins and font size of 12 cpi. Please show the word count, along with all other details on the cover sheet.

The project will be assessed for analytical content and presentation. The same marks will be awarded to all students in the same group. All work must be original and must not have been submitted for any other subject or course here or elsewhere. Copying or plagiarising works of other authors, including your fellow students or cutting and pasting from the internet and other sources is an offence and will be seriously penalized.

5.4 Marking criteria (project report and case presentation)

Marking Criteria	Marks	Learning outcomes/attributes
Quality of arguments: relevance, logic and cohesion	20	Ability to give compelling arguments and reasoning to support analysis
Use of frameworks to support analysis	20	Ability to structure problems in accordance with theoretical frameworks and resolve them
Use of case evidence to support analysis	20	Ability to conduct applied research to gather data/information pertaining to the case
Originality and usefulness of the analysis	20	Ability to engage in creative problem solving skills
Organisation, clarity of expression, editing etc	20	Clarity of vision

5.5 Class participation and Presentation

A minimum attendance of 80 percent is compulsory.

5.6 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time

management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.

7. STUDENT RESOURCES

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

Denisi and Griffin, (2005), Human Resource Management, 2nd Edition, Houghton Mifflin.

Reference Books:

John Bernadin (2007) Human Resource Management: An Experiential Approach, 4th Edition, McGraw-Hill/Irwin.

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.

Recommended Internet sites

[Business Week](#)

[Fortune](#)

[Forbes](#)

[Câu lạc bộ nhân sự Việt](#)

[VietnamWorks](#)

Recommended Journals

Harvard Business Review

Journal of Management Studies

Asia Pacific Journal of Management

7.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Week	Topic	Learning materials and activities
1	An Overview of Human Resource Management Contemporary HRM Perspective Goals of HRM The Settings for HRM HRM in Smaller and Larger organizations HR Managers Professionalism in HRM Careers in HRM	Textbook, Chapter 1 Forming Study groups Allocation of Discussion Questions How to prepare for case study presentation
2	The Strategic Human Resource Environment The Strategic Context of HRM	Textbook, Chapters 2, 3, 4

	<p>Corporate, Business, and Functional Strategies HR Strategy Formulation HR Planning HR Strategy Implementation The Legal Context of HRM Issues of Equal Employment Issues of Compensation Issues of Labor Relations Global Issues in International HRM</p>	<p>Cases: Hiring the State of Rhode Island, pp. 73-74, Seinfeld and Sexual Harassment, pp. 112-113.</p>
3	<p>Job Analysis and Job Design Job Analysis The Job Analysis Process Job Analysis Methods Data Techniques Job Descriptions and Job Specifications Modeling Competencies Job Design in the Workplace Motivational Approaches to Job Design Legal Issues in Job Analysis and Job Design</p>	<p>Textbook, Chapter 5 Case: Doing the Dirty Work, pp.178-179.</p>
4	<p>Recruiting and Selecting Human Resources Recruiting Planning and Recruiting Sources for Recruiting Methods of Recruiting Alternatives to Recruiting Evaluating the Recruiting Process Selecting The Selection Process Basic Selection Criteria Popular Selection Techniques Reliability and Validity The Selection Decision Legal Issues in Selection</p>	<p>Textbook, Chapters 6, 7 Cases: Give and Take, pp. 207–208, Hiring High-Risk Employees Can Pay Off for Business, pp. 244–245.</p>
5	<p>Rightsizing, Termination and Retention Rightsizing the Organization Planning Strategies for Layoffs Termination Managing Involuntary Turnover Progressive Discipline Employee Retention Managing Voluntary Turnover Causes and Effects of Dissatisfaction Measuring and Monitoring Job Satisfaction Evaluating the Rightsizing Process</p>	<p>Textbook, Chapter 8 Case: Retaining the Best Employees, pp. 276-277.</p>
6	<p>Appraising and Managing Performance Why Performance Appraisal The Performance Appraisal Process Methods for Appraising Performance Limitations in Performance Appraisal Performance Management and Follow-up Measures Evaluating the Performance Appraisal and Management Process</p>	<p>Textbook, Chapter 9 Case: Accelerated Performance Reviews May Improve Retention, pp. 314-315.</p>
7	<p>Training, Development and Organizational Learning</p>	<p>Textbook, Chapter 10</p>

	Purposes of Training and Development New Employee Orientation Assessing Training and Development Needs Designing Training and Development Programs Training and Development Techniques and Methods Management Development Organizational Development and Learning	Case: Boeing Trains for the Future, pp. 348-349.
8	Managing Basic Compensation Compensation Strategy Purposes Wages vs. Salaries Determinants of Compensation Strategy Wage and Salary Structure Job Worth Job Classes Pay Structure Wage and Salary Administration Managing Compensation Determining Individual Wages Pay Secrecy Pay Compression Legal Issues in Compensation	Textbook, Chapter 11 Case: Working by the Hour at GM and Wal-Mart, pp. 378-379.
9	Incentives and Performance-Based Rewards Purposes of Performance-Based Rewards Merit Compensation Systems Plans Limitations Incentive Compensation Systems Plans Limitations Team and Group Incentives Executive Compensation New Approaches to Performance-Based Rewards Indirect Compensation and Benefits Mandated Protection Plans Optional Protection Plans Other Types of Benefits	Textbook, Chapters 12, 13 Case: Continental's Remarkable Turnaround, pp. 406-407.
10	Managing Labor Relations The Role of Labor Unions in Organization Trends in Unionization The Unionization Process The Collective-Bargaining Process Negotiating Labor Agreements Labor Unions and Social Issues	Textbook, Chapter 14 Case: Winning the Battle but Losing the War?, pp. 466-467.
11	Managing Careers and Work Environments The Nature of Careers HRM and Career Management Career Planning and Career Management Career Development Issues and Challenges The Physical Environment Employee Safety and Health Health- and Stress-Management Programs	Textbook, Chapter 15 Case: Safety Comes to Georgia-Pacific, pp. 502-503.
12	Managing Employment Relationships Employee Rights in the Workplace The Nature of Employment Contracts Psychological Contracts	Textbook, Chapter 17 Case: Temps, Temps, Everywhere!, pp. 558-559.

	Social Contracts Managing Knowledge Workers Knowledge Worker Management and Labor Relations Contingent and Temporary Workers Advantages and Disadvantages Managing Contingent Workers HR Architecture Managing New Forms of Work Arrangements	
--	---	--

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BA032IU

SALES MANAGEMENT

1. COURSE STAFF

Lecturer: Kieu Anh Tai

Room: TBA

Telephone: TBA

E-mail: ueh.marketing@gmail.com (preferred contact method)

Consultation Hours: With appointment

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: 3 hours per week

Venue: L108

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

Pre-requisite or co-requisites: Principles of Marketing and Consumer Behavior

2.5 Approach to learning and teaching

Employing the interactive, experiential learning and problem-based teaching approach, this course emphasizes the interaction between lecturers and students. The lecture materials will be uploaded in Blackboard to help the students to preview the materials and to concentrate on listening and critical thinking during the lecture. This will help students to interact with the lecturer during the classroom. The sessions for presentations and discussions comprise company case studies as well as answering some theoretical and conceptual questions, which help the students to see how the concepts are applied in the real organization context. Students will present the case to the class and discuss with the peers.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

The purpose of this course is to investigate in details the sales and sales management process. Understanding the sales function is not only important for managers of a sales force, it is also vital for general managers. Since the sales force is the primary source for generating revenue for most organisations, knowledge of how to improve its effectiveness is important to all business professionals.

3.2 Student Learning Outcomes

After completing the course, students will be able to

- A good understanding of the role of the sales management process in today's business environment.
- Understand the personal selling function, and different sales roles.
- Understand the importance of good communication
- Understand the importance of the recruitment and selection process to the wellbeing of the organization.
- Understand motivation and compensation as it applies to the sales force.
- Determine sales force effectiveness and performance.
 - Have an understanding of ethical issues involved in personal selling

3.3 Teaching Strategies

The learning system in this course consists of lectures, experiential exercises and scheduled presentations/discussions. Lectures and exercises elaborate the appropriate theoretical content in the textbook and readings. Classes provide a more detailed and refined analysis of both concepts and applied materials. Classes are strongly oriented towards interactive discussion of the text and presentations. In order to gain the most from the lectures and class activities, the

assigned text/reading should be read *before* the lecture to participate in the discussions. All students are required to take active part in the discussions in class.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading, research, working on assignment, preparing for presentation and attending classes. In periods where they need to additionally prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and presentations is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behavior

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct, which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Class attendance and participation	5%
Field study Project	15%
Role-plays	5%

Critique of role-plays	5%
Mid-Term Exam (1-1.5 Hours)	30%
Final Exam (Two Hours)	40%
Total	100%

5.3 Field study Project

The group project will involve students teaming up into **groups of 4-5** and interviewing someone in the field of **Sales Management**. These interviews will allow students to gain pragmatic insights not available in the classroom. Once the interviews have been conducted, the team will prepare and submit a written account of the interview. Lastly, the team will present the findings and insights to the class, in the form of a formal **20-minute PowerPoint presentation** (involving EACH group member). This presentation should include some evaluation and critique of the way that the organization applies the concepts in their organisations.

Topics for questions will include (but are not limited to): Industry analysis, key steps in the sales process, approach to pursue potential new customers and build relationships with customers, sales force size, sales force organizational structure, recruiting methods, compensation systems, training courses, sales evaluations (reviews), characteristics of the best salespeople and the role of personal selling once a company has established online selling capability.

5.4 Role-playing (5%) and Feedback to Role-playing Group (5%)

Each **group of 4-5 students** will make a **B2B sales call to the class**, and the assigned buying committee teams (assessing groups) will share their thoughts on what they like or dislike about the sales team's presentation. Each assessing group will generate qualitative feedback backed with relevant theory on the content, clarity and communication aspects of the presentation.

5.5 Class attendance and participation

A minimum attendance of 80 percent is compulsory. Marks will be deducted for absence (2.5% per section). However, 100% class attendance does not automatically guarantee you full marks for this assessment component. Marks are to be earned up as a result of the ideas you bring in to the discussion in class. Ideas should be backed with relevant academic theory and students are expected to think critically about the issues discussed during class and peer presentations.

5.6 Midterm and final exams

The exam dates will be centrally scheduled by the university. Details will be given during the semester

5.7 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.

7. STUDENT RESOURCES

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

Sales Management 8th ed., D.J. Dalrymple, W.L. Cron, T.E. DeCarlo, NJ Wiley 2004

Reference book

Sales Force Management 6th ed., G.A. Churchill, N.M. Ford, O.C. Walker, M.W. Johnston, J.F. Tanner Irwin McGraw-Hill 2000

SPIN Selling, Neil Rackham, McGraw Hill, 1996

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance-learning course, and the students are expected to attend lectures and take notes. This way, the students will get the additional benefit of class interaction and demonstration.

Recommended Internet sites

[Business Week](#)

[The Economist](#)

[Fortune](#)

[Forbes](#)

<http://www.sellingpower.com>

<http://www.salesandmarketing.com/>

Recommended Journals

Journal of personal selling and sales management

Journal of Marketing

Journal of Sales Management

Journal of Services Marketing

Journal of Retailing

Harvard Business Review

International Human Resource Management Journal

7.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Week	Topic	Required readings and activities
1	Introduction to Professional Selling and Sales management	Chapter 1

2	Strategy and Sales Program Planning	Chapter 2
3	Sales Opportunity management	Chapter 3
4	Account Relationship Management	Chapter 4
5	Customer Interaction Management	Chapter 5 Role plays
6	Customer Interaction Management (Cont.)	Role plays
7	Sales Force Organization	Chapter 6
	MID TERM EXAM	
8	Recruiting, Selecting and Training Sales Personnel	Chapters 7,8 Field study presentations
9	Leadership and Ethical issues	Chapters 9, 10 Field study presentations
10	Motivating Salespeople	Chapter 11 Field study presentations
11	Compensating Salespeople and Evaluating Performance	Chapters 12,13 Field study presentations
12	Course Review	

* The week number refers to the sequence of class, not the University academic calendar's week number

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BA171IU

RISK MANAGEMENT

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Lecturer: Ho Nhut Quang. Ph.D

Room: A.302

Telephone: 0903339767

E-mail: hnquang@hcmiu.edu.vn

Consultation Hours: 8h.00- Thursdays

2. NUMBER OF CREDITS: 3

3. PREREQUISITE: Principles of Management, Business Statistics **4. RELATIONSHIP OF THIS COURSE TO OTHERS**

The Risk Management course focuses on two main parts. The first part deals with risk and different types of risks. It also focuses on alternative measures to deal risks. The second part mentions insurance as a measure to reduce risk. Both parts utilize many concepts and knowledge from the courses of Principles of Management and Business Statistics. Theoretical analysis will be based on concept of risk and special terms used in management. All these concepts and results are various parts of the management course. Besides, the insurance market, the calculation risk premium, probability can be found in the Business Statistics course.

5. APPROACH TO LEARNING AND TEACHING

The teaching and learning adopted in this course is learner-center, and consequently, requires active student participation and contribution. Through a range of interactive activities and teaching strategies, it seeks to engage students in the learning. It also seeks to facilitate independent learning through individual tasks and research, and fosters collaborative learning through a range of group activities. It considers prior learning through a range of group activities. Furthermore, the lecture will extend some topics in classes, thus students should take notes carefully.

6. COURSE DESCRIPTION

This course is a study of the risk management process, with an emphasis on insurance. The course provides the learners with necessary knowledge on key concepts and terms used specially in Insurance Industry and Risks Management. The learners will learn possible methods and techniques used to deal with various kind of risk. Policies including both Life-Insurance and Property and Casualty Insurance are analyzed . The learners will gain deeply understanding on Life Insurance, Health Insurance, Social Insurance, Property Insurance, Auto Insurance, etc.

The course also mentions the job a Risk Manager and his/her functions at the company, which can pose a chance for some learners in choosing their career in future.

7. STUDENT LEARNING OUTCOMES:

Through this course you will:

- Learn a risk management process that can be applied to a variety of risks.
- Develop an understanding of what risk is, how it can be measured and transferred, why individuals care about risk, and why corporations care about risk.
- Understand techniques used in dealing with possible risk at work as well as in daily life.
- Apply the risk management process to two major areas of concern for corporations: liability risk and financial risk
- Understands characteristics of various types of insurance policies such as: Life Insurance, Health Insurance, Social Insurance, Property Insurance, Auto Insurance, etc.

8. STUDENT RESOURCES

Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

George E. Rejda, *Principles of Risk Management and Insurance*, 9th edition – 2007, McGraw Hill.

9. STUDENT RESPONSIBILITIES AND CONDUCT

9.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading, researching, working on exercises and problems, and attending classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

9.2 Attendance

Your regular and punctual attendance at lectures and related seminar (if any) is expected in this course. University regulations indicate that if students attend less than **80% of scheduled classes**

they may be refused final assessment. Regular attendance is essential for successful performance and learning in this course, particular in view of the interactive teaching and learning approach adopted. Please inform your lecture if you are unable to attend the class, and arrange for a classmate to collect any handouts.

9.3 General Conduct and Behavior

You are expected to conduct yourself with considerable and respect for the needs of your fellow students and teaching staff. Conduct **that unduly disrupts or interferes with a class, such as ringing, or talking on mobile phones, or chatting on internet, is not acceptable** and **students may be asked to leave the class.**

Most classes will begin with a “cold call” to one specific student that will open the case, which is selected from the textbook, reference materials, and business news, and provoke class discussion. In the course of a semester, every student will receive a cold call at least once. After the opening question, the class will collectively analyze, argue, approach, and persuade polite society (the class). The instructor’s role is one of orchestration and additional stimulation of discussion.

9.4 Keeping informed

You should take notes of all announcements made in lectures, tutorials or review notes on the Google course site. The instructor will post news, announcements and extra reading papers weekly. Besides, from time to time, the University will send important announcements to you through website, course website and/ or Announcement Board (of School of Business and/ or Academic Affair) without providing you with a paper copy. You will be deemed to have received this information.

9.5 Class Policies

You may use a laptop or a tablet during class, but it should be used to further concepts and not for other things such as..., as well as...

Please make every effort to arrive in class on time. Turn cell phones, and PDAs off prior to entering class. They are a disruption to the learning process. You may be asked to leave the classroom if this policy is violated.

Extra credits will be assigned to an individual who contributes more in class discussions, problem solving, and good evaluation.

If you are a student that needs a special assistance in the administration of exams or quizzes, please notify me in writing by January 21, 2013.

10. LEARNING ASSESSMENT

Assessment Details

Class Assignment: (10 units)

10%

Mid-Term Exam (One Hour)

30%

Topic Presentation

10%

Final Exam

40%

Attendance

10%

Total

100%

11. COURSE SCHEDULE

Week	Topic	Learning materials and activities
1	Chapter 1 Risk in Our Society	Assignment 1
2	Chapter 2 Insurance and Risk	Assignment 2
3	Chapter 3 Introduction to Risk Management	Assignment 3
4	Chapter 4 Advanced Topics in Risk Management	Assignment 4
5	Chapter 5 Types of Insurers and Marketing System	Assignment 5
6	Chapter 6 Insurance Company and Operations	Assignment 6
7	Mid-term Exam	
8	Chapter 7 Financial Operations of Insurers	Assignment 7
9	Chapter 8 Government Regulation of Insurance	Assignment 8
10	Chapter 9 Fundamental Legal Principles	Assignment 9
11	Chapter 10 Analysis of Insurance Contracts	Assignment 10
12	Group Presentation on the following topics: - Life Insurance (Chapters 11-13)	Presentation

	<ul style="list-style-type: none">- Individual Health Insurance (Chapter 15)- Retirement Plans (Chapter 17)- Social Insurance (Chapter 18)- Liability Risk (Chapter 19)- Homeowner Insurance (Chapters 20 and 21)- Auto Insurance (Chapter 23)	
--	---	--

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BA140IU

BUSINESS GAME

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Lecturer: Dr. Pham Hong Hoa
Dr. Tran Tich Phuoc
Ms. Nguyen Thi Huong Giang
Room: A207
Telephone: 0822114034
E-mail: TBA
Consultation Hours: TBA

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: TBA
Venue: TBA

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

The students must take two courses Principles of Marketing – BA003IU and Principles of Management – BA123IU in prior to enrolling for Business Game.

Business Game is a practical course designed to apply the software Markstrat as well as marketing theories into business decision making games. Markstrat software is a simulation designed to focus on strategic issues:

- Understand customer needs
- Long-term perspective
- Brands as a profit centers
- Competitive environment
- Strategy is based on segmentation, positioning and resources allocation

Therefore, students must be familiar with using computers as well as the Internet.

2.5 Approach to learning and teaching

Employing the interactive learning and problem-based teaching approach, this course emphasises the interaction between lecturers and students. The lecture materials will be uploaded in Blackboard to help the students to preview the materials and to concentrate on listening and critical thinking during the lecture. This will help students to interact with the lecturer during the classroom. The sessions for presentations and discussions comprise company case studies as well as answering some theoretical and conceptual questions, which help the students to see how the concepts are applied in the real international business context. Students will present the case to the class and discuss with the peers.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

This course is designed to help students have a better application of known and learnt marketing theories as well as management strategies into practice by deploying and using MarkStrat software throughout the course. Every week, students are forced to practice at the laboratory room to produce their strategies and submit to the instructor through the MarkStrat online server in order to stimulate the market performance and start the new business periods. Students are also strongly encouraged to do their team work brainstorm to come up with creative strategies for their teams to win the business game each week. In more detail, this course is to help students to:

- Explain the interdependence of business activities in creating a successful strategy
- Understand the relationship of firm action and competitive action in creating financial performance

- Explain the relationship between particular analytical tools and business decisions
- Use analysis and data to create reasonable expectations of intended strategies (especially marketing strategies) and to form explanations of enacted strategies
- Understand the impact of biases such as attribution error, and herding on strategy and firm evolution.

3.2 Student Learning Outcomes

After completing the course, students should have developed skills to:

- Be familiar with the software and the approach of the game
- Work effectively and efficiently in teams
- Understand and practice how to develop and implement a company's marketing strategies related to segmentation, target market, positioning of a new product and financial resources allocation
- Practice the integration of analysis and decision-making and exploring the challenges of coordinating multiple decisions in pursuit of their chosen strategy

In generic terms, students completing this course are likely to achieve the following attributes:

- *Applied research.* Conduct, write and present applied research relevant to this course.
- *Situational exploration.* Critically appreciate situations, in terms of their factual, political, temporal, and cultural dimensions.
- *Problem resolution.* Structure and propose solutions to organisational problems that enable management to guide multinational organizations through complex and ambiguous environments.
- *Argument and reasoning.* Analyse, evaluate and construct arguments employing different modes of reasoning and different types of evidence.
- *Applicable practice.* Be able to recommend applicable strategies for companies to competing in the real world, under some conditions.

3.3 Teaching Strategies

The learning system in this course consists of lectures and scheduled presentations/discussions. Lectures elaborate the appropriate theoretical content in the textbook and readings. Classes provide a more detailed and refined analysis of both concepts and applied materials. Classes are strongly oriented towards interactive discussion of the text and cases. In order to gain the most from the lectures and class activities, the assigned text/reading should be read *before* the lecture to participate in the discussions.

From the second week, the students will need to form small discussion groups (3-4 students/group) which will take turns in presenting the assigned cases each week. However, all students are required to take active part in the discussions in class. Look at articles and clippings from business sections of relevant electronic and print media which are relevant to the presentation topic. The students should explain how the material relates to the theory discussed in the text. Discuss with group members as to the common strategy for sourcing, documenting, analysing and presenting cases each week - for which a basic minimum interaction will be necessary. For the audience, it is important that they contribute to the case by getting additional information carefully beforehand so that they are fully familiar with the materials, and are prepared to participate in the discussions.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *eight* hours per week studying this course. This time should be made up of reading, research, working on exercises and teamwork

decisions, and attending classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behaviour

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- Achieve a composite mark of at least 50; and
- Make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Mid-Term Exam (Two Hour)	20%
Research Assignment	20%
<u>Final Report</u>	<u>60%</u>
Total	100%

5.3 Project Report (Presentation and Written Assignment)

5.3.1. Assignment 1: Research Presentation (20%)

Each group will be assigned with a research topic on decision making in MarkStrat to present for 15 to 20 minutes. The topics are as followed:

- Market research study: use data from PERIOD 3 or PRACTICE industry
 - **Group A:** Industry benchmarking - Consumer Panel - Semantic Scales - Market Forecast - Competitive Sales force estimates - Sales fore experiment

- **Group E:** Consumer Survey - Distribution panel - MDS of brand similarities & preference - Competitive advertising estimates - Advertising experiment - Conjoint Analysis
- Brand Portfolio (**Group I**)
- Marketing Mix (**Group O**)
- Sales Force (**Group U**)
- R&D (**Group Y**)

Relevant contents should be covered in your presentations:

- Theoretical models and frameworks
- A case or example to illustrate the theory
- Making decision in Markstrat (student manual)

5.3.2. Assignment 2: MarkStrat Performance Presentation and Final Report (80%)

At the end of the 7th Period, each group will write a report (maximum 30 pages) and present to the class (maximum 30 minutes). When writing your report and prepare your presentation slides, you should consider:

- Full explanation of your firm's performance relative to other competitors
- Your objectives and strategy (marketing plan)
- Decision making process (Brand Portfolio, Marketing Mix, Sales Force, R&D, Market Research)
- Lessons learned

Though your grades will not only depend on your firm's performance in MarkStrat, a good performance (e.g. stock price index, ROI, ...) does indicate your capability of planning and strategy implementation. To ensure fair contribution amongst group members, a peer assessment process will be put in place.

Due Date: The project report is due at (time) pm on (date, day). Assignments are to be handed to the School of Business Administration's Faculty Assistant or the lecturer at the Faculty Office.

- Late work will be penalised at the rate of 25 percentage points per week day.
- Students must keep copies of all work submitted.

5.4 Marking criteria (project report and case presentation)

Marking Criteria	Marks	Learning outcomes/attributes
Quality of arguments and discussion: relevance, logic and cohesion	20	Ability to give compelling arguments and reasoning to support analysis
Use of frameworks and relevant marketing and management theories to support analysis	20	Ability to structure problems in accordance with theoretical frameworks and resolve them
Application of Markstrat's manual guidance and available information of the market and the companies to make relevant business decisions	20	Ability to submit practical business decisions that could be experienced and learnt

Originality and usefulness of the analysis	20	Ability to engage in creative problem solving skills
Organisation of assignment, clarity of expression and full explanation, editing etc	20	Clarity of vision, ability to explain firm's performance relative to other firms

5.5 Class participation and Presentation

A minimum attendance of 80 percent is compulsory to do teamwork and in-class simulations.

5.6 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

There is no compulsory textbook for this course, however, students are provided with the updated online Markstrat Manual handbook.

Reference Books:

Students are encouraged to read all books relevant to Marketing Management, Marketing strategies, Management strategies.

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.

Recommended Internet sites

[UNCTAD](#) (United Nations Conference on Trade and Development)

[WTO](#) (World Trade Organization)

[Business Week](#)

[The Economist](#)

[Fortune](#)

[Forbes](#)

Recommended Journals

Harvard Business Review
International Business Review
Journal of Management Studies
Asia Pacific Journal of Management

7.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Week	Activities
Week 1	Revision of Marketing theories + Overview of MarkStrat
Week 2	Introduction of Student Handbook and Practice Industry
Week 3	<ul style="list-style-type: none">▪ Administration<ul style="list-style-type: none">○ Form groups (6 groups x 10 person: A, E, I, O, U, Y)○ Assign group leaders○ Assign PAK and register in class (2+2+2+3+3+3)○ Set team password (no sharing between groups)▪ MarkStrat – The art of making choices▪ Practice industry - Review (decision-making in each period) <p>Introduction to PERIOD 0 and PERIOD 1</p>
Week 4	Decision-making for PERIOD 1 (in-class activity)
Week 5	Decision-making for PERIOD 2 Finance Theory
Week 6	Decision-making for PERIOD 3
	MID TERM EXAMINATION
Week 7	Decision-making for PERIOD 4 <i>Research Presentation: Market research study (Group A, E)</i>
Week 8	Decision-making for PERIOD 5 <i>Presentation: Brand Portfolio (Group I) & Marketing mix (Group O)</i>
Week 9	Decision-making for PERIOD 6 <i>Presentation: Sales forces (Group U) & R&D (Group Y)</i>
Week 10	Decision-making for PERIOD 7
Week 11	<i>Performance Presentation (Groups Y, U, O, I)</i>
Week 12	<i>Performance Presentation (Groups E, A)</i>

	<i>Report due</i> <i>Wrap up the simulation</i>
--	--

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BA038IU

CUSTOMER SERVICE MANAGEMENT

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Lecturer: Dr. Pham Hong Hoa

Room: O.206

Telephone: 08 22114034

E-mail: phhoa@hcmiu.edu.vn

Consultation Hours: 13.30 – 15.30 Monday and Tuesday

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: TBA

Venue: TBA

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

BA038IU–Customer Service Management focuses on professional services, services to consumers and business customers. BA038IU emphasizes on consumer behavior in a services context and on positioning services in competitive markets. Students majoring in **Business Management** and/or **Marketing** may go on to take BA045IU–B2B Marketing – in the following semester.

2.5 Approach to learning and teaching

Employing the interactive learning and problem-based teaching approach, this course emphasizes the interaction between lecturers and students. The lecture materials will be uploaded in Blackboard to help the students to preview the materials and to concentrate on listening and critical thinking during the lecture. This will help students to interact with the lecturer during the classroom. The sessions for presentations and discussions comprise company case studies as well as answering some theoretical and conceptual questions, which help the students to see how the concepts are applied in the real international business context. Students will present the case to the class and discuss with the peers.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

Customer service is an integral part of today's service-driven business environment. It recognizes that many graduates will work in the service marketing sector and that an understanding of customer service management issues in this area is of essential. The objective of this course is to provide participants with a deep appreciation of services marketing and customer service management decision making issues. Key topics of study include: consumer behavior in a service context, applying the 4Ps to services, managing the customer interface, and implementing profitable service strategies.

3.2 Student Learning Outcomes

After completing the course, students should have developed skills in

- Describe the unique characteristics of services and their implications on marketing strategies.
- Describe the major differences between marketing products and services in relation to the expanded marketing mix of product, price, promotion, place & time (e.g. service logistics), people, processes and physical evidence and the different nature of consumer behavior.
- Describe the links between Marketing, Operations and Human Resource Management in service organizations.

- Expound the concepts involved in implementing service quality such as setting service standards, customer focus, organizational change, leadership, quality tools, quality awards and processes.
- Articulate key concepts in services marketing including: service encounters, service blueprinting, relationship marketing, service scripts, service guarantees and service logistics.
- Conceptualize and articulate service quality and describe how it can be defined, measured and improved.

In generic terms, students completing this course are likely to achieve the following attributes:

- *Applied research.* Conduct, write and present applied research relevant to this course.
- *Situational exploration.* Critically appreciate situations, in terms of their factual, political, temporal, and cultural dimensions.
- *Problem resolution.* Structure and propose solutions to organizational problems that enable management to guide multinational organizations through complex and ambiguous environments.
- *Argument and reasoning.* Analyze, evaluate and construct arguments employing different modes of reasoning and different types of evidence.
- *Disciplinary and multidisciplinary perspective.* Bring disciplinary and multi-disciplinary perspectives in straightening out situations and projecting possible outcomes.

3.3 Teaching Strategies

The learning system in this course consists of lectures and scheduled presentations/discussions. Lectures elaborate the appropriate theoretical content in the textbook and readings. Classes provide a more detailed and refined analysis of both concepts and applied materials. In the lectures, students will have the opportunity to hear up-to-date services marketing theories and examples of common practices as well as unique initiatives of real-life (often well-known) services organizations.

The classes provide students with the opportunity to give formal presentations and lead an interactive discussion, which develops and improves their skills in these important areas. Classes are strongly oriented towards interactive discussion of the text and cases. In order to gain the most from the lectures and class activities, the assigned text/reading should be read *before* the lecture to participate in the discussions.

From the second week, the students will need to form small discussion groups (3-4 students/group) which will take turns in presenting the assigned cases/assignment each week. However, all students are required to take active part in the discussions in class. Look at articles and clippings from business sections of relevant electronic and print media which are relevant to the presentation topic. The students should explain how the material relates to the theory discussed in the text. Discuss with group members as to the common strategy for sourcing, documenting, analyzing and presenting cases each week - for which a basic minimum interaction will be necessary. For the audience, it is important that they contribute to the case by getting additional information carefully beforehand so that they are fully familiar with the materials, and are prepared to participate in the discussions.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending

classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behavior

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Mid-term Exam	20%
Field study (Group written report)	15%
Field study (Group presentation)	15%
<u>Final Exam (Two Hours)</u>	<u>50%</u>
Total	100%

5.3 Mid-term and Final Exam

The exam dates will be centrally scheduled by the university. Details will be given during the semester

5.4 Assessment 1: Field study - Written report

Service Quality Audit

Students are required to work in group to conduct a field work project. This assessment requires students to adopt the position of customer service consultants for a local service provider, and conduct a customer service audit. Student are required to conduct in-depth interview with a Supervisor or Manager from the service provider (internal) and customers whose have used the services are required (external). Students are to apply customer service management theories and concepts learnt in class in the analysis of the service provider, and make recommendations for areas that require improvement.

Students are to work within groups of no more than five students.

Students must choose to base their service audit on a service organization of their choice, with no more than one group studying the same organization. Student can choose service providers those are operating in, but not limited to: banking, retail sales and/or hospitality industry. Some of the following firms/services are recommended but not limited to: (1) Supermarket, department stores or convenient stores such as Coopmart, Citmart, Parkson, Shop & Go, The

Gioi Di Dong; (2) Hospitality industry: Caravell, New World, Viet Travel, Saigon Tourist; (3) Food & Drink such as: Pho 24, Wrap & Roll, Cafe Highland, Tour Les Jour and so on.

Your aim is to conduct an **in-depth investigation and analysis** of the service provider's customer service strategy, highlighting areas that it excels in (i.e. compared to its key competitors) and customer services areas that may need improvement. Where applicable, you are to provide appropriate recommendations.

The report should include an Executive Summary (That highlights the key findings of the report), followed by a brief Introduction that describes the context/ industry in which the service provider is placed, the core service it offers, and its target market and product positioning.

The body of the report should be an analysis of each of the customer service aspects. Based on your research and analysis, your discussion should highlight the key aspects that contribute most significantly to **customer service quality** for the service provider. Remember, you are also assessed based on the appropriate application of relevant service marketing concepts within your analysis. Tools/ models/concepts that may be useful include: Service Quality dimensions, Service Positioning, Communications in Customer Services, Leadership in Customer Services, Customer Retention and Customer Satisfaction.

Your report will be assessed based on the depth of analysis, application of relevant service marketing theory/ concepts, appropriateness of recommendations (i.e. logical link between analysis and recommendations), professional presentation and structure, and clarity of language used (e.g. correct spelling and grammar)

Word count: 2500 words (15 pages)

Due Date: The project report is due at (time) pm on (date, day). Assignments are to be handed to the School of Business Administration's Faculty Assistant or the lecturer at the Faculty Office.

- Late work will be penalized at the rate of 25 percentage points per week day.
- Students must keep copies of all work submitted.

5.5 Assessment 2: Presentation report

Base on the written customer audit report, the team is required to make a 20 minutes presentation to your classmate and lecturer. It requires that the team is acting in the role of the service consultant to present the report analysis and recommendation to the service providers.

5.6 Marking criteria (project report and presentation)

Marking Criteria	Marks	Learning outcomes/attributes
Quality of arguments: relevance, logic and cohesion	20	Ability to give compelling arguments and reasoning to support analysis
Use of frameworks to support analysis	20	Ability to structure problems in accordance with theoretical frameworks and resolve them
Use of case evidence to support analysis	20	Ability to conduct applied research to gather data/information pertaining to the case

Originality and usefulness of the analysis	20	Ability to engage in creative problem solving skills
Organization, clarity of expression, editing etc	20	Clarity of vision

5.7 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.²

7. STUDENT RESOURCES

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

Christopher Lovelock, Jochen Wirtz and Patricia Chew, (2009), Essentials of Service Marketing, 10th Edition, Pearson.

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.

Recommended Internet sites

[The Economist](#)

[Vietnam Investment Review](#)

[Saigon Times](#)

Recommended Journals

Journal of Consumer Research

Journal of Sales Management

Journal of Services Marketing

Journal of Retailing

Harvard Business Review

² This is adapted with kind permission from the University of New South Wales.

7.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Week	Topic	Learning materials and activities
1	<p>Introduction to Service Marketing</p> <p>What are services? Service Offer Benefits Without Ownership Four Board Categories of Services Service Pose Distinctive Marketing Challenges Expanded Marketing Mix for Services A Framework for Developing Effective Service Marketing Strategies Understanding Service Products, Consumers and Market Applying the 4Ps to Services Managing the Customer Interface Implementing Profitable Service Strategies</p>	<p>Textbook, Chapter 1</p> <p>Forming Study groups Allocation of Discussion Questions</p>
2	<p>Consumer Behavior in a Service Context</p> <p>Consumer Decision-Making: The Three-Stage Model of Service Consumption Pre-purchase Stage Need Awareness Information Search Evaluation of Alternatives Purchase Decision Service Encounter Stage Service Encounters are "Moment of Truth" Service Encounters from High-Contact to Low-Contact Post Purchase Stage</p>	<p>Textbook, Chapter 2</p> <p>Discussion Questions: Q.1, 3 and 9</p>
3	<p>Positioning Services in Competitive Market</p> <p>Achieve Competitive Advantage Through Focus Market Segmentation Forms the Basis for Focused Strategies Service Attributes and Levels Important versus Determinant Attributes Establishing Service Levels Positioning Distinguishes a Brand from Its Competitors Developing an Effective Positioning Strategy Use Positioning Maps to Analyze Competitive Positioning</p>	<p>Textbook, Chapter 3</p> <p>Discussion Questions: Q.2, 5 and 6</p>
4	<p>Developing Service Products: Core and Supplementary Elements</p> <p>Service Product Facilitating Supplementary Services Enhancing Supplementary Services Branding Service Products and Experiences Product Lines and Brands Offering a Branded Experience New Service Development</p>	<p>Textbook, Chapter 4</p> <p>Discussion Questions: Q.2, 4 and 6</p> <p>Group Presentation Group 1 and 2</p>

	A Hierarchy of New Service Development Categories Achieving Success in Developing New Services	
5	<p>Setting Prices and Implementing Revenue Management</p> <p>Effective Pricing is Central to Financial Success</p> <p>Pricing Strategy Stands on Three Foundations</p> <ul style="list-style-type: none"> Cost-Based Pricing Value-Based Pricing Reduced Related Monetary and Non-monetary Costs Competition-Based Pricing <p>Revenue Management: What It Is and How It Works</p> <ul style="list-style-type: none"> Reserving Capacity for High-Yield Customers Price Elasticity Designing Rate Fences <p>Ethical Concerns In Service Pricing</p> <ul style="list-style-type: none"> Service Pricing is Complex Piling on the Fees Designing Rate Fences <p>Putting Service Pricing Into Practice</p> <ul style="list-style-type: none"> Service Pricing is Complex Piling on the Fees Designing Rate Fences 	<p>Textbook, Chapters 6</p> <p>Discussion Questions: Q.1, 5 and 7</p> <p>Group Presentation Group 3 and 4</p>
6	<p>Promoting Services and Educating Customers</p> <p>The Role of Marketing Communications</p> <p>Challenges of Service Communications</p> <ul style="list-style-type: none"> Problem in Intangibility Overcoming the Problem of Intangibility <p>Marketing Communications Planning</p> <ul style="list-style-type: none"> Target Audience Communication Objectives <p>The Marketing Communication Mix</p>	<p>Textbook, Chapters 7</p> <p>Discussion Questions: Q.1, 2 and 7.</p> <p>Group Presentation Group 5 and 6</p>
MID-TERM		
7	<p>Developing and Managing Service Processes</p> <p>Flowcharting Service Delivery</p> <ul style="list-style-type: none"> Insight from Flowcharting <p>Blueprinting Services to Create Valued Experiences and Product Operations</p> <ul style="list-style-type: none"> Developing a Blueprint Advantages of Blueprinting <p>Service Process Redesign</p> <p>The Customer as Co-Producer</p> <ul style="list-style-type: none"> Level of Customer Participation Customers as Partial Employees <p>Self Service Technologies</p> <ul style="list-style-type: none"> Psychological Factors Related to Use of SST What Aspects of SSTs Please or Annoy Customers? 	<p>Textbook, Chapter 8</p> <p>Discussion Questions: Q. 2, 4 and 7.</p> <p>Group Presentation Group 7 and 8</p>
8	<p>Balancing Demand Against Productive Capacity</p> <p>Fluctuations in Demand Threaten Service Productivity</p> <ul style="list-style-type: none"> Defining Productive Capacity From Excess Demand to Excess Capacity <p>Managing Capacity</p> <ul style="list-style-type: none"> Capacity Levels Can Sometimes Be Stretched or Shrunk 	<p>Textbook, Chapter 9</p> <p>Discussion Questions: Q.2, 3 and 5.</p> <p>Group Presentation</p>

	<p>Adjust Capacity to Match Demand</p> <p>Analyze Patterns of Demand</p> <p>Demand Varies by Market Segment</p> <p>Understanding Patterns of Demand</p> <p>Managing Demand</p> <p>Marketing Strategies Can Reshape Some Demand Patterns</p> <p>Inventory Demand Through Waiting Lines and Queuing Systems</p> <p>Perception of Waiting Time</p> <p>Inventory Demand Through A Reservation S system</p>	Group 9 and 10
9	<p>Creating Service Environment</p> <p>Managing g People for Service Advantage</p> <p>What is the Purpose of Service Environments?</p> <p>Shaping Customers' Experiences and Behaviors</p> <p>For Image, Positioning and Differentiation</p> <p>Part of the Value Proposition</p> <p>Facilitate the Service Encounter and Enhance Productivity</p> <p>Understanding Consumer Responses to Service Environments</p> <p>The Services cap Model - An Integrative Framework of Consumer Responses to Service Environments</p> <p>Dimensions of the Service Environment</p> <p>Service Employees are Extremely Important</p> <p>Frontline Work is Difficult and Stressful</p> <p>Cycle of Failure, Mediocrity and Success</p> <p>Human Resource Management - How To Get It Right</p> <p>Hiring the Right People</p> <p>Tools to Identify the Best Candidates</p> <p>Train Service Employee Actively</p> <p>Empower the Frontline</p> <p>Build High-Performance Service-Delivery Teams</p> <p>Motivate and Energize People</p> <p>Service Leadership and Culture</p>	<p>Textbook, Chapter 10 and 11</p> <p>Discussion Questions: Chapter 10 Q.2 and 3; Chapter 11 Q.1, 2 and 3</p>
10	<p>Managing Relationships and Building Loyalty</p> <p>The Search for Customer Loyalty</p> <p>The Wheel of Loyalty</p> <p>Building Foundation for Loyalty</p> <p>Customer Satisfaction and Service Quality Are Prerequisites for Loyalty</p> <p>Strategies for Developing Loyalty Bonds with Customers</p> <p>Deepening the Relationship Through Cross-Selling and Bundling</p> <p>Encouraging Loyalty Through Reward-Based Bonds</p> <p>Building Higher-Level Bonds</p> <p>Strategies for Reducing Customer Defections</p> <p>Analyze Customer Defections and Monitor Declining Accounts</p> <p>Address Key Churn Drivers</p> <p>Implement Effective Complaint Handling and Service Recovery Procedures</p>	<p>Textbook, Chapter 12</p> <p>Discussion Questions: Q.1, 3 and 7.</p>

	<p>Increase Switching Costs</p> <p>CRM: Customer Relationship Management</p> <p>Common Objectives of CRM Systems</p> <p>What Does A Comprehensive CRM Strategy Include?</p> <p>Common Failures in CRM Implementation</p> <p>How To Get CRM Implementation Right</p>	
11	<p>Complaint Handling and Service Recovery</p> <p>Customer Complaining Behavior</p> <p>Customer Responses to Effective Service Recovery</p> <p>Impact of Effective Service Recovery on Customer Loyalty</p> <p>The Service Recovery Paradox</p> <p>Principles of Effective Service Recovery Systems</p> <p>Service Guarantees</p> <p>Jaycustomers</p>	<p>Textbook, Chapter 13</p> <p>Discussion Questions: Q.2, 3 and 5</p>
12	<p>Improving Handling and Service Recovery</p> <p>Integrating Service Quality and Productivity Strategies</p> <p>What is Service Quality</p> <p>The GAP Model</p> <p>Measuring and Improving Service Quality</p> <p>Learning from Customer Feedback</p> <p>Tools to Analyze and Address Service Quality Problems</p> <p>Return on Quality</p> <p>Defining and Measuring Quality</p> <p>Defining and Measuring Productivity</p>	<p>Chapters 14</p> <p>Discussion Questions: Q.6, 7 and 8</p>

Ho Chi Minh City, 25/08/2023

Dean of School of Business

Hà Minh Trí

**VIETNAM NATIONAL UNIVERSITY IN HO CHI
MINH CITY
HCMC International University
School of Business**

Course Syllabus

BA158IU

ORGANIZATIONAL DESIGN AND CHANGE

Spring 2013

1. Faculty information:

- 1.1. Instructor: Mr. Nguyen Huu Khoa, M.As
- 1.2. Office: Rm# 207
- 1.3. Office Hours: Monday and Tuesday: 8.30 a.m. – 3.30 p.m.
- 1.4. Contact: the best way to contact me is by email. Please give me at least 24 hours to respond to your email (please go to **part 4.3 for email rules**). Also, please feel free to come see me during my office hours. However, it is highly recommended to *make an appointment* before seeing me.
 - Cel.: 090204-8985 (for urgent issues only, please do NOT call after 9.00 p.m.)
 - Email: nhdkhoa@hcmiu.edu.vn; nhkhoa@yahoo.com
- 1.5. Teaching Assistants:
 - Ms. Nguyen Vo Hien Chau – 01256744916 – nvhchau@hcmiu.edu.vn (email rules are applied)

2. Course Information

- 2.1. Course Title: Organizational Design and Change
- 2.2. Credits: 3
- 2.3. Prerequisite: Principles of Management and Organizational Behaviors
- 2.4. Course website: <http://www.facebook.com/groups/hcmiuod2013>

3. Course Description and Learning Outcomes

- 3.1. Course Description: this course addresses how to manage organization-wide structural and cultural changes that lead to organizational design(s) that enhance the effectiveness of the organization. We will explore change issues of managing growth, resistance, intervention phases, crisis management and intergroup conflict/power as well as organizational design issues of balancing innovation with predictability and decentralization with centralization.
- 3.2. Learning Outcomes: At the end of this course, the student will display knowledge of the following organizational design and change competencies.
 - Relationships in Organizational Theory: how an organization's structure and culture interrelate with an organization's environment (including its stakeholders);
 - Levers for Organizational Design: types of organizational structure and culture;
 - Strategies for Organizational Design: ways to use organizational design levers to promote an effective fit between an organization and its environment (thereby achieving its goals);
 - Types of Organizational Change Initiatives: revolutionary and evolutionary organizational change, ongoing organizational learning and when each type of change is appropriate;
 - Strategies for Organizational Change: key roles and levers for change, overcoming resistance and setbacks to accomplishing change.

4. Expectations

- 4.1. Attendance: students are required to attend at least 80 percent of class meetings to be eligible to take the final exam. Except for unusual circumstances, more than three class absences might result failure in the course. The instructor reserves the right to fail students whose absences exceed **three** class meetings. Please understand that you do not have three 'free' absences and 'excused' absences. You might choose to use your absences for any reason; however, it is strongly recommended that you save them for

times you really need to miss the class. In order to take full benefit of this course, students are advised to attend every class meeting.

- 4.2. **Workload:** It is expected that students will spend at least *six* hours per week studying this course. This time should be made up of reading, research, working on assignment, preparing for presentation and attending classes. In periods where they need to additionally prepare for examinations or for projects, the workload may be greater. Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities. Please spend time to enjoy your life.
- 4.3. **Student responsibilities:** It is the business class; therefore, it is operated similar to a business.
- Please show your utmost respect to the instructor, the Teaching Assistant and classmates.
 - Please behave and perform professionally while in class.
 - Please be ON time. Your future managers/supervisors would not be impressed with people who are late at work. Neither would I. However, if you REALLY need to be late, please let me know in advance. Sometimes, arriving late to class is unavoidable. However, doing so habitually is both unprofessional and disruptive.
 - Please do not leave in the middle of the meeting. In case that you need to go home for some emergency issue, please let me know. If you leave without my permission, you will be marked ABSENT for that date.
 - Reading newspaper, playing games, completing homework, sleeping in class, wearing hats/caps, etc. will be considered inappropriate actions.
 - Do **NOT** disturb the instructor and classmates by using *cellular phones*.
 - **Cellular phones must be put into the silence mode during class.** If expecting important phone calls, students should let the instructor know before the class starts. If caught using phones during lectures for the first time, the student will be asked to bring food/snack for everyone in the next class. If caught for the second time, he/she will be asked to leave a class, and will be marked 'absent'. The participation on that date will be zero. If caught for the third time, his/her final grade will lower by ONE letter. (Please be advised that important calls do not occur very often.)
 - Please contribute ideas and answer to questions raised. This class strongly emphasizes on the interactive between students and the instructor. Participation is worth 5 percent of the total grade. Thus, please speak up.
 - Free discussion, inquiry and expression are encouraged
 - However, please do not argue in the way that could be considered disrespectful to the instructor and others.
 - Check your emails VERY regularly. Assignments, projects and notifications will be posted on the class Facebook® site and/or sent to students' email account. It is students' responsibility to provide instructors their correct emails, to visit the class website regularly to read all notifications.
 - **Email rules:** (this rule is applied for all emails sent to the instructor and to the Teaching Assistant. It should be applied for emails sent to all other instructors of other courses)
 - Do NOT leave the Subject field *blank*

- Details must be written in the Content field in proper language. Start your message with a greeting. Then, please tell me your name, and the course you are taking with me.
- Please be *professional* in email communication. Please avoid using slang, using strong words, and using inappropriate tone. *Make sure you think twice before writing, especially before sending.* Also, make sure you double-check for grammar and vocabulary errors before sending it out.
- Please make sure your email has an ending (Sincerely yours, Best regards, Best wishes, so forth).
- I will NOT reply to your email if you are not following this format. Besides, I will NOT reply your email if I do not understand what you are writing about.
- Submit all papers on time. Date of submission will be announced in class and posted on the class website(s). It is your responsibility to meet the deadline. Due to the instructor's workload, NO late assignments are accepted..
 - Students are required to submit your assignments/projects at the assigned time. If asked to submit in class, all works must be turned in **at the beginning of the class**. There will be no exception.
 - There will be no make-up homework, assignments, and projects.
 - All take-home assignments/projects must be typed.
 - A soft copy of your assignment must be sent to my email addresses.
 - A hard copy of your assignment must be submitted in class.
- Extension: if you are having troubles when working on some assignment, please talk to me. I could help you overcome your difficulties and go to the next step of your assignment. I will grant you an extension if you request at least 24 hours before the deadline AND if it is your first request of the semester. Don't afraid to ask for extensions.
- The following **format** must be used for *all* 'typed' assignments and projects:
 - Times New Roman style;
 - Double-spaced paragraphs;
 - The font size of 12 cpi used;
 - A cover sheet *must be* included in all assignments and projects. It must be comprised of the following information: the students' name, name of the team, name of the assignment, order of the assignment, date of submitting, name of the institution(s), name of the instructor, word count.
- **Cheating in any kinds will NOT be tolerated and will be penalized. Plagiarism might result in receiving "F" for this course.** Please act ethically. It starts with personal ethics and honesty in your personal lives. If caught copying others' work, students' grade **will be automatically zero**. Copying others' work includes: copying and pasting from Internet sources without giving credits; copying and pasting from other people without giving credits; and copying from classmates during exams. All works submitted must be your original ideas and words. Otherwise, please cite all relevant sources with the extent to which sources were used. For more information, please go online and learn the definition of cheating and plagiarism.

5. GRADING SCALE

5.1. Formal Requirements

In order to pass this course, the students must:

- Achieve a composite mark of at least 50; and
- Make a satisfactory attempt at all assessment tasks (see below).

5.2. Assessment Details

Participation	5%
Mid-Term Exam	30%
In-class and Take-home assignments	15%
Term Project	15%
Final Exam	35%
<hr/>	
Total	100%

- Midterm Exam: students will be given a set of questions which includes Multiple-choice questions and a Case for Analysis.
- Final Exam: students will work in team. A big case will be given to each team. After 30 minutes of preparation, each team will have to present their solution and analysis.
- Term project: each team will have to research a company that involves in Change and Design recently. Then, each team will write a report about the changes the company of choice made: reasons of changes, challenges of changes, factors that lead to changes, outcomes of changes, and so forth. Further detail about Term project will be provided in class.

5.3. Grading

- 90-100: A+
- 80-90: A
- 70 – 80: B+
- 65 – 70: B
- 55 – 65: C+
- 50 – 55: C
- 30 - <50: D
- 10 - <30: D

6. Student Resource

Students are strongly recommended to read materials before attending class meetings.

- Textbook:

- Donald R. Brown, *An Experiential Approach to Organization Development*, 8th edition, Prentice Hall
- Naomi Stanford, *Organizational Design: The Collaborative Approach*, 1st edition, Elsevier
- Richard Daff, *Organizational Theory and Design*, 10th edition, South Western.

7. Course Schedule

Week	Content	Activities
1 Jan 19	<ul style="list-style-type: none"> - Course introduction - Organizational Development and Reinventing the Organization 	<ul style="list-style-type: none"> - Getting to know each other - The psychological contract - In-class discussion: TGIF
2 Jan 26	<ul style="list-style-type: none"> - The Challenge of Change 	<ul style="list-style-type: none"> - Pre-meeting activity: Profile survey - In-class discussion: The Nogo Railroad
3 Feb 2	<ul style="list-style-type: none"> - Changing the Culture 	<ul style="list-style-type: none"> - In-class discussion: Downsizing - A Consensus-Seeking Activity
Feb 9 & Feb 16	TET HOLIDAY – HAPPY VIETNAMESE NEW YEAR!!!	
4 Feb 23	<ul style="list-style-type: none"> - Types and Form of Organizational Change 	<ul style="list-style-type: none"> - Do and Don't - In-class discussion: TBA
5 Mar 2	<ul style="list-style-type: none"> - Organizational Transformations: Birth, Growth, Decline, and Death - Phase 1 of Change: Preparing 	<ul style="list-style-type: none"> - In-class discussion: Is your organizational ready for an OD project? - The Franklin Company
6 Mar 9	<ul style="list-style-type: none"> - Phase 2 of Change: Choose to Re-design - Phase 3 of Change: Creating the high-level design and the detailed design - Decision Making, Learning, Knowledge Management, and Information Technology 	<ul style="list-style-type: none"> - Do and Don't - In-class discussion: Your Role in Phase 2 and Phase 3 - Ten Principles of Good Design
7 Mar 16	<ul style="list-style-type: none"> - Managing Power, Conflict, and Creativity 	<ul style="list-style-type: none"> - SACOG - In-class discussion: Career Life Planning
8 Mar 23	MIDTERM – GOOD LUCK!!!	
9 Mar 30	<ul style="list-style-type: none"> - Phase 4: Handling the Transition - Phase 5: Reviewing the Design 	<ul style="list-style-type: none"> - Handling the Shadow Side - What and How to Review
10 Apr 6	<ul style="list-style-type: none"> - Challenges of Organizational Design - Designing Organizational Structure: Authority and Control 	TBA
11 Apr 13	<ul style="list-style-type: none"> - Trend in Organizational Design - Organizational Design and Strategy In A Changing Global Environment 	TBA
12	FINAL PRESENTATION	

Apr 20	FINAL PROJECT DUE
	FINAL EXAM – GOOD LUCK!!!

Note: facilitators reserve the right to change the content of this syllabus without having the consent of students.

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BA160IU

NEGOTIATION AND RELATIONSHIP MANAGEMENT

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Lecturer:

Room:

Telephone:

E-mail:

Consultation Hours:

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: TBA

Venue: TBA

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

This course, BA160IU- Negotiation and Relationship Management, is designed for better understanding on the theory, processes, and practices of negotiation, conflict resolution and relationship management in order to be more effective negotiator in a wide variety of situations. This course examines how to create effective relationships in procurement and supply chains. It builds on and supports for BA151IU–International Business Management, BA154IU- Entrepreneurship and Small Business Management, BA084IU- Import Export Management, BA145IU- International Marketing and BA022IU- Logistic and supply chain management

2.5 Approach to learning and teaching

Employing the interactive learning and problem-based teaching approach, this course emphasizes the interaction between lecturers and students. The lecture materials will be uploaded in Blackboard to help the students to preview the materials and to concentrate on listening and critical thinking during the lecture. This will help students to interact with the lecturer during the classroom. The sessions for presentations and discussions comprise company case studies as well as answering some theoretical and conceptual questions, which help the students to see how the concepts are applied in the real international business context. Students will present the case to the class and discuss with the peers.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims Develop the understanding of the principles, strategies, and tactics of effective negotiation and professional relationship management. In addition, awareness and understanding of ethical principles and stakeholder considerations that influence the choices offered and made in transactions and relationships will be increased.

- Identify and assess the variables in negotiations, develop sound negotiation planning techniques, develop an understanding of various strategies and tactics to resolve conflicts, transactional and interpersonal differences.

- **3.2 Student Learning Outcomes**

- Able to describe the fundamental features of effective relationship management
- Able to identify the critical skills essential for negotiation of procurement contracts

- If you take advantage of the opportunities this course offers, you will be comfortable and more productive managing negotiations as well as professional and personal relationships.
- You will develop an understanding of the principles, strategies, and tactics of effective negotiation, conflict resolution, and relationship management, and enhance your ability to assess the variables in negotiations, the impact of interpersonal styles, personality, and culture. Create opportunities for mutual gain in negotiations and take home their fair share of that gain

3.3 Teaching Strategies

The learning system in this course consists of lectures and scheduled presentations/discussions. Lectures elaborate the appropriate theoretical content in the textbook and readings. Classes provide a more detailed and refined analysis of both concepts and applied materials. Classes are strongly oriented towards interactive discussion of the text and cases. In order to gain the most from the lectures and class activities, the assigned text/reading should be read *before* the lecture to participate in the discussions.

The course methodology is highly participative and utilizes class discussion, assigned readings, and simulations in one-on-one, fishbowl, and group situations. Tools for effectively planning for negotiations are reviewed and implemented. Students will work with other class members, in and outside of class, to plan group negotiations.

The course treats negotiation, conflict resolution and relationship management as complex processes that require the successful practitioner to develop and use a unique blend of perceptual, persuasive, analytical, and interpersonal skills. After each exercise, we will discuss what happened and why it happened so that you will develop understanding as well as factual knowledge.

We'll discuss strategies that worked and strategies that didn't. If a strategy didn't work we will examine why and discuss alternative approaches. You are taking this course to learn and improve. Thus, we expect that initially, individuals and groups will choose and use inappropriate strategies. By delving into the thinking that led to a particular strategy, critical thinking and effectiveness in future negotiations will improve. To learn as much as you can it is important to discuss not just what was effective and ineffective, but why the choices were made and how they affected the result. You will learn a lot about bargaining, resolving conflict, managing professional relationships, and yourself.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behaviour

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Class contribution and team presentation	30%
Mid-term	20%
Reflection Journal	10%
Final Exam	40%
Total	100%

❖ Class contribution and Team Presentation

A minimum attendance of 80 percent is compulsory. Students will be assessed on the basis of:

- a) Class contribution is based on the quality insights to class discussion, exercise participation, as well as effective preparation, planning, assignment completion, and attendance: 10%
- b) Presentation of case 20%

Topics for team presentations:

- The impact of Culture to Negotiation
- How to raise questions when negotiating
- Information gathering and using before and while negotiating
- The skills needed to be good negotiator
- The bad habits needed to avoid when negotiating
- Negotiation in the international environment
- The factors should make negotiation successful
- What should be done when negotiation failed
- The process of R-E-S-P-E-C-T negotiation

- Build a case of negotiation

❖ **Reflection Journal:** Insights on Negotiations and Relationships
(Typed, 1.5 lines spaced, with Times Roman #12 font, maximum length of 3 pages),

- Discusses what you actually learned from the class,
- Articulates the key insights you have developed regarding the application of negotiation and relationship management theory and principles.
- Identifies how you have used and anticipate applying what you have learned through course, readings, and activities.

5.3 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.

7. STUDENT RESOURCES

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Text book:

- Tom Gosselin. (2007). Practical Negotiation- Tools, Tactics & Techniques. John Wiley & Son.

Reference Books:

- Ross George R. (2006). Trump Style Negotiation. John Wiley & Son.
- Brett Jeanne M. (2001) Negotiating Globally. John Wiley & Son.
- Lewicki Roy J., Litterer Joseph A., Saunders David M., Minton John W., (1993) Negotiation- Readiness, Exercises, and Cases. Richard D. Irwin, Inc.

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.

Recommended Internet sites

[UNCTAD](#) (United Nations Conference on Trade and Development)

[WTO](#) (World Trade Organization)

[Business Week](#)
[The Economist](#)
[Fortune](#)
[Forbes](#)

Recommended Journals

Harvard Business Review
 International Business Review
 Journal of Management Studies
 Asia Pacific Journal of Management

7.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Week	Topic	Learning materials and activities
1	Chapter 1: The Need for Negotiation Conflict in our lives Process of exchange Introduction to planning and executing the negotiation Audience for practical negotiating	Textbook, Chapter 1 Forming Study groups Allocation of Discussion Questions How to prepare for case study presentation
2	Chapter 2: Wants and Needs Win-Win agreements Wants versus Needs Case analysis	Textbook, Chapter 2 Case analysis, p.29
3	Chapter 3: Setting Objectives and Determining Positions Needs and objectives Creating a needs/objectives matrix Determining position and settlement range	Textbook, Chapter 3
4	Chapter 4: Currencies and Concessions Currencies of exchange Concessions Making positive exchange	Textbook, Chapter 4
5	Chapter 5: Power in Negotiation The paradox of power The rule of power in negotiation Practical negotiating: planning guide- part 1	Textbook, Chapter 5 Case analysis, p.77
6	Chapter 6: Negotiation Model: Stages with Critical Tasks Stages: the negotiation process road map	Textbook, Chapter 6

7	Chapter 7: Negotiation Styles and Key Skills The difference between negotiation styles and skills Choosing the best overall approach Negotiation styles Key skills	Textbook, Chapter 7
8	Chapter 8: Win-Win Tactics Tactics defined Win-Win tactics	Textbook, Chapter 8
9	Chapter 9: Adversarial Tactics and Counter Tactics Adversarial tactics	Textbook, Chapter 9
10	Chapter 10: Tactical Orientation How to determine your tactical orientation Tactical orientation continuum	Textbook, Chapter 10
11	Chapter 11: Special Negotiation Situations Negotiating in buy and sell situations Internal negotiations Negotiating with your boss Team negotiations	Textbook, Chapter 11
12	Revision and Final Examination	

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BA098IU

LEADERSHIP

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Lecturer: KS Kow

Room: O.709

Telephone: 0822114034

E-mail: kksong@hcmiu.edu.vn

Consultation Hours: 09.00 – 11.30 Tuesday and Wednesday

Teaching Assistant: TBA

Room: TBA

Telephone: TBA

E-mail: TBA

Consultation Hours: TBA

Should the students wish to meet the staff outside the consultation hours, they are advised to make appointment in advance.

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: TBA

Venue: TBA

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

Pre-requisite: BA013IU Organizational Behavior

2.5 Approach to learning and teaching

Employing the interactive learning and problem-based teaching approach, this course emphasizes the interaction between lecturers and students. The lecture materials will help the students to preview the materials and to concentrate on listening and critical thinking during the lecture. This will help students to interact with the lecturer during the classroom. The sessions for presentations and discussions comprise company case studies as well as answering some theoretical and conceptual questions, which help the students to see how the concepts are applied in the real international business context. Students will present the case to the class and discuss with the peers.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

This introductory course presents leadership using a personal leadership perspective and framework. Students taking this course will have the opportunity to examine their own views on leadership, explore the differences between personal and positional leadership, study characteristics of leaders and learn about the importance of personal development.

3.2 Student Learning Outcomes

1. Enhance developmental and interpersonal skills
2. Explore various leadership frameworks and the leadership profiles of self and others
3. Increase awareness of leadership as it relates to the University of Minnesota and ways to get involved, as well as demonstrate leadership on the University campus.
4. Develop personal definition of what it means to lead and of the role of personal responsibility in leadership
5. Develop and demonstrate critical thinking skills through written and presentation assignments

6. Begin building a leadership portfolio that demonstrates and integrates classroom learning, leadership experiences, and personal reflections

3.3 Teaching Strategies

The learning system in this course consists of lectures and scheduled presentations/discussions. Lectures elaborate the appropriate theoretical content in the textbook and readings. Classes provide a more detailed and refined analysis of both concepts and applied materials. Classes are strongly oriented towards interactive discussion of the text and cases. In order to gain the most from the lectures and class activities, the assigned text/reading should be read *before* the lecture to participate in the discussions.

From the second week, the students will need to form small discussion groups (4-6 students/group) which will take turns in presenting the assigned cases each week. However, all students are required to take active part in the discussions in class. Look at articles and clippings from business sections of relevant electronic and print media which are relevant to the presentation topic. The students should explain how the material relates to the theory discussed in the text. Discuss with group members as to the common strategy for sourcing, documenting, analyzing and presenting cases each week - for which a basic minimum interaction will be necessary. For the audience, it is important that they contribute to the case by getting additional information carefully beforehand so that they are fully familiar with the materials, and are prepared to participate in the discussions.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behavior

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at the university webpage.

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- Achieve a composite mark of at least 50; and
- Make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Mid-Term Exam (90min)	30%
Written Assignment	20%
Class Participation and Presentation	20%
<u>Final Exam (120min)</u>	<u>30%</u>
Total	100%

5.3 Project Report (Written Assignment)

The students are required to submit a project report in groups of three (3) on one topic.

Length and Style: Maximum 2,000 words, excluding footnotes, figures and references. The format for assignments is to be double spaced with 2.5 cm margins and font size of 12 cpi. Please show the word count, along with all other details on the cover sheet.

The project will be assessed for analytical content and presentation. The same marks will be awarded to all students in the same group. All work must be original and must not have been submitted for any other subject or course here or elsewhere. Copying or plagiarising works of other authors, including your fellow students or cutting and pasting from the internet and other sources is an offence and will be seriously penalized.

Due Date: The project report is due at (time) pm on (date, day). Assignments are to be handed to the School of Business Administration's Faculty Assistant or the lecturer at the Faculty Office.

- Late work will be penalized at the rate of 25 percentage points per week day.
- Students must keep copies of all work submitted.

5.4 Marking criteria (project report and case presentation)

Marking Criteria	Marks	Learning outcomes/attributes
Quality of arguments: relevance, logic and cohesion	20	Ability to give compelling arguments and reasoning to support analysis
Use of frameworks to support analysis	20	Ability to structure problems in accordance with theoretical frameworks and resolve them
Use of case evidence to support analysis	20	Ability to conduct applied research to gather data/information pertaining to the case
Originality and usefulness of the analysis	20	Ability to engage in creative problem solving skills
Organization, clarity of expression, editing etc	20	Clarity of vision

5.5 Class participation and Presentation

A minimum attendance of 80 percent is compulsory. Students will be assessed on the basis of:

- a) Presentation of case 10%
- b) Class attendance and participation 10%

5.6 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own. Students are also reminded that careful time management is an important part of study and one of the

identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.

7. STUDENT RESOURCES

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

Leadership: Theory, Application and Skill Development (2nd Edition), Lussier & Achua

Reference Books:

Exploring Leadership (2nd edition), Komives, Lucas & McMahon

The 21 Irrefutable Laws of Leadership (10th edition), John Maxwell

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.

Recommended Journals

Harvard Business Review

International Business Review

Journal of Management Studies

Asia Pacific Journal of Management

7.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the VNU - Central Library. Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Week	Topic	Learning materials and activities
Part 1	Individuals as Leaders	
1	Who is Leader? Leadership is Everyone's Business Levels of Analysis of Leadership Theory Leadership Theory Paradigm	Textbook, Chapter 1 Other Relevant Handouts Internet URLs Case studies (HBR)
2	Leadership Traits and Ethics Traits & Personality of Effective Leaders Leadership Attributes Ethical leadership	Textbook, Chapter 2 Other Relevant Handouts Internet URLs Case studies (HBR)
3	Leadership Behavior and Motivation Leadership Behavior and styles The Leadership Grid	Textbook, Chapter 3 Other Relevant Handouts Internet URLs Case studies (HBR)
4	Influencing: Power, Politics, Networking & Negotiation Power & Source of Power Organizational Politics Networking Negotiation Ethics and Influencing	Textbook, Chapter 4 Other Relevant Handouts Internet URLs Case studies (HBR)
5	Contingency leadership Theory Contingency Leadership Theory and Model	Textbook, Chapters 5 Other Relevant Handouts Internet URLs

	Leadership Continuum Theory and Model Path Goal Leadership Theory and Model Normative Leadership and Model	Case studies (HBR)
Part 2	Team Leadership	
6	Communication, Coaching, and Conflict Skills Communication, Feedback & Coaching Managing Conflicts Collaborating Conflict Management Style Model	Textbook, Chapters 6 Other Relevant Handouts Internet URLs Case studies (HBR)
7	Dyadic Relationship, Followership & Delegation Evolution of Dyadic Theory Leader-Member Exchange Theory Followership Delegation	Textbook, Chapters 7 Other Relevant Handouts Internet URLs Case studies (HBR)
8	Team Leadership The use of Team in Organizations Characteristics of Effective Teams Team Creativity Decision Making in Team Meeting Leadership Skills	Textbook, Chapters 8 Other Relevant Handouts Internet URLs Case studies (HBR)
9	Leading Self Managed Team Understanding Self Management Team Growth Stages and Leadership The Changing Role of Leadership in Self Managed Teams	Textbook, Chapters 9 Other Relevant Handouts Internet URLs Case studies (HBR)
10	Charismatic and Transformational Leadership Charismatic Leadership Transformational Leadership Stewardship and Servant Leadership	Textbook, Chapters 10 Other Relevant Handouts Internet URLs Case studies (HBR)
11	Strategic Leadership and Managing Crises and Change Strategic Leadership Crisis Leadership Leading Changes	Textbook, Chapters 11 Other Relevant Handouts Internet URLs Case studies (HBR)
12	Review	

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

COURSE SYLLABUS

BA084IU

IMPORT EXPORT MANAGEMENT

Contact Details

Lecturer	Email & Telephone & Office Hours
Nguyen Hong Anh, MBA	nhanh@hcmiu.edu.vn Mobile: 0918 278 387 Office hours: Monday & Thursday from 8:00 to 16:00(Room 709)

Class Times and Room Numbers

Course Duration:	45 periods	
Lecture Times:		
Place/Venue:		

Number of credits: 3

Prerequisite: Micro, Macro economics & Marketing

Course Description:

The basic objective of this course is to provide to students with the necessary knowledge, skills and foundations for acquiring a wide range of rewarding careers into the rapidly expanding world of Import & Export Management.

Course objectives/ Learning outcomes:

To achieve this subject student must:

- Explore how to set up an office for international trade
- Find products to import and export
- Identify target markets and find customers
- Make sense of applicable rules and regulations
- Find out how to complete the necessary licensing application and shipping documents.

Teaching Methods:

Lectures; Power point presentations; Classroom discussion; and Case Problems.

Course Assessment:

- Class participation, discussion, quiz and presentation: 20%
- Mid-term Exam (Essay & Multiple choices) - open-book exam: 30%
- Final Exam: 50%

Textbook

[1] John J. Capela - *Import Export (Wiley Publishing)*

Course Outline:

Ses.	Topic	Acknowledgment
1,2	Breaking into the import export business.	<i>* The nature of import export. * The role of import export business * Rules and regulations on import export. * Organizing for import export operations.</i>
3,4	Selecting products and suppliers.	<i>* How to select a right product. * How to connect with overseas suppliers for imports. * How to find suppliers for exports.</i>
5,6,7	Identify target market and finding customers.	<i>* Understanding Marketing. * Research import & export market. * How to find customers for export products. * How to locate customer for import products.</i>
9,10	Completing the transaction: International trade procedures and regulations.	<i>* How to make a sale: pricing, quotes, and shipping terms. * Understand of payment methods. * Packing & Shipping * Custom requirement and entry process.</i>
11	Review	

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

INTERNATIONAL MARKETING

1. Instructor

Vũ Thế Dũng

PhD in Business Administration, Marketing Major (ODU, USA)

MBA in International Business (AIT, Thailand)

E-mail: thedung@hcmut.edu.vn, vuthedung_1999@yahoo.com

Office hour: by appointment only

Course Objective

This course is designed to provide undergraduate students principles and techniques of International Marketing and up-to-date approaches to solve marketing problems and issues that companies are facing. The course will emphasize the global environment forces (i.e. historical and cultural factors) which influence the international marketing processes and programs. In addition to international marketing knowledge gain, students will also have a chance to improve their managerial skills such as reading, presentation, proposal and report writing and defending, team working, information seeking, and data analysis (both qualitative and quantitative data).

2. Text Books

1. *International Marketing, Cateora, Gilly, Graham, Mc-Graw-Hill, 14th Edition*

Course Activities

Discussion: in-class discussion and forum discussion (over the internet) will be the major approach to gain knowledge in this course. Students are encouraged to raise and/ or answer questions, and give comments during class discussions. Open minded with no prejudice is the starting point for discussion.

Text books, reference books, and required readings: Students are required to read text books, reference books, required readings, and discussed questions before come to class. Instructor will only present the major issues of the discussed topics. In addition, students are expected to read local and international business and economic newspapers including (not limited to) Saigon Times weekly and daily, Vietnam Investment Reviews, Business Week, Times, Wall Street Journal.

Case studies: During the course, instructor might provide several case studies for analysis and discussion.

Team work: students will be assigned into small groups of 3-5 members. Students will work in their groups all class activities such as group assignments, projects, and discussions. Remember this is a team work not an individual work. You will be evaluated mainly through your contributions to the team.

Presentation: students will be required to present their assignments, proposal, or project findings in class. It is recommended that the presentations should be prepared by using PowerPoint and professionally designed.

Searching for information: in order to meet the requirements of this course, students should also know how to search for information through different sources and channels. Students should be familiar with search engine such as Google in the internet.

Short quizzes: several short quizzes with multiple choice questions and/ or discussion questions will be given during the course.

Course Evaluation

Final Exam:	40% (60 multiple choice questions + 1 discussed question)
Quizzes:	10% (Three quizzes, each contains 10-15 multiple choice questions)
Mid-term:	20% (60 multiple choice questions)
Group Presentation:	10% (Analyzing and presenting a case study)
Group Project:	20% (Group Presentation)

Group Project: each group select one country and conduct cultural and economic analysis for that country. Follow the guidelines on Country notebook/ Part Six/ International Marketing Text Book.

Schedule

Date	S	Content	Activities
	1	The Scope and Challenge of International Marketing Chapter 1	– Going Global Fast Reading: chapter 2, 3 Case 1-1 Starbucks Submit group and group members Select case study for group presentation
	2	Cultural Dynamics Chapter 4	Reading: chapter 4 Class discussion: Case 2–1 The Not So Wonderful World of EuroDisney
	3	Culture, Management Style, and Business Systems Chapter 5	Quiz 1 Reading: chapter 5 Class discussion: Case 3-1 international Marketing Research at the mayo Clinic
	4	Developing a Global Vision through Marketing Research Chapter 8	Class discussion: Case 1-3 Coke and Pepsi Learn to Compete in India Group work: Group 1: Case 1-1 Group 2: Case 1-2
	5	Emerging Market Chapter 9, 10	Quiz 2 Group work: Group 3: Case 1-3 Group 4: Case 1-4
	6	Product and Services for Consumers Chapter 12	Reading: Chapter 12 Group work: Group 5: Case 2-1 Group 6: case 2-2
	7	Mid-term	
	8	International Marketing Channels Chapter 14	Reading: Chapter 15 Group work: Group 7: Case 2-3 Group 8: Case 2-4
	9	Integrated Marketing Communication Chapter 16 International Personal Selling Chapter 17	Quiz 3 Group work: Case Presentation 3 Group 9: Case 2-5 Group 10: Case 2-7
	10	Pricing for International Markets Chapter 18	Group work: Group 11: Case 3-2 Group 12: Case 3-3 Group 13: Case 4-6
	11	Final Group Presentation Group 13, 12, 11, 10, 9	
	12	Final Group Presentation Group: 8, 7, 6, 5, 4	

	13	Final Group Presentation Group 3, 2, 1 Wrap up	
--	----	---	--

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BRAND MANAGEMENT

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Lecturer: Nguyen Trung Thang, MBA
E-mail: thangnt@massogroup.com

Teaching Assistant: TBA
Room: TBA
Telephone: TBA
E-mail: TBA
Consultation Hours: TBA

Should the students wish to meet the staff outside the consultation hours, they are advised to make appointment in advance.

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: TBA
Venue: TBA

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

Brand Management focuses on Students majoring in **Marketing**. For study effectiveness students should study consumer behavior and marketing principle in advance which will provide student fundamentals for better understanding of brand management concepts.

2.5 Approach to learning and teaching

Employing the interactive learning and problem-based teaching approach, this course emphasizes the interaction between lecturers and students. The lecture materials will be uploaded in Blackboard to help the students to preview the materials and to concentrate on listening and critical thinking during the lecture. This will help students to interact with the lecturer during the classroom. The sessions for presentations and discussions comprise company case studies as well as answering some theoretical and conceptual questions, which help the students to see how the concepts are applied in the real international business context. Students will present the cases to the class and discuss with the peers.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

The aim of this course is to promote understanding of brand concepts and the formulation of strategies for building, leveraging, and defending brands. Further topics of study include branding execution and measurement, which focuses on the management of programs that influence consumer's and channel's behaviors. The course uses multiple formats to expose students to a comprehensive overview of the knowledge bases of effective brand management, which helps to enhance abilities to apply these concepts into developing competitive brand strategies and implementation plans.

3.2 Student Learning Outcomes

After completing the course, students should have developed skills in

- Distinguishing between product marketing and brand marketing, product brand and corporate brand, brand identity and image;
- Analyzing consumer-based brand equity, brand identity strategy, consumer insights, brand positioning and values;
- Using tools of integrated marketing communication (IMC) to develop brand building strategy

In generic terms, students completing this course are likely to achieve the following attributes:

- *Applied research.* Conduct, write and present applied research relevant to this course.
- *Situational exploration.* Critically appreciate situations, in terms of their factual, political, temporal, and cultural dimensions.
- *Problem resolution.* Structure and propose solutions to organizational problems that enable management to guide multinational organizations through complex and ambiguous environments.
- *Argument and reasoning.* Analyze, evaluate and construct arguments employing different modes of reasoning and different types of evidence.
- *Disciplinary and multidisciplinary perspective.* Bring disciplinary and multidisciplinary perspectives in straightening out situations and projecting possible outcomes.

3.3 Teaching Strategies

The learning system in this course consists of lectures and scheduled presentations/discussions. Lectures elaborate the appropriate theoretical content in the textbook and readings. Classes provide a more detailed and refined analysis of both concepts and applied materials. Classes are strongly oriented towards interactive discussion of the text and cases. In order to gain the most from the lectures and class activities, the assigned text/reading should be read *before* the lecture to participate in the discussions.

From the second week, the students will need to form small discussion groups (3-4 students/group) which will start to design mid-term project and apply learning from the class for project development. However, all students are required to take active part in the discussions in class. Look at articles and clippings from business sections of relevant electronic and print media which are relevant to the presentation topic. The students should explain how the material relates to the theory discussed in the text. Discuss with group members as to the common strategy for sourcing, documenting, analyzing and presenting brand issues each week - for which a basic minimum interaction will be necessary. For the audience, it is important that they contribute to the case by getting additional information carefully beforehand so that they are fully familiar with the materials, and are prepared to participate in the discussions.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behavior

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Class interactive participation	30%
Mid-term group presentation	30%
Final Exam	40%
Total	100%

5.3 Project Report (Written Assignment)

The students are required to submit a project report in groups of three (3) on one topic.

Length and Style: Maximum 5,000 words, excluding footnotes, figures and references. The format for assignments is to be double spaced with 2.5 cm margins and Times New Roman font sized 12 cpi. Please show the word count, along with all other details on the cover sheet.

The project will be assessed for analytical content and presentation. The same marks will be awarded to all students in the same group. All work must be original and must not have been submitted for any other subject or course here or elsewhere. Copying or plagiarizing works of other authors, including your fellow students or cutting and pasting from the internet and other sources is an offence and will be seriously penalized.

Due Date: The project report is due at (time) pm on (date, day). Assignments are to be handed to the School of Business Administration's Faculty Assistant or the lecturer at the Faculty Office.

- Late work will be penalized at the rate of 25 percentage points per week day.
- Students must keep copies of all work submitted.

5.4 Marking criteria (project report and case presentation)

Marking Criteria	Marks	Learning outcomes/attributes
Quality of arguments: relevance, logic and cohesion	20	Ability to give compelling arguments and reasoning to support analysis
Use of frameworks to support analysis	20	Ability to structure problems in accordance with theoretical frameworks and resolve them
Use of market research to support strategy formation	20	Ability to conduct applied research to gather data/information pertaining to the case
Originality and usefulness of the analysis	20	Ability to engage in creative problem solving skills
Organization, clarity of expression, editing etc	20	Clarity of vision

5.5 Class participation and Presentation

A minimum attendance of 80 percent is compulsory. Students will be assessed on the basis of:

- a) Interactive class discussion 10%
- b) Class attendance and participation 20%

5.6 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.³

7. STUDENT RESOURCES

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

Keller, K. L. (2008), "Strategic Brand Management: Building, Measuring, and Managing Brand Equity", 3rd Edition, Pearson Prentice-Hall.

Kapferer, J-N. (2008), "The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term", 4th Edition, Kogan Page.

Aaker, D. A.(2002), "Building Strong Brands", Simon & Schuster

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.

Recommended Internet sites

www.brandchannel.com

www.adage.com

Recommended Journals

Journal of brand management

Journal of product and brand management

7.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

³ This is adapted with kind permission from the University of New South Wales.

Week	Topic	Learning materials and activities
1	<p>Course introduction</p> <p>Introduction and syllabus description</p> <p>Product marketing vs. brand marketing</p> <p>History of brand development</p> <p>Mid-term project assignment</p>	<p>Slides: Module 1</p> <p>Group formation</p> <p>Mid-term project briefing</p>
2	<p>Brand concepts</p> <p>Brand definition and concepts</p> <p>Product brand and corporate brand</p> <p>Brand identity vs. brand image</p> <p>Consumer-based brand equity</p>	<p>Slides: Module 2</p> <p>Submit mid-term project topic</p>
3	<p>Brand identity strategy</p> <p>Consumer insights</p> <p>Positioning & values</p> <p>Brand identity strategy</p>	<p>Slides: Module 3</p> <p>Group discussion on Mid-term project</p>
4	<p>Integrated marketing communication</p> <p>Communication strategy</p> <p>Integrated marketing communication (IMC)</p> <p>Understanding communication tools</p>	<p>Slides: Module 4</p> <p>Group works on Mid-term project</p>
5	<p>Mid-term project presentation</p> <p>Group presentation</p> <p>Group report</p>	<p>Mid-term project presentation</p>
6	<p>Branding implementation and measurement</p> <p>Branding measurement & valuation</p> <p>Branding in practice</p>	<p>Slides: Module 5</p> <p>Mid-term project presentation</p>
7	<p>Brand architecture, extension and leverage</p> <p>Brand architecture models</p>	<p>Slides: Module 6</p>

	Brand extension Brand leverage	Class discussion
8	Global branding	Slides: Module 7 Class discussion
9	Course review	Class discussion
10	Final Exam	

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

INTERNATIONAL BUSINESS LAW

1. **Code:** BA152IU
2. **Number of Credits:** 3 (3;0)
3. **Prerequisite:** Business Law – BA081IU

4. **Course Description**

This is a course covering a broad range of laws that impact international business transactions and, correspondingly, international business decisions. Students will learn private and public international law and how it affects international business transactions. They will also be familiarized with basic principles of international dispute settlements. This course introduces to student basic principles of international trade, international sales .. and international organizations in charge of international business affairs.

5. **Overall Educational Objectives/ Learning Outcomes:**

At the conclusion of this course, students should be able to do the following:

- Identify potential legal risks in international business transactions
- Consider ethical constraints in making international business decisions
- Evaluate the impact of international legal issues on management decisions; and
- Know when to seek legal assistance

Students should also be able to effectively communicate their knowledge, opinions, and ideas both orally and in writing.

6. **Course Outline:**

- Introduction to various legal systems in the world
- Contracts and contractual law
(Convention on the International Sale of Goods)
- Dispute resolutions: Litigation and international arbitration
- Incoterms
- International trade organizations (WWTO, EU, ASEAN)
- Export/Import transactions

Detailed course outline:

The syllabus will cover 45 hours, in 12 classes. Each class consists of 4 hours (from 8.00AM to 11.00AM, or from 1.00 PM to 4.00PM), to be divided in topics as follows:

- General Part: Introduction to International Business Law (International transactions)
- Comparative study of legal systems of the world. Public vs. Private International law
- Ethics and Dispute resolutions
- International Trade organizations and regulations
Group discussion. Review for Mid-term Examination
- International contract
- National regulations on import/export activities
- Transportation of goods
- International trade finance
Group Presentation and Review for Examination

NOTES:

- Field trip will be carried out if available. That counts for 1 lesson.

7. Course Assessment Policy:

- One midterm exam: 30%
- One comprehensive final exam: 40%
- In-class quizzes, class participation and learning attitude: 30%

8. Textbooks and Other Required Materials:

- International Business Law and Its Environment-6th edition, Richard Schaffer, 2005, Thomson (available)
- International Business Law-Test, Cases, and Readings - 4th edition, Ray August, 2003, Prentice Hall (available)

9. References

- Business Law Today, 6th Edition
- Mallor et al, Business Law and the Regulatory Environmen, (11th edition.).
- Mallor, Barnes, Bowers, Business Law ,The Ethical, Global, and Ecommerce Environment 13th Ed., Irwin/McGraw-Hill Co.,San Francisco, CA, 2004
- Law for Business-15th edition, Janet E.Ashcroft, 2005, Thomson (available)

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BA054IU

CORPORATE FINANCE

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Lecturer: Dr. Nguyen Kiem Than

Room: O.709

Telephone: 0937 721 092

E-mail: nkthan@hcmiu.edu.vn

Consultation Hours: Thursday 8:00 AM – 11:00 AM

Teaching Assistant: None

Should the students wish to meet the staff outside the consultation hours, they are advised to make appointment in advance.

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: Thursday 1:00 PM to 4:00 PM

Venue: A403

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

BA0541IU–Corporate Finance is the second undergraduate course in Finance. Its prerequisite is BA016IU – Fundamentals of Financial Management. The course stresses the theoretical foundations of corporate finance. In addition to the standard fare of capital budgeting and capital structure this course includes topics such as the market for corporate control and the use of derivatives in managing corporate risk.

2.5 Approach to learning and teaching

Employing the interactive learning and problem-based teaching approach, this course emphasises the interaction between lecturers and students. The lecture materials will be uploaded in Blackboard to help the students to preview the materials and to concentrate on listening and critical thinking during the lecture. This will help students to interact with the lecturer during the classroom. The sessions for presentations and discussions comprise financial theories and financial problem practices as well as answering some practical and conceptual questions, which help the students to see how the concepts are applied in the real financial business context.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

This course will provide students with an advanced understanding of financial valuation, investments, risk-return tradeoffs, capital structure decisions, dividend policy, and working capital management.

3.2 Student Learning Outcomes

On the successful completion of the course, students should have developed skills in

- Analysing financial data to support sound investment decisions;
- Analysing project risk;
- Estimating expected returns in relation to accepted risk;
- Providing efficient financing alternatives for company growth;
- Managing working capital;
- Setting target capital structure and dividend policy.

This course should help the financial manager make sound decisions to increase company value by solving practical financial problems.

3.3 Teaching Strategies

The learning system in this course consists of lectures and scheduled presentations/discussions. Lectures elaborate the appropriate theoretical content in the textbook and readings. Classes provide a more detailed and refined analysis of both concepts and applied materials. Classes are strongly oriented towards interactive discussion of the text and cases. In order to gain the most from the lectures and class activities, the assigned text/reading should be read *before* the lecture to participate in the discussions.

From the second week, the students will need to form small discussion groups (3-4 students/group) which will take turns in presenting the assigned cases each week. However, all students are required to take active part in the discussions in class. Look at articles and clippings from business sections of relevant electronic and print media which are relevant to the presentation topic. The students should explain how the material relates to the theory discussed in the text. Discuss with group members as to the common strategy for sourcing, documenting, analysing and presenting cases each week - for which a basic minimum interaction will be necessary. For the audience, it is important that they contribute to the case by getting additional information carefully beforehand so that they are fully familiar with the materials, and are prepared to participate in the discussions.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

Student is expected that you will spend at least **6 hours** per week studying this course. This time should be made up of reading, working on exercises and problem, group assignment and attending class lectures and tutorials. University regulations indicate that if students attend less than 80% of scheduled classes they may be refused final assessment. Regular attendance is essential for successful performance and learning in this course, particular in view of the interactive teaching and learning approach adopted.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behaviour

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Mid-Term Exam	20%
Class Participation	30%
Final Exam	50%
Total	100%

5.3 Group Project Report and Presentation

Students are encouraged to form groups of about 5 or 6 to work on Corporate Finance issues related to Vietnam Financial Market environment.

5.4 Marking criteria (based right answers at both exams)

Marking Criteria	Marks	Learning outcomes/attributes

5.5 Class participation

A minimum attendance of 80 percent is compulsory. Students will be assessed on the basis of:

- a) Presentation of Corporate Finance Issue 20%
- b) Class attendance and participation 10%

5.6 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.

7. STUDENT RESOURCES

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

Brealey, R. A., Myers, S. C. and Allen, F. (2008), *Corporate Finance*, 9th edn, McGraw-Hill.

Reference Books:

Ross, S. A., Westerfield, R. W. and Jaffe, J. (2005), *Corporate Finance*, 7th edition, McGraw-Hill.

Bryers, Myers, & Allen (2006), *Principles of Corporate Finance*, 8th edition, McGraw Hill Irwin

Brealey, R. A., Myers, S. C. and Marcus, A. J. (2007), *Fundamentals of Corporate Finance*, 5th edn, McGraw-Hill.

Bruner, R. F. (2007), *Case studies in Finance*, 5th edn, McGraw-Hill Irwin.

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.

Recommended Internet sites

[Smart Money](#)

[Quicken](#)

[Business Week](#)

[The Economist](#)

[Fortune](#)

[Forbes](#)

Recommended Journals

Harvard Business Review

International Business Review

Journal of Management Studies

Asia Pacific Journal of Management

7.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Week	Topic	Learning materials and activities
1	<p>Objectives of the Firm & Role of the Financial Manager</p> <p>Introduction</p> <ul style="list-style-type: none"> Corporation Financial Manager Financial Market <p>Financial Decision</p> <ul style="list-style-type: none"> Investment Decision Financing Decision <p>Concept of Present Value</p> <ul style="list-style-type: none"> Net Present Value Rate of Return Rule 	<p>Textbook, <u>Chapter 1 & 2</u></p> <p>Forming Study groups</p> <p>Quiz problems on pages 11-12 (Ch 1) & 31-32 (Ch 2)</p> <p>Practice Questions 11,12,13 on pages 32-33</p>
2	<p>How to calculate Present Value</p> <p>Present Value Calculation</p> <ul style="list-style-type: none"> t-year Present Value Discounted Cash Flow (DCF) Net Present Value (NPV) Present Value of a Perpetuity Present Value of an Annuity Mortgage Amortization <p>Concept of Compound Interest and Simple Interest</p> <p>Annual Percentage Rate (APR)</p>	<p>Textbook, <u>Chapter 3</u></p> <p>Quiz problems on pages 54-55</p> <p>Practice Questions 13, 16, 18, 22, 23, 30, 32 on pages 55-58</p>
3	<p>Valuation of Bonds and Common Stocks</p> <p>Valuation of Bonds</p> <ul style="list-style-type: none"> Term Structure of Interest Rates Real Rate versus Nominal Rate <p>Valuation of Common Stocks</p> <ul style="list-style-type: none"> Constant Dividend Growth Model Relationship between stock price, earnings per share (EPS) and growth opportunity 	<p>Textbook, <u>Chapters 4 & 5</u></p> <p>Quiz problems on pages 80-81 (Ch 4) & 108-109 (Ch 5)</p> <p>Practice questions 12, 13, 20, 23 on pages 82-84 (Ch 4) and 16, 17, 18, 23, 26 (Ch 5)</p>
4	<p>Firm Investment Decisions</p> <p>Investment Decision Overview</p> <ul style="list-style-type: none"> Payback Period Book Rate of Return Internal Rate of Return (IRR) Capital Rationing Profitability Index <p>Valuation of Investment Projects with Net Present Value (NPV)</p> <p>Practical aspects of Capital Budgeting</p> <ul style="list-style-type: none"> Cash Flow Estimation Project Evaluation 	<p>Textbook, <u>Chapters 6</u></p> <p>Quiz problems on pages 136-137</p> <p>Practice questions 8, 11, 12, 15 on pages 137-139</p> <p>Textbook, <u>Chapter 7</u></p> <p>Quiz problems for Chap 7</p>

	Equivalent Annual Cost	Practice questions 10, 13, 14, 18, 21, 22, 24 on pages 163-167
5	<p>Risk, Return and Opportunity Cost of Capital</p> <p>Introduction relationship between Risk and Return Historical overview of risk and return for various securities like stocks, bonds and T-bills Opportunity cost of capital estimate Expected return and standard deviation of returns for a portfolio Risk premium Concept of Beta</p> <p>Introduction to Portfolio theory Concept of Efficient Portfolio Capital Asset Pricing Model (CAPM) Security Market Line (SML) Estimate of Beta, Expected Return and Expected Risk Premium</p>	<p>Textbook, <u>Chapters 8</u></p> <p>Quiz problems on pages 200-201</p> <p>Practice questions 10, 14, 15, 16, 17 on pages 201-204</p> <p>Textbook, <u>Chapter 9</u></p> <p>Quiz problems on pages 206-208</p> <p>Practice questions 8, 10, 11, 15, 18 on pages 231-235</p>
6	<p>Capital Budgeting and Risk</p> <p>Company, divisional and project Cost of Capital Cost of Equity Weighted Average Cost of Capital (WACC) Estimate of Discount Rate for risky projects Concept of Certainty Equivalents Discount Rate for international project</p>	<p>Textbook, <u>Chapter 10</u></p> <p>Quiz problems on page 260</p> <p>Practice questions 9, 10, 13, 15, 16, 17, 18 on pages 260-264</p>
7	<p>Financing and Valuation</p> <p>Application of WACC to Business Valuation Concept of Adjusted Present Value (APV) Miller-Modiglianni (MM) APV formula Flow-to-Equity method Miles-Ezzell formula Impact of Financing in calculation</p>	<p>Textbook, <u>Chapter 20</u></p> <p>Quiz problems on pages 554-555</p> <p>Practice questions 11, 13, 14, 16, 17, 18, 19, 22 on pages 555-559</p>
8	<p>Project Financial Analysis</p> <p>Project investment decision based on: Sensitivity Analysis Break-even Analysis Monte Carlo Simulation</p>	<p>Textbook, <u>Chapter 11</u></p> <p>Quiz problems on pages 295-296</p> <p>Practice questions 8, 9, 10, 12, 13 on pages 296-299</p>
9	<p>Investment Strategy and Economic Rents</p> <p>Link between corporate strategy and finance Concept of Economic Rent Sources of economic rent Relationship between NPV in capital budgeting with Economic rent Market price Competitive advantage</p>	<p>Textbook, <u>Chapter 12</u></p> <p>Quiz problems on page 320</p> <p>Practice questions 6, 7, 8, 13, 15 on pages 321-325</p> <p>Textbook, <u>Chapter 13</u></p> <p>Quiz on page 347</p>

	Agency Problems, Management Compensation and the Measurement of Performance Incentives and Compensation Measuring and Rewarding Performance: Residual Income and EVA Biases in Accounting Measures of Performance	
10	Financial Analysis and Planning Key financial data from Balance Sheet Income Statement Sources and uses of Funds Most common Financial ratios Leverage ratios Liquidity ratios Efficiency ratios Profitability ratios Market value Ratios Financial Planning based of <i>pro forma</i> statements Growth and External Financing	Textbook, <u>Chapter 29</u> Quiz problems on pages 810-813 Practice questions 18, 22, 24, 25, 34, 35, 36, 37 on pages 813-818
11	Corporate Financing Patterns of Corporate Financing Common Stocks Debt Financial Markets and Institutions How Corporations Issue Securities Venture capital The Initial Public Offering Other New Issue Procedures Security Sales by Public Companies Private Placements and Public Issues	Textbook, <u>Chapter 15</u> Quiz on page 404 Textbook, <u>Chapter 16</u> Quiz on page 432
12	Understanding Options Calls, Puts, and Shares Financial Alchemy with Options What Determines Option Values	Textbook, <u>Chapter 21</u> Quiz problems on pages 583
13	Final Exam Review	

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS

COURSE SYLLABUS

BA155IU

MULTICULTURAL MANAGEMENT

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Lecturer: Dr. Phan Trieu Anh

Room: A.207

Telephone: 0822114034

E-mail: ptanh@hcmiu.edu.vn

Consultation Hours: 14.30 – 16.00 Thursday

Teaching Assistant: TBA

Room: TBA

Telephone: TBA

E-mail: TBA

Consultation Hours: TBA

Should the students wish to meet the staff outside the consultation hours, they are advised to make appointment in advance.

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: TBA

Venue: TBA

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

BA155IU–Multicultural Management provides extended discussion and training on cross-culture issues, especially in the business context. The prerequisite of the course is BA130IU–Organizational Behavior. BA155IU demonstrates the the framework to analyze different cultures that an international executive has to face to work effectively with colleagues from different sectors/regions/countries. Students with major of **International Business** who have taken the courses of BA006IU–Business Communications or BA098IU–Leadership may benefit from this course as well, since it open further dimensions to consider when the students wish to be more effective in communicating with or leading staff and co-workers from various cultures.

2.5 Approach to learning and teaching

Employing the interactive learning and teaching approach plus the extensive use of multimedia for the students to experience cultural issues, this course is designed to provide the students with facts and data for their own interpretation and reasoning. The lecture materials will be shared on the collective mailbox of the class to help the students to preview the materials and

to concentrate on observing and critical thinking during the lecture. The students are encouraged to interact with each other during the sessions in class. The sessions for presentations and discussions aim at fortifying the knowledge gained as well as enabling an overall interpretation of cultural clues at different levels, which help the students to see how the theoretical concepts are utilized in the multicultural business context. Students will have to work together for a group assignment beside an individual one.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

The aim of this course is to help to raise awareness among participants about the importance of being culture literate, and improve the skills of analyzing potential sources of conflicts in order to convert them into advantages. Specifically, the whole course is developed around a framework to analyze culture that consists of three layers, and with such, the students utilize to recognize differences in shaping and operating business. Strategies to become more effective in multicultural business context are also discussed and applied. The key topics of the course include: the significance of cultural literacy in the modern business environment; the three-layer model; different influential cultures; cultures and organization, human resource management, and strategy; the effective international manager; and the multicultural team.

3.2 Student Learning Outcomes

After completing the course, students should have developed skills in

- Analyzing and giving reasons or sources of cultural differences
- Discussing the potential cultural effects that influence key practices of an organization
- Discussing ways to become more effective in multicultural environment in the capacity of an individual expat or in the role of a manager

In generic terms, students completing this course are likely to achieve the following attributes:

- *Applied research.* Present applied research results relevant to the relevant topics.
- *Situational exploration.* Critically appreciate situations, in terms of their factual, and cultural dimensions.
- *Problem resolution.* Structure and propose solutions to organisational culture-related problems that enable management to guide multinational organizations through complex and ambiguous environments.
- *Argument and reasoning.* Analyse, evaluate and construct arguments, employing different modes of reasoning and different types of evidence.

3.3 Teaching Strategies

The learning system in this course consists of lectures and scheduled presentations/discussions. Lectures elaborate the appropriate theoretical content in the textbook and readings. Classes provide a more detailed and refined analysis of both concepts and applied materials. Classes are strongly oriented towards interactive discussion of the text and cases. In order to gain the most from the lectures and class activities, the assigned text/reading should be read *before* the lecture to participate in the discussions.

From the second week, the students will need to form official learning groups (3-5 students/group) whose members are as diverse as possible. All students are required to take active part in the discussions in class and form temporary groups to gain better experience from different partners. Researching for video clips and clippings from business sections of relevant

electronic and print media which are relevant to the presentation topic and sharing are essentially encouraged. The students should explain how the material relates to the theory discussed in the text. Discuss with group members as to the common strategy for sourcing, documenting, analysing and presenting cases for which extensive interactions will be necessary.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behaviour

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's registered mail addresses. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Mid-Term Exam (One hour and a half)	20%
Individual Research	20%
Group Assignment (Presentation)	20%
<u>Final Exam (Two hours)</u>	<u>40%</u>

Total

100%

5.3 Project work (Group Assignment)

Groups of 5 students will be formed. Each group will act as consultants to an MNC which is about to send executives to a new foreign market (of students' choice; in a specific sector/industry of students' choice too).

The group assignment is to develop a training package of culture that aims to improve the chance of success of the relocated executives. The groups have to try to collect relevant data and present them in a professional way. Basically, the groups should present useful info of country overview, national culture and business culture. Specific examples to illustrate the points made are expected.

Use of multimedia is encouraged: text, document, booklet, film, pictures, audio... to form the training package.

The lecturer will try to give groups contacts of natives from different countries so that they can arrange interviews for better insight into culture and business of the selected countries. The groups have to register the targeted countries with the lecturer so as to arrange contact with appropriate people.

The project will be assessed for analytical content and presentation. The same marks will be awarded to all students in the same group. All work must be original and must not have been submitted for any other subject or course here or elsewhere. Copying or plagiarising works of other authors, including fellow students or cutting and pasting from the internet and other sources is an offence and will be seriously penalized.

Due Date: The project report is due at (time) pm on (date, day). Assignments are to be handed to the teaching assistant or the lecturer at the Faculty Office.

- Late work will be penalised at the rate of 25 percentage points per week day.
- Students must keep copies of all work submitted.

5.4 Marking criteria (project report and individual presentation)

Marking Criteria	Marks	Learning outcomes/attributes
Quality of arguments: relevance, logic and cohesion	20	Ability to give compelling arguments and reasoning to support analysis
Use of frameworks to support analysis	20	Ability to structure problems in accordance with theoretical frameworks and resolve them
Use of case evidence to support analysis	20	Ability to conduct applied research to gather data/information pertaining to the case
Originality and usefulness of the analysis	20	Ability to engage in creative problem solving skills
Organisation, clarity of expression, editing etc	20	Clarity of vision

5.5 Class participation

A minimum attendance of 80 percent is compulsory.

5.6 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.⁴

7. STUDENT RESOURCES

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

Schneider, S and Barsoux, J-L (2003), *Managing across cultures*, 2nd edition, Harlow (UK): FT/Prentice Hall

Reference Books:

Hickson, D. and Pugh, D. (1995), *Management Worldwide*, 1st edition, Penguin Books
Trompenaars, F. (1993), *Riding the Waves of Culture*, 1st edition, Nicholas Brealey Publishing

Additional materials

The lecturer will attempt to make lecture notes and additional reading available to registered mailboxes. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and the students are expected to attend lectures and take notes. This way, the students will get the additional benefit of class interaction and demonstration.

Recommended Internet sites

[YouTube](#)

[Geert Hofstede](#)

[Wilderdom](#)

[What's up with culture?](#)

Recommended Journals

International Journal of Cross Cultural Management
Asia Pacific Journal of Arts and Cultural Management

7.2 Other Resources, Support and Information

⁴ This is adapted with kind permission from the University of New South Wales.

Additional learning assistance is available for students in this course and will be made available in the university intranet. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Session	Topic	Learning materials and activities
1	<p>Introduction to Multicultural Management The definition of cross-cultural management Why cross-cultural management? Divergence Empirical issues of cross-cultural management Practical issues Organizations Individuals National cultures Stereotypes Institutional theory</p>	<p>Textbook, Chapter 1</p> <p>Forming Study groups</p> <p>Case: What's wrong with the time? What's wrong with Mr Legrand? Exercise: What do you think others see in you?</p>
2	<p>Culture Explored Definition of culture Layers of culture Artifacts and behaviour Values and beliefs Assumptions Patterns of cultures Linear active Multi active Reactive</p>	<p>Textbook, Chapter 2</p> <p>Case: Germans in the eyes of an American Discussion: German cultural characteristics Announcement of individual assignment</p>
3	<p>Other Influential Cultures Discussion Introduction various types of cultures Regional culture Professional culture Functional culture Industry culture Corporate culture Interactions with national culture</p>	<p>Textbook, Chapter 3</p> <p>Discussion: Culture of East Asia Discussion: Culture of banking industry Case studies: Culture of Hewlett-Packard; Disney in Hong Kong</p>
4	<p>Culture and Organization Cultures influencing how organizations are developed Hofstede's studies The 4+1 dimensions Outcomes of the studies Culture assumptions exemplified in business Beliefs about organizations Culture and processes Policies and procedures Control Power</p>	<p>Textbook, Chapter 4</p> <p>Discussion: Hofstede's website culture data</p> <p>Discussion: Laurent's studies</p>

	Decision making	
5	Culture and Strategy Cultural layers revisited Culture and strategy What strategic decisions are made? How to make those decision? Two models of strategy Controlling model – cultural assumption Adapting model – cultural assumption Institutional environments Who influences corporate strategy? Implications for strategy Cross-culture cautions	Textbook, Chapters 5 Exercise: Vietnam-Germany Contract and force majeure Discussion: Traits of culture in corporate strategies
6	Presentations of individual assignments Student individual presentation Lecturer feedback and reinforcement	
7	Culture and Human Resource Management Alignment between strategy and HR Introduction of HRM and culture Social perspective Instrumental perspective Links of HRM components and culture Cultural determinants Selection Socialization Compensation Training Performance management	Textbook, Chapter 6 Discussion : The difference in performance management between East and West
8	The ‘International’ Manager The failure of expat executives and managers Cultural adjustment Levels of cultural awareness Cultural skills required to manage abroad Coordination of international mission Guide to further improve culture literacy	Textbook, Chapter 7 Case study: A lesson learned from a UN volunteer Discussion: What you know about body language?
9	The ‘Multicultural’ Team Team and diversity Team process and culture Forming Storming Norming Performing Team’s tasks and processes in cultural perspective Team’s tasks Team’s processes	Textbook, Chapter 8 Discussion: Characteristics of a high performing team
10	Group Assignment Presentation and Feedback Presentations of group assignments Feedback and recap from lecturer	

--	--	--

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BA181IU

CORPORATE GOVERNANCE

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Lecturer: TBA
Room: TBA
Telephone: TBA
E-mail: TBA
Consultation Hours: TBA

Teaching Assistant: TBA
Room: TBA
Telephone: TBA
E-mail: TBA
Consultation Hours: TBA

Should the students wish to meet the staff outside the consultation hours, they are advised to make appointment in advance.

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: TBA
Venue: TBA

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

This module builds on and compliments students' knowledge and understanding acquired through several accounting (such as Financial Accounting, Auditing) and management modules (Principle of Management, Organizational Behaviors), as well as modules on the ethical and legal environment of businesses (Business Ethics, Business Law).

2.5 Approach to learning and teaching

Companies and various stakeholders deal with corporate governance issues on a daily basis. In this module, students will be exposed to both the theory and practice of corporate governance by the means of lectures and tutorials. Lectures will introduce students to the principal aspects of corporate governance and the methods used to operationalize theoretical aspects of the subject; they will develop students' theoretical competencies in corporate governance for subsequent application in assessed work.

In addition to textbook readings and journal articles, many practical examples of corporate governance practices and issues will be discussed during tutorial sessions to ensure that students' knowledge is grounded in practice. Extensive use will be made of media articles and commentaries. The practical approach is reinforced through the involvement of videos/case

studies involving real corporate governance issues, and projects requiring students to develop hands-on understanding of the corporate governance of companies.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

Corporate governance is concerned with the ownership, control and accountability of corporations. It has become such an important current issue because there is increasing concern about such questions as: in whose interests are companies run; what mechanisms are in place to ensure that shareholder interests are safeguarded; what is the appropriate basis for setting management pay and are executives too often rewarded for failure; and why, despite the formalisation of many procedures and practices for good governance, do things still go wrong leading to corporate collapse in some cases and failure of confidence in corporate management more generally?

The objectives of this module are:

- To introduce conceptual and theoretical foundations of corporate governance
- To improve students' awareness of the importance of corporate governance and its development, practices, methods, and theories
- To enhance students' knowledge of different parties influencing the corporation, including shareholders, board of directors, and managers
- To understand the relationships among corporation parties to achieve better governance

3.2 Student Learning Outcomes

Upon completing this module, students will be able to:

- Describe the purposes of corporate governance, make the distinction between governance and management
- Explain and apply theories about the roles of different governance mechanisms in improving the performance of companies
- Assess the primary roles of different governance bodies within a company, such as, the board of directors, nomination committees and audit committees
- Locate differences between corporate governance rules in different countries and examine the advantages and disadvantages of different governance rules and why they are changing over time
- Explain what is meant by internal control and enterprise risk management
- Use empirical studies as tools for an evaluation of corporate governance rules and practices

3.3 Teaching Strategies

The learning system in this course consists of lectures and scheduled presentations/discussions. Lectures elaborate the appropriate theoretical content in the textbook and readings. Classes provide a more detailed and refined analysis of both concepts and applied materials. Classes are strongly oriented towards interactive discussion of the text and cases. In order to gain the most from the lectures and class activities, the assigned text/reading should be read *before* the lecture to participate in the discussions.

From the second week, the students will need to form small discussion groups (3-4 students/group) which will take turns in presenting the assigned cases each week. However, all students are required to take active part in the discussions in class. Look at articles and clippings from business sections of relevant electronic and print media which are relevant to the

presentation topic. The students should explain how the material relates to the theory discussed in the text. Discuss with group members as to the common strategy for sourcing, documenting, analysing and presenting cases each week - for which a basic minimum interaction will be necessary. For the audience, it is important that they contribute to the case by getting additional information carefully beforehand so that they are fully familiar with the materials, and are prepared to participate in the discussions.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behaviour

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Mid-Term Exam (One Hour)	15%
Written Assignment	20%

Class Participation and Presentation	15%
<u>Final Exam (Two Hours)</u>	<u>50%</u>
Total	100%

5.3 Project Report (Written Assignment)

The students are required to submit a project report in groups of three (3).

The written document will be approximately 20 pages long (Times Roman 12, single space) and cover the following elements:

- A problem statement, related to one of the topics addressed in the course (2 pages)
- The presentation of a case (5 pages)
- The identification of the main governance problem(s) of that case (3 pages)
- The analysis of the identified problem(s) from the perspective of (at least) one of the theoretical frameworks discussed in the course; including the summary of the relevant theoretical elements (5 pages)
- Introduction, conclusion, references, consulted sources, etc. (5 pages)

The project will be assessed for analytical content, research and presentation. The same marks will be awarded to all students in the same group. All work must be original and must not have been submitted for any other subject or course here or elsewhere. Copying or plagiarising works of other authors, including your fellow students or cutting and pasting from the internet and other sources is an offence and will be seriously penalized.

Due Date: The project report is due at (time) pm on (date, day). Assignments are to be handed to the School of Business Administration's Faculty Assistant or the lecturer at the Faculty Office.

- Late work will be penalised at the rate of 25 percentage points per week day.
- Students must keep copies of all work submitted.

5.4 Marking criteria (project report and case presentation)

Marking Criteria	Marks	Learning outcomes/attributes
Content <ul style="list-style-type: none"> • Well-structured and detailed • Clear identification of the key principles 	20	Ability to give compelling arguments and reasoning to support analysis
Research <ul style="list-style-type: none"> • Range of sources • Information systematically compiled • Sources acknowledged clearly, bibliography included 	20	Ability to structure problems in accordance with theoretical frameworks and resolve them
Analysis <ul style="list-style-type: none"> • Understanding and knowledge of principles clearly demonstrated 	20	Ability to conduct applied research to gather data/information pertaining to the case

Presentation <ul style="list-style-type: none"> • Relevant information appropriately presented 	20	Ability to engage in creative problem solving skills
---	----	--

5.5 Class participation and Presentation

A minimum attendance of 80 percent is compulsory. Students will be assessed on the basis of:

- a) Presentation of case 10%
- b) Class attendance and participation 5%

5.6 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.

7. STUDENT RESOURCES

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

Solomon, J. (2010) *Corporate Governance and Accountability*. 3rd edn. John Wiley & Sons.

Mallin, C.A. (2010) *Corporate Governance*. 3rd edn. Oxford University Press.

Tricker, R. (2009) *Corporate Governance: Principles, Policies and Practices*. Oxford University Press.

Reference Books:

Clarke, T (2007) *Corporate Governance: A Comparative Approach*. Routledge.

McCahery, J.A. and Vermeulen, E.P.M. (2010) *Corporate Governance of non-listed companies*. New York: Oxford University Press.

Charkham, J. (2008) *Keeping better company: Corporate governance ten years on*. Oxford University Press.

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.

Recommended Journals

1. Accounting, Auditing and Accountability Journal
2. Accounting, Organisations and Society
3. Business and Society Review
4. Corporate Governance: An international Review
5. Critical Perspectives on Accounting
6. European Accounting Review
7. International Journal of Accounting

Magazines and Newspapers:

1. The Economist
2. The Financial Times

7.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Week	Topic	Learning materials and activities
1	Introduction to the topic <ul style="list-style-type: none">• Concept of corporations• Concept of extended view of corporate citizenship• Governance versus Management	Allocation of groups for written assignment and presentation
2	Owners and stakeholders <ul style="list-style-type: none">• Types of owners• Rights and privileges of shareholders• Ownership structures and corporate governance	Allocation of Discussion Questions Practices on Case Studies
3	Perspectives in Corporate Governance <ul style="list-style-type: none">• Theoretical background• Market and control model of governance chain	Allocation of Discussion Questions Practices on Case Studies
4	Global Corporate Governance Practices <ul style="list-style-type: none">• Anglo-American Model• German Model• Japanese Model• Landmarks in Emergence of Corporate Governance• Corporate Governance in Vietnam	Group Presentation
5	Overview of Corporate Governance Codes <ul style="list-style-type: none">• The OECD Principles (1999-2004)• The International Corporate Governance Network Principles• Other Leading International Codes	Group Presentation
6	Board of Directors: Powerful Instrument of Governance <ul style="list-style-type: none">• Duties of the board• Types of directors• Board selection• Separation of CEO and Chairman post	Group Presentation

	<ul style="list-style-type: none"> • Duties of Directors and Non-executive Directors • Role of various committees • The conflicting objectives of non-executive directors 	
7	Executive compensation and reward – executive opportunism or fair pay? <ul style="list-style-type: none"> • Components of executive remuneration • Does executive pay mirrors performance? 	Group Presentation
8	The role of transparency in corporate governance <ul style="list-style-type: none"> • Disclosure and corporate governance • Internal control and risk disclosure • The role of audit in corporate governance • Auditor independence 	Group Presentation
9	Corporate Misconduct & Misgovernance <ul style="list-style-type: none"> • Reasons for Corporate Misconduct • Whistle Blower’s Protection • Factors Responsible for Obstructing Effective Corporate Governance Practices 	Allocation of Discussion Questions Practices on Case Studies
10	Family Businesses – Ethics and Values <ul style="list-style-type: none"> • What is meant by term value? • The impact value has upon family businesses • How values can affect stakeholder relationships • Values in family businesses and culture 	
11	Revision	As per necessity of each lecturer

Ho Chi Minh City, 25/08/2023

Dean of School of Business

Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BA099IU

GLOBAL STRATEGIC MANAGEMENT

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

Lecturer: Ly Thi Minh Chau, MBA

Room:

Telephone: 0839088888

E-mail: minhchausav@ueh.edu.vn

Consultation Hours:

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture:

Venue:

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

BA099IU – Global Strategic Management focuses on understanding of the strategic management process and how decision-makers select from strategic alternatives. Students practice analyzing organizations and their strategies in the global business environment. It builds on, and extends the materials taught in BA 162IU – Strategy Formulation and Implementation (the prerequisite—partly covering strategic management process). Why do some firms perform better than others is a defining question in the field of strategy. It is widely observed that within industries some firms systematically outperform other firms facing similar opportunities and constraints. Examples include, Dell in PC, Federal Express in shipping, Southwest among airlines, and General Electrics among conglomerates. Even when industry conditions are poor some companies remain profitable while competitors barely survive. Why companies with apparently similar strengths and opportunities vary so widely on the same performance measures is still a question under debate.

Students may integrate the material such as organizational management, human resource management, leadership, accounting, financial management, production and operations, information systems, and marketing etc. Students have been exposed to in the past three years or so. It equips students with tools and techniques to see how these very different subjects together make a contribution to the whole business enterprise excelling its competitors. In other words, students are looking at the organization from the top thinking; how the organization should look like in another 5-10 years, how will it sustain and grow, how can it remain efficient, innovative, take care of its people, and how can it benefit the whole world beyond its shareholders.

2.5 Approach to learning and teaching

Employing the interactive learning and problem-based teaching approach, this course emphasizes the interaction between lecturers and students. The lecture materials will be uploaded in Blackboard to help the students to preview the materials and to concentrate on listening and critical thinking during the lecture. This will help students to interact with the lecturer during the classroom. The sessions for presentations and discussions comprise company case studies as well as answering some theoretical and conceptual questions, which help the students to see how the concepts are applied in the real international business context. Students will present the case to the class and discuss with the peers.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

The aim of this course is to

- acquire understanding of the strategic management process
- learn how to assess externalities and internalities of organizations
- understand how decision-makers select from strategic alternatives

- recognize strategic options in theory and in practice
- practice analyzing organizations and their strategies
- apply course concepts to existing organizations
- work individually and in teams to develop skills relevant to leaders, managers, and decision-makers

3.2 Student Learning Outcomes

On successful completion of the course, students should be able to

- understand the strategic management process;
- analyze and assess externalities and internalities of organizations;
- understand how decision-makers select from strategic alternatives;
- recognize strategic options in theory and in practice;
- analyze organizations and their strategies;
- apply course concepts to existing organizations; and
- develop skills relevant to leaders, managers, and decision-makers individually and in teams

In generic terms, students completing this course are likely to achieve the following attributes:

- *Applied research.* Conduct, write and present applied research relevant to this course.
- *Situational exploration.* Critically appreciate situations, in terms of their factual, political, temporal, and cultural dimensions.
- *Problem resolution.* Structure and propose solutions to organizational problems that enable management to guide multinational organizations through complex and ambiguous environments.
- *Argument and reasoning.* Analyze, evaluate and construct arguments employing different modes of reasoning and different types of evidence.
- *Disciplinary and multidisciplinary perspective.* Bring disciplinary and multidisciplinary perspectives in straightening out situations and projecting possible outcomes.

3.3 Teaching Strategies

The learning system in this course consists of lectures and scheduled presentations/discussions. Lectures elaborate the appropriate theoretical content in the textbook and readings. Classes provide a more detailed and refined analysis of both concepts and applied materials. Classes are strongly oriented towards interactive discussion of the text and cases. In order to gain the most from the lectures and class activities, the assigned text/reading should be read *before* the lecture to participate in the discussions.

From the second week, the students will need to form small discussion groups (5-6 students/group) which will take turns in presenting the assigned cases each week. The class is organized as a seminar. The purpose of the seminar is to describe some of the principles in the lecture and the application of those principles. A seminar does not cover all there is to learn about the area. Students will need to read and study further those areas covered in the seminar.

Because of student numbers and time constraints, a free exchange of questions and comments between students and lecturer during seminar may not always be possible. However, students may approach their lecturer to discuss or clarify points arising from the seminar immediately after the seminar (if there is time), or at the lecturer's designated consultation time. Students can get additional relevant information from the Blackboard site.

All students are required to take active part in the discussions in class. Look at articles and clippings from business sections of relevant electronic and print media which are relevant to the presentation topic. The students should explain how the material relates to the theory discussed in the text. Discuss with group members as to the common strategy for sourcing, documenting, analyzing and presenting cases each week - for which a basic minimum interaction will be necessary. For the audience, it is important that they contribute to the case by getting additional information carefully beforehand so that they are fully familiar with the materials, and are prepared to participate in the discussions.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *three* hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.

Students are expected to read assigned material before each class. Students are encouraged to prepare questions to bring to class and to bring business examples to class that illustrate concepts covered in assigned readings for this and earlier classes. This means students are expected to be reading articles on-line or in trade journals to apply course concepts to real-world experiences.

4.2 Attendance

Students are encouraged to attend class and participate fully. PowerPoint slides of lecture notes will be provided to facilitate thinking during lectures.

Class time will be devoted to lectures, discussion, student questions, and exercises. Some amount of class time will go to midterms and the final exams and to presentation of group projects.

4.3 General Conduct and Behavior

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

Students are expected to work independently, but they are encouraged to talk with one another inside and out of class to discuss applicability of course concepts to their lives and to organizations for which they do or may work in future.

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Two exams (500 points total; 50%); Term Projects (500 points; 50%);

Grading is consistent with policy at IU wherein 90-100=A+; 80->90=A;70-80=B+ and so on

Class Participation and Presentation	10%
Mid-Term Exam (One Hour)	20%
Final Exam (Two Hours)	30%
<u>Team Project</u>	<u>50%</u>
Total	100%

5.3 Team Project Report (Written Assignment)

Students will form into groups of 6; please include men and women whose members have different academic strengths. Turn in a written list of group members to the instructor after the first class session together with your top three priorities for companies to study. [I've attached a list of suggested companies; if students prefer to study another company, then check in advance to be sure you can find desired information]

This is a research paper meant to link course/text concepts to real-world organizations. Consult multiple sources beyond those generated by the organization itself. Many electronic databases contain research appropriate to this project, and most of these companies will have websites in English. Internet searches may yield useful project information as well. When writing, *think of themselves as an analyst* rather than a reporter. The reader is interested in working for or investing in the firm and part of your job is to help the reader evaluate this firm. The reader knows text materials very well, but wants to know how students apply those concepts to a company.

A caveat: there is no "one best way" to approach this project. This means that students will need to make choices about which examples to include, and how to present their information.

a) Introduction to the firm (50 points)

i. Provide a history of ½-1 page

Bring us up to date with the company and events affecting it. If the enterprise has a long history, review it briefly, putting major emphasis on events of the last 3-5 years.

ii. Describe the firm today

Describe businesses in the company portfolio and explain what percentage of its revenues/profits comes from each. In some cases, e.g., McDonald's, the portfolio is comprised of a limited range of products. In other cases, e.g., General Electric, the parent company owns many businesses in different industries (6 in 2007) including health care, industrial products, and NBC Universal.

iii. Provide most recent data on size and revenues

Report at least on the last full year's company revenues,* markets/nations served or in which the company has a presence (manufacturing, sales, investments), and number of employees worldwide. What percentage of the firm's revenues is generated outside its home nation? Evaluate the company's financial performance in the last two years, reporting on and interpreting measures such as return on investments and similar ratios. When such information is available, report on and analyzes financial performance for each industry/business in the corporate portfolio. [Note: for some sections of the paper, e.g., external analyses and Porter's Five Force, they will need to focus on a single industry. They are free to choose that industry from the company's portfolio, but may want to consult with your instructor as well.]

b) Apply 5 levels of strategy to their company (50 points)

Chapter 3 describes the five levels of strategy. Students should apply each level of strategy to the firm. First find a statement issued by the firm (or make inferences based on behaviours) that answers the enterprise strategy question: what is the organization's overall purpose/why does it exist? [This statement might be called its vision statement, value statement, mission or a similar term; in some cases, organizations do not specifically outline their purpose in which case students must infer their purpose from what they say and/or do]. Their main interest is in exploring *why* the organization exists. Sometimes organizations very thoughtfully tell you why they exist, e.g., to return wealth to shareholders; to have fun and make a profit while doing so; to assist humankind. The job here is to tell me what their purpose is as students understand it. Obviously, every firm exists to generate profits. But not all say that. So when they are silent on the profit/wealth issue, students need to explain that and indicate what other purposes they pursue. Then go beyond enterprise strategy to find evidence of how the firm operationalizes corporate, business, operational, and individual levels of strategy.

Additionally, students must provide several paragraphs on business strategy within the assigned industry. This should include concrete examples to show what the organization does at the business level to achieve its enterprise purpose. Business strategy questions to answer include: what is the basis of this firm's strength? What does it offer that others do not? That is, what are its core competencies—those 3-5 competencies that distinguish it from competitors? What are its major strategies/approaches to competing in the global market? How rivalrous is it and with what firms. Does it compete to win with wholly owned subsidiaries or collaborate via joint ventures or other strategic alliances; or does it do both with Competition?

c) Analyze strategic decision-makers (40 points)

What individual or groups of individuals are most responsible for setting strategic direction for the company? Analyze leaders according to their leadership style and decision-making approaches. How well do you think these leaders are fulfilling strategy in what is now a volatile and competitive world economy?

d) Analyze each of the six external environments shown on Figure 2.1 (60 points)

Please provide a heading for each external environment followed by examples of how domestic, international, and/or global activities in this external environment affect the company/industry you are studying. See Chapter 2 pot slides for suggested ways to assess each environment. For industries, you may use Porter's 5 forces model. Provide examples to illustrate if/how other organizations mediate the effects of external shifts. Conclude with a paragraph that ranks the importance of each external environment to the firm; defend that ranking with supporting evidence.

e) Explain how the firm meets common global challenges (40 points)

Chapter 3 describes four central challenges facing global organizations: problems that cannot be solved, managing intangibles, managing diversity, addressing new issues for which managers and organizations are ill-prepared. [Note: Chapter 1 observes there are four characteristics of globalization; this chapter asks you to look at common challenges outlined in Chapter 3]. Provide concrete examples from students' readings to show how the organization they've chosen to study is affected by each of these common challenges. Make explicit statements linking the specific challenge and the example they've chosen.

f) Analyze the firm's structure (50 points)

An organization's structure is the framework for action that reflects governance decisions and decisions about how to organize responsibilities among people and their jobs. In this section you need to focus first on governance and second on management structure; you will analyze each (See Chapter 12 for details).

First, draw (or copy from the company's website) a graphic* of the company's structure that includes governance and managerial responsibilities. For the draft students can hand draw the chart; in the individual paper you need to use some more sophisticated approach. This graphic should include the Board(s), top management, and levels below top management that include the business you are studying. For example if you are studying Philips Electronics in the semiconductor industry, then you would report Philips' structure to show all positions at and above semiconductors. It is not important for you to list names, but students do need to list job titles because they demonstrate relationships. For example, we can guess that a senior vice president is above a vice president in the organizational hierarchy.

Sometimes a company will not provide a copy of their structure or organizational chart. In that case, students may need to conduct research or look at titles of top managers to interpret and draw the structural arrangement on their own. Usually the annual report has a list of titles for top managers; some *Data monitor* reports also provide this information. You may need to consult with students' professor for help in interpreting what they see.

Second, the analysis will weigh advantages and disadvantages of the chosen structure at two levels: Board and Management.

Board Structure Analysis: Begin with a description of the role of the Board and its relationship with top managers--are these two separate or closely integrated? What are the advantages/disadvantages of the Board/CEO relationship? Often students can find evidence of each by reading annual or 10-K type reports that explain who is on the Board and what they do. Try to find there specific examples to support the points they are making.

Management Structure Analysis: Every global company manages functions, geographic diversity, and products/services. Where they differ is how they organize responsibilities for each. In one example geographic divisions could report to functions at headquarters; another example might organize functions beneath geographic divisions. So the job is to show how these three (functions, geographic regions, products/services) are organized in the firm. Using text concepts, explain what type of organizational structure you see: is it functional, divisional (what type), a hybrid, a network, a matrix? Remember that a hybrid is a structural form that mixes say, function and geographic division, at the same level. Use appropriate business language to describe the structure of the organization. An example of what one might write is: This structure is a divisional one, organized according to geographic regions. Assess the advantages/disadvantages associated with this structure as found in text and articles students have read about their firm. Use specific examples from the company to support students' assertions about advantages/disadvantages. Remember that what they are trying to do in this paper section (all sections for that matter) is demonstrate that students can apply text concepts to a firm and support their assertions with specific company examples.

g) Organizational processes (40 points)

Processes are systematic or continuous activities used to accomplish organizational tasks. As shown in Chapter 2 of the text, organizations engage in many processes, including change management, innovation, quality control processes; technology transfer, etc. (see examples listed on page 36). What students want to do here is describe two processes in which the firm engages, and then explain how

that process helps/hinders the firm in a global world. One of the selected processes should be the organization's culture; you are free to select the other example from their readings. Their description of processes should be detailed such that the reader knows exactly what the company is doing (as opposed to what they say they are doing). Their description and analysis should be in detail.

h) Locate the firm's position on the social responsibility continuum that appears in their text (40 points)

Find concrete examples from the firm to support the position. For example, does the firm conform to its own or another code of ethics or principles, e.g., Caux Principles? Does it apply its ethics codes also to its suppliers? Provide examples that illustrate what the company is doing to comply with its own code of ethics or other CSR initiatives.

i) Managing People (40 points)

The people in an organization--from top managers to production or service employees--are essential to achieving organizational purpose. Therefore, managing people is critical for global integration. Managing people includes staffing, hiring, compensating, promoting, and the like (examples appear on Table 2.4 on p. 37). What students want to do here is describe at least two ways the firm manages people to achieve its strategic objectives. These descriptions should be sufficiently detailed to help the reader understand exactly what the company is doing. Explain/analyze how that approach to managing people helps/hinders the firm in a global world.

j) Evaluations and Controls (40 points)

How does the company evaluate progress toward achieving strategic goals? Describe one control system the company uses to ensure desired outcomes are achieved or describe how lack of a control system impeded goal achievement. As part of their evaluation, the group paper should conclude with their assessment of the company as one student would want to work for or invest in. Provide examples to support why students would/would not like to work for or invest in the company. Do students think the company will survive/thrive in the long run? Provide evidence to support their decision.

k) References (25 points)

There are two good reasons to reference. First, referencing credits the intellectual property of others. Second, referencing helps readers begin where the researcher stopped rather than begin over again. The details of referencing can sometimes be challenging. What you want to bear in mind is this: any information in the paper (other than their original thoughts) must be acknowledged by means of a parenthetical citation in the body of the paper, e.g., (Brown, 2005). Direct quotes should include quote marks and page numbers.

All sources should be internally cited parenthetically using American Psychological Association (APA) style. A synopsis of APA style guidelines (Parker version) is available; APA referencing style also is accessible via the Web, such as at: <http://library.willamette.edu/guides/style/apa/> and http://www.ocean.edu/library/the_source/APA.htm

Provide a reference list containing at *least 20 references* using appropriate APA style. You may use but not *count* more than 3 references from the firm in the total, e.g., Corporate annual report, homepage, and a mailing from the company are permissible; students should plan on using at least 15 in-depth articles from current periodicals or newspapers (no older than 3 years unless negotiated otherwise).

Unless they are directly quoting, they need not formally reference the Parker text. It is sufficient to write, “as described in Chapter 2 of the Parker text, there are six external environments....”

I) style/grammar (25 points)

formatted properly; paginated; summary statements; grammar is appropriate, spelling and written English with very few errors

Details for Preparing Your Paper

Deliverables

Submit two copies of the paper on the assigned date. One copy will be evaluated and returned to them, another filed for future reference.

The length of this paper varies, and is likely to range from 13-25 pages, single spaced

Organizing the Paper

The paper should be organized as follows:

1. Although business people often generate an attractive binder for a paper of this importance, that step is not necessarily or desirable for this class. It is sufficient and desirable to have a simple cover page containing the firm’s name, names of group members, course title, and date. Staple the pages together.
2. In the body of the paper provide headings and subheadings reflective of assigned categories shown above. Headings and subheadings guide the reader and help the writer be sure all assigned topics are covered.
3. Single space
4. Number the pages
5. Do not repeat examples except when summarizing or concluding the paper

Companies students may wish to study:

Acer (Taiwan)
Arcelor Mittal
Broken Hill Proprietary (Australia)
Cemex (Mexico)
DHL (Germany)
Federal Express (US)
General Electric (US)
Grupo Industrial Bimbo (Mexico)
Haier (China)
Hutchison Whampoa (Hong Kong)
Infosys (India)
Inditex (Spain)

Lenovo (China)
L'Oreal (France)
Luftansa (Germany)
Mattel (US)
Pfizer (US)
Reckitt Benckiser (UK)
Roche (Switzerland)
Royal Ahold (Dutch)
SABMiller (Britain)
Shiseido (Japan)
Siemens (Germany)
Southcorp (Aus)
Tata (India)
Teva (Israel)
Thomson (Canada)
Total SA (France)
Toyota (Japan)
Nokia (Finland)
Wal-Mart (US)
WPP (Britain)

Due Date: The project report is due at (time) pm on (date, day). Assignments are to be handed to the School of Business Administration's Faculty Assistant or the lecturer at the Faculty Office.

- Late work will be penalized at the rate of 25 percentage points per week day.
- Students must keep copies of all work submitted.

5.4 Marking criteria (project report and case presentation)

5.4.1 Case presentation

Marking Criteria	Marks	Learning outcomes/attributes
Quality of arguments: relevance, logic and cohesion	20	Ability to give compelling arguments and reasoning to support analysis
Use of frameworks to support analysis	20	Ability to structure problems in accordance with theoretical frameworks and resolve them
Use of case evidence to support analysis	20	Ability to conduct applied research to gather data/information pertaining to the case
Originality and usefulness of the analysis	20	Ability to engage in creative problem solving skills
Organization, clarity of expression, editing etc	20	Clarity of vision

5.4.2 Grading the Team Project Report

Total points: 500

A History 50 points

½-1 page; want a sense of portfolio and how much this business represents--businesses in and why this one (5)

Firm size revenue, markets served, number of employees (2)

Chapter 2 definitions of a global enterprise evaluate how global your firm is on each dimension of the definition; say how global it is (5)

B. 5 levels of strategy 50 points

what is the organization's overall purpose or why does it exist?

how the firm operationalizes corporate, business, functional, and individual levels of strategy.

You must provide at least a sentence applying each level of strategy to your firm; one concrete example on business strategy

C- 40 points

strategic decision makers

D- 60 points

External analyses of six environments

E- 4 global challenges - 40 points

Global challenges; concrete example of how they are dealing with each challenge; explicit statements

F. Explain and evaluate firm structure - 50 points

Draw (or copy from the website) a picture of your company's structure. Use appropriate business language to describe the structure of your organization; weigh advantages/disadvantages of Board relationships and below the board; look at relationship between functions, geographic regions, products and services.

G. culture and one other process - 40 points

Processes are systematic or continuous activities used to accomplish organizational tasks. Organizations engage in many processes, change management, innovation, quality control processes, etc. What you want to do here is describe culture and one other process in which the firm engages.

H. CSR continuum and evidence - 40 points

Firm's position on social responsibility continuum; Find concrete examples from the firm to support students' position

I. Managing people - 40 points

What students want to do here is describe at least two ways the firm manages people to achieve its strategic objectives. These descriptions should be sufficiently detailed to help the reader understand exactly what the company is doing. Explain/analyze how that approach to managing people helps/hinders the firm in a global world. staffing, hiring, compensating, promoting, and the like (See Table 2.5 on p. 37 for other examples).

J. Evaluations and controls - 40 points

How does the company evaluate progress toward achieving strategic goals? Describe one control system the company uses to ensure desired outcomes are achieved or describe how lack of a control system impeded goal achievement. As part of their evaluation, the group paper should conclude with the assessment of the company as one students would want to work for or invest in. Provide examples to support why they would/would not like to work for or invest in the company. Do students think the company will survive/thrive in the long run? Provide evidence to support the decision.

K. Citations and References: 25 points

Provide a reference list containing at least 12 references of which 8 must be from current articles. Students may not count more than 3 references from the firm in the total, e.g., Corporate annual report, homepage, and a mailing from the company are permissible; students should plan on using at least six articles from current periodicals or newspapers (no older than 2 years unless negotiated otherwise).

Style/grammar: 25 points; formatted properly; paginate; summary statements; grammar, spelling and written English

5.5 Class participation and Presentation

A minimum attendance of 80 percent is compulsory. Students will be assessed on the basis of:

- a) Presentation of case 5%
- b) Class attendance and participation 5%

5.6 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.^{††}

7. STUDENT RESOURCES

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

1. Parker, Barbara. Strategic management for a global world (provided) Readings 1 and
2. Handouts of PowerPoint lecture notes and activities

Additional materials provided in Blackboard

Lecture notes and additional reading are made available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and students are expected to attend lectures and take notes. This way, they will get the additional benefit of class interaction and demonstration.

Recommended Internet sites

http://en.wikipedia.org/wiki/Swot_analysis

<http://www.businessballs.com/swotanalysisfreetemplate.htm>

http://www.valuebasedmanagement.net/methods_7S.html

7.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Week	Topic	Learning materials and activities
1	Session 1 Chapter 1: a brief intro to strategy - conceptual view.ppt - history of strategy.ppt Chapter 2—a systems view; this chapter introduces global environments, describes them, and outlines PPS and mediator issues; introduces SWOT and Porter Napster case - systems view.ppt - 2-2 mediate and internal.ppt - what to look for in each ext env.ppt - group assignment - Unilever in India - Bottom of the Pyramid - Hindustan Lever (handout)	Textbook, Chapters 1 & 2 Forming Study groups Allocation of Discussion Questions How to prepare for case study presentation
2	Session 2 Readings 1: Models for organizational analysis - Scenario planning.pdf	Readings 1 Handouts

	<ul style="list-style-type: none"> - Using the balanced scorecard as a strategic mgmt system.pdf - http://en.wikipedia.org/wiki/Swot_analysis - http://www.valuebasedmanagement.net/methods_7S.html - Frameworks for organization analyses.ppt - choose one model to answer these questions: what challenges is the selected model intended to address? what are strengths and weaknesses of the model as you see it? <p>Under what circumstances, e.g., size, external environment, situations, would students recommend that a company uses this model? I put this on slide 17 of the lecture.</p>	
3	<p>Session 3 Chapter 3: Businesses worldwide; this chapter provides a context for understanding history and describes the continuum of domestic to global; also 5 levels of strategy; Shell case</p> <ul style="list-style-type: none"> - Ch 3 history and context.ppt (and history lecture) - Ch 3-1 businesses and strategy levels.ppt - Chain Reaction Chik.jpg (Chick-fil-A article) <p>who are you.ppt –applies strategy ideas of core competency at the personal level</p> <ul style="list-style-type: none"> - Ch 3-2 challenges.ppt - McDonald’s challenges.doc handout - McDonald’s Everywhere - paradox.ppt 	<p>Textbook, Chapter 3</p> <p>Case: Shell case</p>
4	<p>Session 4 Chapter 4: Industries; measuring industry globalization; how industries change; Porter model; Yip; Pfeffer competing through people; national versus business competition Starbucks case</p> <ul style="list-style-type: none"> - industries 2007.ppt - soon being starbucks 2007.ppt - Coke/Pepsi rivalry - Harman Intl handout 	<p>Textbook, Chapter 4</p> <p>Discussion questions: Chapter 5, Q 4, 6, 7</p> <p>Case: Starbucks case</p>
5	<p>Session 5 Readings 2:</p> <ul style="list-style-type: none"> - Porter’s 5 forces 2008.pdf - Porter’s 5 forces BP.ppt - Porter clusters.pdf - National competitive ratings for Vietnam.pdf 	<p>Readings 2</p> <p>Discussion questions:</p>
6	<p>Session 6 Chapter 5: Mind sets, Decision Making, and Risk Samsung case</p> <ul style="list-style-type: none"> - framing information and mindsets.ppt - strategic decision-making - decision making.ppt - instrument and scoring sheet on decision making 	<p>Textbook, Chapter 5</p> <p>Discussion questions:</p> <p>Case: Samsung case</p>
7	<p>Chapter 6: Internal analysis of people, leaders, managers, SHRM, careers,</p>	<p>Textbook, Chapter 6</p>

	<ul style="list-style-type: none"> - lead, manage, HRM.ppt - careers.ppt - global skills for managers - what shapes careers.doc - cultural assimilators? 	
8	<p>Chapter 7: Internal analysis of people, part 2, diversity, teams (189-215) Safewall case</p> <ul style="list-style-type: none"> - teamsex.doc - teams VN.ppt - diversity.ppt 	<p>Textbook, Chapter 7</p> <p>Discussion questions: Case: Safewall case</p>
9	Mid term exam	
10	<p>Chapter 8: internal analysis of governance and structure (216-257) Exide case</p> <ul style="list-style-type: none"> - gore lattice - Al Qaeda—two views - structures fall 07.ppt 	<p>Textbook, Chapter 8</p> <p>Discussion questions: Case: Exide case</p>
11	<p>Session 10 Chapter 9—internal analysis of selected processes—culture, innovation and creativity, stress and conflict management (258-291) MTV case</p> <ul style="list-style-type: none"> - organizational culture.ppt - Molson ad - culture to business exercise - creativity.ppt - handout on innovation and creativity - innovateque.doc (how innovative are you?) - conflict and stress mgmt.ppt - stress mgmt (tips/joke) 	<p>Textbook, Chapter 9</p> <p>Discussion questions</p> <p>Case: MTV case</p>
12	<p>Session 11 Chapter 10—Strategic alternatives (292-311) “Types of Strategy: Which Fits your Business?” Bamboo Hardwoods case; business, corporate, and enterprise level strategies Business level: cost, differentiation, focus; Corporate: BCG matrix, Portfolio summary and so on; Enterprise strategy around CSR</p> <ul style="list-style-type: none"> - strategic alternatives.ppt <p>McKinsey article Porter article</p>	Textbook, Chapter 10
13	<p>Session 12 Chapter 11—Evaluating Strategy (312-need to write evaluation and control chapter</p>	Textbook, Chapter 11
14	<p>Session 13 Student team project presentations</p>	

15	Final exam	

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BA035IU

MARKETING RESEARCH

1. COURSE STAFF

Lecturer: Kieu Anh Tai

Room: TBA

Telephone: TBA

E-mail: ueh.marketing@gmail.com (preferred contact method)

Consultation Hours: With appointment

Teaching Assistant: TBA

Room: TBA

Telephone: TBA

E-mail: TBA

Consultation Hours: TBA

All students are advised to make appointment in advance.

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: 3 hours per week

Venue: A603

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

Though there is no prerequisite for this course, it is assumed that students enrolled in the course have a basic understanding of marketing terminology and concepts.

2.5 Approach to learning and teaching

Employing the interactive, experiential learning and problem-based teaching approach, this course emphasizes the interaction between lecturers and students. The lecture materials will be uploaded in Blackboard to help the students to preview the materials and to concentrate on listening and critical thinking during the lecture. This will help students to interact with the lecturer during the classroom. A hands-on market research project for a real business client consolidates the ideas and skills gained.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

This introductory course is designed to give students a practical understanding of how marketing research is conducted and managed for optimal results. They will gain an understanding of marketing research and an awareness of the relevant procedures and methodologies commonly used in business and industry. The major assignment is based on a project from industry. Working in teams, you will take the project through various stages of the marketing research process.

3.2 Student Learning Outcomes

The emphasis in this course is on marketing research as an aid to management decision-making. After completing the course, students will be able to

- Identify management problems and translate these into feasible research questions.
- Explain the concepts and methods of marketing research.
- Design and manage objective and unbiased research.
- Suggest appropriate courses of action based on marketing research information
- Critically evaluate research results.

3.3 Teaching Strategies

The learning system in this course consists of lectures, experiential exercises and presentations/discussions. Lectures and exercises elaborate the appropriate theoretical content in the textbook and readings. To further contextualise marketing research, a real world hands-on project is conducted throughout the subject.

In order to gain the most from the lectures and class activities, the assigned text/reading should be read *before* the lecture to participate in the discussions. All students are required to take active part in the discussions in class.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading, research, working on assignment, preparing for presentation and attending classes. In periods where they need to additionally prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and presentations is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behavior

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct, which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Class attendance and participation	5%
Research Project (Group)	25%
Mid-Term Exam (1-1.5 Hours)	30%
<u>Final Exam (Two Hours)</u>	<u>40%</u>
Total	100%

5.3 Group Market Research Project

Students will work in groups of 4-5 students. Each student group will specify a business problem to study.

The project is to be constructed in stages. The groups will discuss their work-in-progress during class seminars. A number of "milestone" submissions will be required for the group project.

Stage 1: Problem formulation & research design. **Submit research proposal (30%). (Max. 5 pages)**

Stage 2: Data collection. **Submit questionnaire (20%)**

Stage 3: Data analysis and presentation of results. **Report presentation (50%)**

For project grade allocation, team members will optionally distribute the allocated mark according to the perceived contribution to the final result. This is done by a team member distributing 100 points among the team. Each team member's points are averaged at their weighting factor.

5.4 Class attendance and participation

A minimum attendance of 80 percent is compulsory. Marks will be deducted for absence (2.5% per section). However, 100% class attendance does not automatically guarantee you full marks for this assessment component. Marks are to be earned up as a result of the ideas you bring in to the discussion in class. Ideas should be backed with relevant academic theory and students are expected to think critically about the issues discussed during class and peer presentations.

5.5 Midterm and final exams

The exam dates will be centrally scheduled by the university. Details will be given during the semester

5.6 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.

7. STUDENT RESOURCES

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

Marketing research by David A. Aaker, V. Kumar, George S. Day, New York John Wiley & Sons, 7th ed. (available from library)

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance-learning course, and the students are expected to attend lectures and take notes. This way, the students will get the additional benefit of class interaction and demonstration.

Recommended Internet sites

[Business Week](#)

[The Economist](#)

[Fortune](#)

[Forbes](#)

Recommended Journals

Journal of marketing research

Journal of Marketing

The Journal of Brand Management
 Harvard Business Review
 Academy of Management Journal

7.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

9. COURSE SCHEDULE

Week	Topic	Required readings and activities
1	Introduction to marketing research	Course syllabus Chapters 1,2
2	Marketing research process Research design	Chapters 3, 4
3	Secondary and exploratory research	Chapters 5,6, 8
4	Descriptive research	Chapter 9,10 <u>Research proposal DUE</u>
5	Measurement and Scaling	Chapters 11
6	Questionnaire design	Chapters 12
7	Causal research	Chapters 13 <u>Questionnaire DUE</u>
	Mid-term exam	No classes
8	Sampling	Chapters 14, 15
9	Fundamentals of data analysis	Chapter 16
10	Presenting results	Chapters 23

11	No lecture	<u>Report presentation DUE</u>
12	Course Review	

* The week number refers to the sequence of class, not the University academic calendar's week number

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

**Vietnam National University - HCMC
International University**

Course Syllabus

CONSUMER BEHAVIOR

Code: BA083IU

Number of Credits: 3

Prerequisites: Principle of Marketing - BA003IU

June 2009

1. Course Staff

Teaching Staff: Dr. Ho Thi Bich Van

Office: 709, International University

Phone: 22114034

Email: htbvan@hcmiu.edu.vn

Consultation Time: To be announced upon the commencement of the course.

2. Information about the Course

2.1 Parallel Teaching in the course

Not applicable.

2.2 Relationship of This Course to Other Courses Offerings

Prerequisite: *Principle of Marketing - BA003IU*

2.3 Approach to Learning and Teaching

The teaching and learning approach adopted in this course is learner-centered, and consequently, requires active student participation and contribution. The course facilitates both independent learning through individual tasks and collective learning through a range of group assignments.

3. Course Aims and Learning Outcomes

3.1 Course Aims

This course focuses on examining and applying consumer behavior principles to the development and implementation of marketing strategies. To enhance our examination of consumer behavior, we focus on the impact of the new media on consumer information seeking, purchasing options, and decision making, recognizing that consumers have fast and convenient access to information about virtually any product or service they may wish to purchase. The course also provides students with many real-world examples in order to demonstrate how consumer behavioral concepts are used by marketing practitioners to solve marketing problems and to develop and implement effective marketing strategies.

3.2 Student Learning Outcomes

By the end of the course, students should be able to:

- What are customer value, satisfaction, and retention?
- What are the impacts of digital technologies on marketing strategies?
- What are the rational and emotional bases for consumer actions?
- What is relationship between personality and understanding consumer diversity?
- How do consumers attempt to preserve or enhance their self-images by buying products and using services that they believe are congruent with their self-images and avoiding those that are not?
- What are the cultural dimensions of consumer behavior?
- How does consumer behavior differ across cultures?
- What are the levels of consumer decision making?
- What is the overview model of how consumers make decisions?

4. Learning Assessment

4.1 Assessment Details

Tasks	Due Time	Marks
1. Mid-Term Exam (One Hour)	Week 6	25%
2. Class Participation and Discussion		15%
3. Group Assignment	Week 11	20%
4. Final Exam (100 Minutes)		40%

4.2 Group Assignment Submission and Presentation

Students are required to submit a project report in group of 5-7 students on a topic assigned for each group. Following the submission in Week 11, group presentations are conducted in Week 12.

5. Course Resources

PowerPoint Course Lectures provided by the lecturer.

Textbook: Leon G. Schiffman and Leslie Lazar Kanuk (2007) *Consuming Behavior*, Ninth Edition, Pearson Prentice Hall (available in the library of International University).

Reference Books:

Gerrit Antonides and W. Fred van Raaij (1999) (eds.) *Cases in Consumer Behavior*, First Edition, West Sussex: John Wiley and Sons (available in the library of International University).

John Swarbrooke and Susan Horner (2005) *Consumer Behavior in Tourism*, Oxford and MA: Elsevier (available in the library of International University).

Recommended Journals:

Journal of Consumer Behavior
Journal of Consumer Research
Harvard Business Review
Journal of Marketing Research
The Journal of Consumer Marketing

6. Continual Course Improvement

The feedback information from students about the course is the primary source for continual course improvement. The feedback information will be gathered along the course through interactive discussions between lecturer and students. Besides, lecturer plans to provide students with updated journal articles related to relevant chapter topics of the course. This is also the secondary source for continual improvement.

7. Course Contents and Schedule

Week	Chapter title	Material reading
1	<p>Chapter 1: Introduction to Consumer behavior and Consumer Research</p> <p>Development of the marketing concept</p> <ul style="list-style-type: none"> The marketing concept Segmentation, targeting, and positioning The marketing mix <p>Customer value, satisfaction, and retention</p> <ul style="list-style-type: none"> Providing customer value Customer satisfaction Customer retention <p>A simplified model of customer decision making</p> <p>Consumer research paradigm</p> <ul style="list-style-type: none"> Quantitative research Qualitative research Combining qualitative and quantitative research findings <p>The consumer research process</p> <ul style="list-style-type: none"> Developing research objectives Collecting secondary data Designing primary research Data analysis and reporting research findings Conducting a research study <p>Ethics in consumer research</p> <p>Discussion questions</p>	<p>L. G. Schiffman et al. (2007), Chapter 1 and 2, pp. 1 - 40.</p>
2&3	<p>Chapter 2: Customer Motivation, Personality, and Consumer Behavior</p> <p>Motivation as psychological force</p> <ul style="list-style-type: none"> Needs Goals Positive and negative motivation Rational versus emotional motives <p>The measurement of motives</p> <ul style="list-style-type: none"> Motivational research Evaluation of the need hierarchy and marketing applications A trio of needs <p>Ethics and consumer motivation</p> <p>Theories of personality</p> <ul style="list-style-type: none"> Freudian theory Neo-Freudian personality theory Trait theory <p>Personality and understanding consumer diversity</p> <ul style="list-style-type: none"> Consumer innovativeness and related personality traits Cognitive personality factors From consumer materialism to compulsive consumption 	<p>L. G. Schiffman et al. (2007), Chapter 4 and 5, pp. 80 - 145.</p>

	<ul style="list-style-type: none"> Consumer ethnocentrism: responses to foreign-made products Brand personality <ul style="list-style-type: none"> Brand personification Product personality and gender Product personality and geography Personality and color Self and self-image <ul style="list-style-type: none"> One or multiple selves The extended self Altering the self Virtual personality or self Discussion questions 	
3&4	<p>Chapter 3: Consumer Perception and Learning</p> <ul style="list-style-type: none"> Elements of perception <ul style="list-style-type: none"> Sensation <ul style="list-style-type: none"> The absolute threshold Subliminal perception Dynamics of perception <ul style="list-style-type: none"> Perceptual selection Perceptual organization Perceptual interpretation Consumer imagery <ul style="list-style-type: none"> Product positioning Product repositioning Positioning of services Perceived price Perceived quality Price/quality relationship Retail store image Manufacturers' image Perceived risk <ul style="list-style-type: none"> Perception of risk varies How consumer handle risk Ethics and consumer perception The elements of consumer learning <ul style="list-style-type: none"> Motivation Cues Response Reinforcement Behavioral learning theories <ul style="list-style-type: none"> Classical conditioning Instrumental conditioning Modeling or observational learning Cognitive learning theory <ul style="list-style-type: none"> Information processing Involvement theory Measures of consumer learning <ul style="list-style-type: none"> Recognition and recall measures Ethics and consumer learning Discussion questions 	<p>L. G. Schiffman et al. (2007), Chapter 6 and 7, pp. 146 - 228.</p>

5	<p>Chapter 4: Consumer Attitude Formation and Change</p> <ul style="list-style-type: none"> Structural models of attitudes <ul style="list-style-type: none"> Tri-component attitude model Multi-attribute attitude models Theory of trying-to-consume model Attitude-toward-the-ad models Attitude formation <ul style="list-style-type: none"> How attitudes are learned Sources of influence on attitude formation Personality factors Strategies of attitude change <ul style="list-style-type: none"> Changing the basic motivational function Associating the product with a special group, event or cause Solving two conflict attitude Altering components of the multi-attribute model Changing beliefs about competitors' brands The elaboration likelihood model (ELM) Behavior can precede or follow attitude formation <ul style="list-style-type: none"> Cognitive dissonance theory Attribution theory Discussion Questions 	L. G. Schiffman et al. (2007), Chapter 8, pp. 230 - 264.
6	Mid-Term Exam Section	
7	<p>Chapter 5: Reference Group and Family Influences</p> <ul style="list-style-type: none"> Understanding the power of reference group <ul style="list-style-type: none"> A broadened perspective on reference groups Factors that affect reference group influence Selected consumer-related reference groups <ul style="list-style-type: none"> Friendship groups Shopping groups Work groups Virtual groups or communities Consumer-action groups Celebrity and other reference group appeals <ul style="list-style-type: none"> Celebrities The expert The “common man” The executive and employee Spokesperson Trade or spokes-characters Other reference group appeals Socialization of family members <ul style="list-style-type: none"> Consumer socialization of children Adult consumer socialization Intergenerational socialization 	L. G. Schiffman et al. (2007), Chapter 10, pp. 300 - 342.

	<p>Other functions of the family</p> <ul style="list-style-type: none"> Economic well-being Emotional support Suitable family lifestyles <p>Family decision making and consumption-related roles</p> <ul style="list-style-type: none"> Key family consumption roles Dynamics of husband-wife decision making The expanding role of children in family decision making <p>Discussion Questions</p>	
8	<p>Chapter 6: Social Class and Consumer Behavior</p> <p>What is social class?</p> <ul style="list-style-type: none"> Social class and social status The dynamics of status consumption Social class is hierarchical and a form of segmentation Social-class categories <p>The measurement of social class</p> <ul style="list-style-type: none"> Subjective measures Reputational measures Objective measures <p>Lifestyle profiles of the social class</p> <ul style="list-style-type: none"> China: pursuing a middle-class lifestyle <p>Social - class mobility</p> <ul style="list-style-type: none"> Some signs of downward mobility Is horatio alger dead <p>Geo-demographic clustering</p> <p>The affluent consumer</p> <ul style="list-style-type: none"> Moving up to more “near” luxuries <p>The working class and other non-affluent consumers recognizing the “techno-class”</p> <ul style="list-style-type: none"> The geek gets status <p>Selected consumer behavior application of social class</p> <ul style="list-style-type: none"> Clothing, fashion, and shopping The pursuit of leisure Saving, spending, and credit Social class and communication <p>Discussion Questions</p>	<p>L. G. Schiffman et al. (2007), Chapter 11, pp. 344 – 377.</p>
9&10	<p>Chapter 7: The Influence of Culture and Subculture on Consumer Behavior</p> <p>Basic characteristics of culture</p> <p>The measurement of culture</p> <ul style="list-style-type: none"> Content analysis Consumer fieldwork Value measurement survey instruments <p>Toward a shopping culture</p> <p>Types of subcultures</p> <ul style="list-style-type: none"> Nationality subcultures 	<p>L. G. Schiffman et al. (2007), Chapter 12 and 13, pp. 378 - 436.</p>

	<p>Religious subculture Geographic and regional subculture Racial subculture Age subculture Sex as s subculture Sub-cultural interaction Discussion Questions</p>	
11	<p>Chapter 8: Cross-Cultural Consumer Behavior: An International Perspective The imperative to be multinational Acquiring exposure to other cultures Country-of-origin effects What is national identity? Cross-cultural consumer analysis Similarities and differences among people The growing global middle class Acculturation is need marketing viewpoint Applying research techniques Alternative multinational strategies: global versus local Favoring a world brand Are global brands different? Multinational reactions to brand extensions Adaptive global marketing Frameworks for assessing multinational strategies Cross-cultural psychographic segmentation Discussion questions</p>	<p>L. G. Schiffman et al. (2007), Chapter 14, pp. 438 - 460.</p>
12	<p>Chapter 9: Consumer Decision Making and Beyond Levels of consumer decision making Extensive problem solving Limited problem solving Routinized response behavior Models of consumer: four views of consumer decision making An economic view A passive view An emotional view A model of consumer decision making Input Process Output Consumer gifting behavior Beyond the decision: consuming and processing Product have special meanings and memories Relationship marketing Discussion questions</p>	<p>L. G. Schiffman et al. (2007), Chapter 16, pp. 506 - 541.</p>
13	<p>Revision Section and Exam Preparation</p>	

Ho Chi Minh City, 25/08/2023

Dean of School of Business

A handwritten signature in blue ink, appearing to be 'HMT', is centered on the page.

Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BA145IU

INTERNATIONAL MARKETING

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Lecturer: Dr. Pham Hong Hoa

Room: O.206

Telephone: 08 22114034

E-mail: phhoa@hcmiu.edu.vn

Consultation Hours: 13.30 – 15.30 Monday and Tuesday

Teaching Assistant: TBA

Room: TBA

Telephone: TBA

E-mail: TBA

Consultation Hours: TBA

Should the students wish to meet the staff outside the consultation hours, they are advised to make appointment in advance.

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: TBA

Venue: TBA

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

BA145IU–International Marketing focuses on the global environment forces and marketing strategies of multinational corporations (MNCs). It builds on, and extends the materials taught in BA142IU–Marketing Management. BA145IU emphasizes the global environment forces (i.e., historical factors and cultural dynamics) which influence the international marketing standardization versus adaptation strategy of the MNCs. Students majoring in **International Business** and/or **Marketing** may go on to take BA099IU–Global Strategic Management in the following semester, which will dwell on matters related to management across cultures and strategic management of MNCs.

2.5 Approach to learning and teaching

Employing the interactive learning and problem-based teaching approach, this course emphasizes the interaction between lecturers and students. The lecture materials will be uploaded in Blackboard to help the students to preview the materials and to concentrate on

listening and critical thinking during the lecture. This will help students to interact with the lecturer during the classroom. The sessions for presentations and discussions comprise company case studies as well as answering some theoretical and conceptual questions, which help the students to see how the concepts are applied in the real international business context. Students will present the case to the class and discuss with the peers.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

The course is designed to provide undergraduate students with up-to-date knowledge of international marketing issues that MNCs are facing. The course focuses on analyzing the cultural environment of global markets, assessing global market opportunities and developing global marketing strategies. Key topics of study include: the dynamic environment of international trade; the impact of international environment (history and geography, cultural, political, legal and economic) on firm's global marketing standardization versus local adaptation strategy; developing global marketing strategies, including planning and organizing 4Ps marketing strategies; implementing global marketing strategies, including negotiating with international customers, partners and regulators.

3.2 Student Learning Outcomes

After completing the course, students should have developed skills in

- Analyzing the dynamic of cultural environment of global marketing
- Developing global-local vision through marketing research
- Understand how to formulate and implement global-local marketing strategies in international markets

In generic terms, students completing this course are likely to achieve the following attributes:

- *Applied research.* Conduct, write and present applied research relevant to this course.
- *Situational exploration.* Critically appreciate situations, in terms of their factual, political, temporal, and cultural dimensions.
- *Problem resolution.* Structure and propose solutions to organizational problems that enable management to guide multinational organizations through complex and ambiguous environments.
- *Argument and reasoning.* Analyze, evaluate and construct arguments employing different modes of reasoning and different types of evidence.
- *Disciplinary and multidisciplinary perspective.* Bring disciplinary and multi-disciplinary perspectives in straightening out situations and projecting possible outcomes.

3.3 Teaching Strategies

The learning system in this course consists of lectures and scheduled presentations/discussions. Lectures elaborate the appropriate theoretical content in the textbook and readings. Classes provide a more detailed and refined analysis of both concepts and applied materials. Classes are strongly oriented towards interactive discussion of the text and cases. In order to gain the most from the lectures and class activities, the assigned text/reading should be read *before* the lecture to participate in the discussions.

From the second week, the students will need to form small discussion groups (3-4 students/group) which will take turns in presenting the assigned cases each week. However, all students are required to take active part in the discussions in class. Look at articles and clippings from business sections of relevant electronic and print media which are relevant to the presentation topic. The students should explain how the material relates to the theory discussed in the text. Discuss with group members as to the common strategy for sourcing, documenting, analyzing and presenting cases each week - for which a basic minimum interaction will be necessary. For the audience, it is important that they contribute to the case by getting additional information carefully beforehand so that they are fully familiar with the materials, and are prepared to participate in the discussions.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behaviour

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below)

5.2 Assessment Details

Mid-Term Exam (90 minutes)	20%
Class Participation, Quiz and Case Presentation	15%
Written Assignment	15%
<u>Final Exam (120 minutes)</u>	<u>50%</u>
Total	100%

5.3 Midterm and final exams

The final exam dates will be centrally scheduled by the university. Details will be given during the semester.

5.4 Class participation and Presentation

A minimum attendance of 80 percent is compulsory. Students will be assessed on the basis of:

- Presentation of case 10%
- Class attendance and quiz 5%

5.5 Project Report

The students are required to submit a written project report in groups of four (4) on one topic.

Each group select one country and conduct cultural and economic analysis for that country. Follow the guidelines on **Country notebook – Part 6 – International Marketing Text Book**

Length and Style: Maximum 2,500 words, excluding footnotes, figures and references. The format for assignments is to be double spaced with 2.5 cm margins and font size of 12 cpi. Please show the word count, along with all other details on the cover sheet.

The project will be assessed for analytical content and presentation. The same marks will be awarded to all students in the same group. All work must be original and must not have been submitted for any other subject or course here or elsewhere. Copying or plagiarizing works of other authors, including your fellow students or cutting and pasting from the internet and other sources is an offence and will be seriously penalized.

Due Date: The project report is due at (time) pm on (date, day). Assignments are to be handed to the School of Business Administration's Faculty Assistant or the lecturer at the Faculty Office.

- Late work will be penalized at the rate of 25 percentage points per week day.
- Students must keep copies of all work submitted.

5.6 Marking criteria (project report and case presentation)

Marking Criteria	Marks	Learning outcomes/attributes
Quality of arguments: relevance, logic and cohesion	20	Ability to give compelling arguments and reasoning to support analysis
Use of frameworks to support analysis	20	Ability to structure problems in accordance with theoretical frameworks and resolve them
Use of case evidence to support analysis	20	Ability to conduct applied research to gather data/information pertaining to the case

Originality and usefulness of the analysis	20	Ability to engage in creative problem solving skills
Organization, clarity of expression, editing etc	20	Clarity of vision

5.7 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.⁶

7. STUDENT RESOURCES

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

Philip R. Cateora, Marry C. Gilly and John L. Graham, (2009), *International Marketing*, 14th Edition, McGraw Hill.

Reference Books:

Warren J. Keegan and Mark C. Green, (2011), *Global Marketing*, 6th Edition, Pearson.

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.

Recommended Internet sites

[The Economist](#)

[Fortune](#)

[Wall Street Journal](#)

⁶ This is adapted with kind permission from the University of New South Wales.

[Vietnam Investment Review](#)
[Saigon Times](#)

Recommended Journals

Journal of International Marketing
 Journal of International Business Studies
 International Journal of Emerging Markets
 Harvard Business Review

7.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Week	Topic	Learning materials and activities
1	<p>The Scope and Challenge of International Marketing</p> <p>Global Perspective</p> <ul style="list-style-type: none"> Internationalization of U.S Business International Marketing Defined The International Marketing Task <p>Environmental Adaptation Needed</p> <ul style="list-style-type: none"> The Self-Reference Criterion and Ethnocentrism Developing Global Awareness Stages of International Marketing Involvement <p>Strategic Orientation</p> <ul style="list-style-type: none"> Domestic Market Extension Multidomestic Market Orientation Global Market Orientation 	<p>Textbook, Chapter 1</p> <p>Forming Study groups</p> <p>Allocation of Discussion Questions</p> <p>Class discussion: Case 1-1: Starbuck</p> <p>How to prepare for case study presentation</p>
2	<p>Cultural Dynamic</p> <p>Culture Pervasive Impact</p> <p>Definitions and Origins of Culture</p> <ul style="list-style-type: none"> Geography History The Political Economy Technology Social Institutions <p>Elements of Culture</p> <ul style="list-style-type: none"> Culture Values Rituals Symbols Beliefs Thought Processes <p>Cultural Knowledge</p> <ul style="list-style-type: none"> Factual Versus Interpretive Knowledge Cultural Sensitivity and Tolerance <p>Cultural Change</p>	<p>Textbook, Chapter 4</p> <p>Class discussion: Case 2-1: The Not So Wonderful World of EuroDisney</p>

	<p>Cultural Borrowing Resistance to Change Consequences of Innovation</p>	
3	<p>Culture, Management Style, and Business Systems Required Adaptation Degree of Adaptation Imperatives, Elective and Exclusives Resistance to Change The Impact of American Culture on Management Style Management Style Around the World Authority and Decision-making Management Objectives and Aspirations Communication Styles Formality and Tempo P-Time versus M-Time Negotiations Emphasis Marketing Orientation Gender Bias in International Business Business Ethics Corruption Defined The Western Focus on Bribery Bribery: Variations on A Theme Ethical and Socially Responsible Decisions Culture's Influence on Strategic Thinking Synthesis: Relationship-Oriented versus Information-Oriented Culture</p>	<p>Textbook, Chapter 5 Quiz 1</p> <p>Class discussion: Case 3-1: International Marketing Research at The Mayo Clinic</p>
4	<p>Developing a Global Vision through Marketing Research Breadth and Scope of International Marketing Research The Research Process Defining the Problem and Establishing Research Objectives Problem of Availability and Use of Secondary Data Availability of Data Reliability of Data Comparability of Data Validating Secondary Data Problems of Gathering Primary Data Ability of Communicate Opinions Willingness to Respond Sampling in Field Surveys Language and Comprehension Multicultural Research: A Special Problem Research on the Internet Estimating Market Demand Problem in Analyzing and Interpreting Research Information Responsibility for Conducting Marketing Research Communicating with Decision Makers</p>	<p>Textbook, Chapter 8</p> <p>Class discussion: Case 1-3 Coke and Pepsi Learn to Compete in India</p> <p>Group Presentation Group 1: Case 1-1 Group 2: Case 1-2</p>

5	<p>Emerging Market Marketing and Economic Development Stages of Economic Development NIC Growth Factors Information Technology, the Internet and Economic Development Objectives of Developing Countries Marketing in Developing Countries Level of Market Development Demand in Developing Countries Bottom-of-the-Pyramid Markets (BOPMs) Developing Countries and Emerging Markets Latin American Eastern Europe and Baltic States Asia Newest Emerging Markets Strategic Implications for Marketing Emerging Competition</p>	<p>Textbook, Chapters 9</p> <p>Quiz 2</p> <p>Group Presentation Group 3: Case 1-3 Group 4: Case 1-4</p>
6	<p>Global Marketing Management: Planning and Organization Global Marketing Management Benefits of Global Marketing Planning for Global Markets Companies Objectives and Resources International Commitment The Planning Process Alternative Market-Entry Strategies Exporting Contractual Agreements Strategic International Alliances Direct Foreign Investment Organizing for Global Competition Locus of Decision Centralized versus Decentralized Organizations</p>	<p>Textbook, Chapters 11</p> <p>Group Presentation Group 5 : Case 2-1 Group 6 : Case 2-2</p>
MID-TERM		
7	<p>Global Marketing Management: Planning and Organization Global Perspective Global Marketing Management Planning for Global Markets Company Objectives and Resources International Commitment The Planning Process Alternative Market Entry Strategies Exporting Contractual Agreement Strategic International Alliances Direct Foreign Investment Organizing for Global Competition Locus of Decision</p>	<p>Textbook, Chapter 12</p> <p>Group Presentation Group 7 : Case 3-3 Group 8 : Case 3-4</p>

	Centralized versus Decentralized Organizations	
8	<p>Product and Services for Consumers</p> <p>Quality</p> <ul style="list-style-type: none"> Quality Defined Maintaining Quality Physical or Mandatory Requirements and Adaptation Green Marketing and Product Development <p>Product and Culture</p> <ul style="list-style-type: none"> Innovative Products and Adaptation Diffusion of Innovations Production of Innovations Pressures for Cost Reductions Pressures for Local Responsiveness <p>Choosing a Strategy</p> <ul style="list-style-type: none"> Global Standardization Strategy Localization Strategy International Strategy The Evolution of Strategy 	<p>Textbook, Chapter 12</p> <p>Group Presentation</p> <p>Group 9 : Case 4-4</p> <p>Group 10 : Case 4-7</p>
9	<p>International Marketing Channels</p> <p>Channel-of-Distribution Structures</p> <ul style="list-style-type: none"> Import-Oriented Distribution Structures Japanese Distribution Structure Trends: From Traditional to Modern Channel Structures <p>Distribution Patterns</p> <ul style="list-style-type: none"> General Patterns Retail Patterns <p>Alternative Middleman Choices</p> <ul style="list-style-type: none"> Home Country Middlemen Foreign-Country Middlemen Government-Affiliated Middlemen <p>Factors Affecting Choice of Channels</p> <p>Locating, Selecting, and Motivating Channel Members</p> <ul style="list-style-type: none"> Locating Middlemen Selecting Middlemen Motivating Middlemen Terminating Middlemen Controllign Middlemen 	<p>Textbook, Chapter 14</p> <p>Group Presentation</p> <p>Group 7 : Case 2-3</p> <p>Group 8 : Case 2-4</p>
10	<p>Integrated Marketing Communications and International Advertising</p> <p>Sales Promotions in International Markets</p> <p>International Public Relations</p> <p>International Advertising</p> <p>Advertising Strategy and Goals</p> <ul style="list-style-type: none"> Product Attribute and Benefits Segmentation Regional Segmentation <p>The Message: Creative Challenges</p>	<p>Textbook, Chapter 16</p> <p>Discussion questions: Chapter 16, Q2, 6, 9</p>

	<p>Global Advertising and the Communication Process</p> <p>Legal Constraints</p> <p>Linguistic Limitations</p> <p>Cultural Diversity</p> <p>Media Limitations</p> <p>Production and Cost Limitations</p> <p>Media Planning and Analysis</p> <p>Tactical Considerations</p> <p>Campaign Execution and Advertising Agencies</p> <p>International Control of Advertising: Broader Issues</p>	
11	<p>Personal Selling and Sales Management</p> <p>Designing the Sales Force</p> <p>Recruiting Marketing and Sales Personnel</p> <p>Expatriates</p> <p>Virtual Expatriates</p> <p>Local Nationals</p> <p>Third-Country National</p> <p>Host-Country National</p> <p>Selecting Sales and Marketing Personnel</p> <p>Training for International Marketing</p> <p>Motivating Sales Personnel</p> <p>Designing Compensation Systems</p> <p>For Expatriates</p> <p>For Global Sales Force</p> <p>Evaluating and Controlling Sales Representatives</p> <p>Developing Cultural Awareness</p> <p>The Changing Profile of the Global Manager</p>	<p>Textbook, Chapter 17</p> <p>Quiz 3</p> <p>Discussion questions: Chapter 17, Q5, 8,119</p>
12	<p>Pricing for International Market</p> <p>Pricing Policy</p> <p>Pricing Objectives</p> <p>Parallel Imports</p> <p>Approaches to International Pricing</p> <p>Full-Cost Versus Variable-Cost Pricing</p> <p>Skimming Versus Penetration Pricing</p> <p>Price Escalation</p> <p>Cost of Exporting</p> <p>Taxes, Tariffs, and Administrative Costs</p> <p>Inflation</p> <p>Exchange Rate Fluctuations</p> <p>Varying Currency Values</p> <p>Middleman and Transportation Costs</p> <p>Using Foreign Trade Zones to Lessen Price Escalation</p> <p>Dumping</p> <p>Leasing in International Markets</p> <p>Countertrade as a Pricing Tool</p> <p>Types of Countertrade</p> <p>Problems of Countertrading</p> <p>The Internet and Countertrading</p> <p>Proactive Countertrade Strategy</p>	<p>Textbook, Chapter 18</p> <p>Discussion questions: Chapter 18, Q8, 14, 17</p>

	Transfer Pricing Strategy Pricing Quotation Administrative Pricing	
--	--	--

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BA142IU

MARKETING STRATEGY

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Lecturer: TBA
Room: TBA
Telephone: TBA
E-mail: TBA
Consultation Hours: TBA

Teaching Assistant: TBA
Room: TBA
Telephone: TBA
E-mail: TBA
Consultation Hours: TBA

Should the students wish to meet the staff outside the consultation hours, they are advised to make appointment in advance.

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: TBA
Venue: TBA

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

Prerequisite course: BA003IU – Principles of Marketing

Marketing Strategy is the capstone course for the undergraduate Marketing stream. It will draw on knowledge and skills developed in all the previous marketing subjects.

2.5 Approach to learning and teaching

A marketing manager needs to be flexible, creative and thorough. Above all they need to have an ability to work cooperatively, as the delivery of a 'product' requires both coordination and collaboration from within the organization and with other external players in the market. To this end there will be a significant level of group-work in this course. Student involvement has a strong link to learning outcomes - so active participation and a positive attitude is encouraged.

This subject will most likely be being taken in your final undergraduate year. It represents the transition from 'student' to 'practitioner' and as such seeks to enhance life-long skills in learning. Students will be encouraged to hone groupwork, communication and task-management skills. There will be an opportunity to negotiate aspects of assessment and to tailor project topics to areas of particular interest to the student.

There will be a lecture where theoretical aspects of Marketing Strategy will be canvassed, tutorials encouraging deeper understanding of concepts and a teambased simulation that will challenge decision making and application skills. Students are encouraged to prepare, through reading widely and accessing multiple sources of information on the various topics.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

This course is about evaluating, developing and managing innovative and competitive marketing strategies. The central focus is on how marketing strategy and strategic marketing management can help achieve planned performance outcomes.

The overall objectives of the course are:

- to introduce methods of strategic thinking and some of the practical tools enabling development, evaluation and implementation of effective strategies; and
- to provide theories, frameworks and examples relating to the management of critical aspects of strategic marketing activity.

3.2 Student Learning Outcomes

On successful completion of this capstone marketing course you should have:

1. Acquired an understanding of strategic marketing in the global business environment.
 - a. Developed an understanding of how the various sub-areas of marketing knowledge work together to provide depth to situation analyses.
 - b. Increased your awareness of the challenges facing marketers in meeting the needs of future markets.
 - c. Heightened your awareness of marketing's contribution to society through discussion of ethical and professional conduct and issues in corporate social responsibility.
2. An ability to explore and evaluate marketing situations with less than perfect knowledge.
 - a. Refined your information literacy skills.
 - b. Understand the nature of 'wicked' problems
 - c. Further develop written and verbal communication competence.
3. Developed team decision making skills: communication; planning; and management.
 - a. Engage actively in a marketing simulation
 - b. Demonstrated high levels of task and self management.
4. Developed critical thinking skills in relation to strategic, and tactical, decision making and implementation.
 - a. Acquired an understanding of a repertoire of tools available to support the development of sustainable competitive advantage.

3.3 Teaching Strategies

Lectures will deliver a broad overview of the theoretical tools and frameworks available. I consider this to be the main communication vehicle for administrative information and thus expect you to ensure that you do not miss any information given in lectures. There will be some guest lectures to highlight issues that may be challenging or topical. It is important for you to expand what is presented with your own reading and by actively joining in class discussion on contentious, complex or challenging issues.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behaviour

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Mid-Term Exam (One Hour)	30%
Individual Assignment	20%
Class Participation	10%
Final Exam (Two Hours)	40%
Total	100%

5.3 Marking criteria (written assignment)

Marking Criteria	Marks	Learning outcomes/attributes
------------------	-------	------------------------------

Quality of arguments: relevance, logic and cohesion	20	Ability to give compelling arguments and reasoning to support analysis
Use of frameworks to support analysis	20	Ability to structure problems in accordance with theoretical frameworks and resolve them
Use of case evidence to support analysis	20	Ability to conduct applied research to gather data/information pertaining to the case
Originality and usefulness of the analysis	20	Ability to engage in creative problem solving skills
Organisation, clarity of expression, editing etc	20	Clarity of vision

5.4 Class participation

A minimum attendance of 80 percent is compulsory. Students will be assessed on the basis of: Class attendance and participation 10%

5.5 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.

7. STUDENT RESOURCES

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

Hooley, G., Piercy, N.F., Nicoulaud, B., 2008. *Marketing Strategy and Competitive Positioning* Prentice Hall, 4th ed.

Mullins J., Walker O., Boyd H., and Larréché J.-C., 2006 *Marketing Management: A Strategic Decision-Making Approach*, McGraw-Hill Boston.

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.

7.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Week	Topic	Learning materials and activities
1	Introduction to Marketing Strategy	Textbook, Chapter 1 Forming Study groups Allocation of Discussion Questions
2	Understanding the decision environment	Textbook, Chapter 2 Case Discussion
3	STP overview Introduction to Capsim	Textbook, Chapter 3 and Chapter 4 Case Discussion
4	Understanding the decision environment	Textbook, Chapter 5 Case Discussion
5	Understanding the decision environment	Textbook, Chapters 6 & 8 Case Discussion
6	Competitive positions	Textbook, Chapters 7 & 15 Case Discussion
7	Competitive positioning.	Textbook, Chapter 12 Case Discussion
8	Competitive positioning continued.	Textbook, Chapter 13 Case Discussion
9	Competitive positioning continued.	Textbook, Chapter 16 Case Discussion
10	Implementation	Textbook, Chapter 17 Case Discussion
11	Implementation	Textbook, Chapter 18

		Case Discussion
12	Overview of Capsim Review of major strategic concepts	Chapters 9, 10, 11 & 20 Case Discussion

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BRAND MANAGEMENT

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Lecturer: Nguyen Trung Thang, MBA
E-mail: thangnt@massogroup.com

Teaching Assistant: TBA
Room: TBA

Telephone: TBA
E-mail: TBA
Consultation Hours: TBA

Should the students wish to meet the staff outside the consultation hours, they are advised to make appointment in advance.

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: TBA
Venue: TBA

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

Brand Management focuses on Students majoring in **Marketing**. For study effectiveness students should study consumer behavior and marketing principle in advance which will provide student fundamentals for better understanding of brand management concepts.

2.5 Approach to learning and teaching

Employing the interactive learning and problem-based teaching approach, this course emphasizes the interaction between lecturers and students. The lecture materials will be uploaded in Blackboard to help the students to preview the materials and to concentrate on listening and critical thinking during the lecture. This will help students to interact with the lecturer during the classroom. The sessions for presentations and discussions comprise company case studies as well as answering some theoretical and conceptual questions, which help the students to see how the concepts are applied in the real international business context. Students will present the cases to the class and discuss with the peers.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

The aim of this course is to promote understanding of brand concepts and the formulation of strategies for building, leveraging, and defending brands. Further topics of study include branding execution and measurement, which focuses on the management of programs that influence consumer's and channel's behaviors. The course uses multiple formats to expose students to a comprehensive overview of the knowledge bases of effective brand management, which helps to enhance abilities to apply these concepts into developing competitive brand strategies and implementation plans.

3.2 Student Learning Outcomes

After completing the course, students should have developed skills in

- Distinguishing between product marketing and brand marketing, product brand and corporate brand, brand identity and image;
- Analyzing consumer-based brand equity, brand identity strategy, consumer insights, brand positioning and values;
- Using tools of integrated marketing communication (IMC) to develop brand building strategy

In generic terms, students completing this course are likely to achieve the following attributes:

- *Applied research.* Conduct, write and present applied research relevant to this course.
- *Situational exploration.* Critically appreciate situations, in terms of their factual, political, temporal, and cultural dimensions.
- *Problem resolution.* Structure and propose solutions to organizational problems that enable management to guide multinational organizations through complex and ambiguous environments.
- *Argument and reasoning.* Analyze, evaluate and construct arguments employing different modes of reasoning and different types of evidence.
- *Disciplinary and multidisciplinary perspective.* Bring disciplinary and multi-disciplinary perspectives in straightening out situations and projecting possible outcomes.

3.3 Teaching Strategies

The learning system in this course consists of lectures and scheduled presentations/discussions. Lectures elaborate the appropriate theoretical content in the textbook and readings. Classes provide a more detailed and refined analysis of both concepts and applied materials. Classes are strongly oriented towards interactive discussion of the text and cases. In order to gain the most from the lectures and class activities, the assigned text/reading should be read *before* the lecture to participate in the discussions.

From the second week, the students will need to form small discussion groups (3-4 students/group) which will start to design mid-term project and apply learning from the class for project development. However, all students are required to take active part in the discussions in class. Look at articles and clippings from business sections of relevant electronic and print media which are relevant to the presentation topic. The students should explain how the material relates to the theory discussed in the text. Discuss with group members as to the common strategy for sourcing, documenting, analyzing and presenting brand issues each week - for which a basic minimum interaction will be necessary. For the audience, it is important that they contribute to the case by getting additional information carefully beforehand so that they are fully familiar with the materials, and are prepared to participate in the discussions.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending

classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behavior

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Class interactive participation	30%
Mid-term group presentation	30%
Final Exam	40%
Total	100%

5.3 Project Report (Written Assignment)

The students are required to submit a project report in groups of three (3) on one topic.

Length and Style: Maximum 5,000 words, excluding footnotes, figures and references. The format for assignments is to be double spaced with 2.5 cm margins and Times New Roman font sized 12 cpi. Please show the word count, along with all other details on the cover sheet.

The project will be assessed for analytical content and presentation. The same marks will be awarded to all students in the same group. All work must be original and must not have been submitted for any other subject or course here or elsewhere. Copying or plagiarizing works of other authors, including your fellow students or cutting and pasting from the internet and other sources is an offence and will be seriously penalized.

Due Date: The project report is due at (time) pm on (date, day). Assignments are to be handed to the School of Business Administration's Faculty Assistant or the lecturer at the Faculty Office.

- Late work will be penalized at the rate of 25 percentage points per week day.
- Students must keep copies of all work submitted.

5.4 Marking criteria (project report and case presentation)

Marking Criteria	Marks	Learning outcomes/attributes
Quality of arguments: relevance, logic and cohesion	20	Ability to give compelling arguments and reasoning to support analysis
Use of frameworks to support analysis	20	Ability to structure problems in accordance with theoretical frameworks and resolve them
Use of market research to support strategy formation	20	Ability to conduct applied research to gather data/information pertaining to the case
Originality and usefulness of the analysis	20	Ability to engage in creative problem solving skills
Organization, clarity of expression, editing etc	20	Clarity of vision

5.5 Class participation and Presentation

A minimum attendance of 80 percent is compulsory. Students will be assessed on the basis of:

- Interactive class discussion 10%
- Class attendance and participation 20%

5.6 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.

7. STUDENT RESOURCES

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

Keller, K. L. (2008), “Strategic Brand Management: Building, Measuring, and Managing Brand Equity”, 3rd Edition, Pearson Prentice-Hall.

Kapferer, J-N. (2008), “The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term”, 4th Edition, Kogan Page.

Aaker, D. A.(2002), “Building Strong Brands”, Simon & Schuster

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.

Recommended Internet sites

www.brandchannel.com

www.adage.com

Recommended Journals

Journal of brand management

Journal of product and brand management

7.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Week	Topic	Learning materials and activities
1	<p>Course introduction</p> <p>Introduction and syllabus description</p> <p>Product marketing vs. brand marketing</p> <p>History of brand development</p> <p>Mid-term project assignment</p>	<p>Slides: Module 1</p> <p>Group formation</p> <p>Mid-term project briefing</p>
2	<p>Brand concepts</p> <p>Brand definition and concepts</p> <p>Product brand and corporate brand</p> <p>Brand identity vs. brand image</p> <p>Consumer-based brand equity</p>	<p>Slides: Module 2</p> <p>Submit mid-term project topic</p>
3	<p>Brand identity strategy</p> <p>Consumer insights</p> <p>Positioning & values</p> <p>Brand identity strategy</p>	<p>Slides: Module 3</p> <p>Group discussion on Mid-term project</p>
4	<p>Integrated marketing communication</p> <p>Communication strategy</p> <p>Integrated marketing communication (IMC)</p> <p>Understanding communication tools</p>	<p>Slides: Module 4</p> <p>Group works on Mid-term project</p>
5	<p>Mid-term project presentation</p> <p>Group presentation</p> <p>Group report</p>	<p>Mid-term project presentation</p>
6	<p>Branding implementation and measurement</p> <p>Branding measurement & valuation</p> <p>Branding in practice</p>	<p>Slides: Module 5</p> <p>Mid-term project presentation</p>

7	Brand architecture, extension and leverage Brand architecture models Brand extension Brand leverage	Slides: Module 6 Class discussion
8	Global branding	Slides: Module 7 Class discussion
9	Course review	Class discussion
10	Final Exam	

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BA094IU

ADVERTISING AND PR

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

. COURSE STAFF

Lecturer: TBA

Room:

Telephone: 0822114034

E-mail: TBA

Consultation Hours: TBA

Teaching Assistant: TBA

Room: TBA

Telephone: TBA

E-mail: TBA

Consultation Hours: TBA

Should the students wish to meet the staff outside the consultation hours, they are advised to make appointment in advance.

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: TBA

Venue: TBA

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

Students majoring in Marketing must take two courses Principles of Marketing – BA003IU and Consumer Behavior – BA083IU before taking this subject.

2.5 Approach to learning and teaching

Employing the interactive learning and problem-based teaching approach, this course emphasizes the interaction between lecturers and students. The lecture materials will be uploaded in Blackboard to help the students to preview the materials and to concentrate on listening and critical thinking during the lecture. This will help students to interact with the lecturer during the classroom. The sessions for presentations and discussions comprise company case studies as well as answering some theoretical and conceptual questions, which help the students to see how the concepts are applied in the real international business context. Students will present the case to the class and discuss with the peers.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

Advertising & PR course is to examine the world of advertising: its history, the planning and research functions, the techniques and execution of advertising, including creative and media strategy. To address current issues, trends, and ethics facing the industry. This course will benefit students with a career interest in advertising, as well as those who will simply be "consumers" of advertising throughout their lives.

The course focuses on the creative aspects of advertising and current trends in advertising. Also, it will provide students with an understanding of the fundamental communication and relational concepts and processes that underpin public relations strategies and campaigns.

Students will learn how the advertising process works focusing, in particular, on the following aspects:

- Identification of communication challenges and opportunities: responding to a client brief;
- Creative strategies and practices for generating ideas, concept design, story-telling, emotional appeals and pitching for campaigns;
- Campaign evaluation methods.- Strategic communication planning;
- Risk, issues and crisis communication;
- Organizational communication;
- Community relations;
- Government relations;
- Ethics.

The requirements for and impact of advertising across multiple platforms and associated requirements for digital interactivity, collaboration and co-production will be emphasized. Students will also develop a strategic communication plan and responses to address contemporary public relations issues focusing on public consultation and community engagement.

3.2 Student Learning Outcomes

At the end of this course students will:

- Be able to articulate the value of an integrated marketing communications approach and how it is different from a more traditional view of advertising
- Understand the relationship between marketing strategy and the development of promotion strategy.
- Be able to identify and design the key components of an promotion plan, including:
 - Situation Analysis
 - Media Strategy
 - Creative Strategy
 - Communication Strategy
- Have been an active member of a project team that created and presented a comprehensive promotion campaign for a real world client.

- Understand the unique ethical considerations related to the field of advertising and promotion.

3.3 Teaching Strategies

The learning system in this course consists of lectures and scheduled presentations/discussions. Lectures elaborate the appropriate theoretical content in the textbook and readings. Classes provide a more detailed and refined analysis of both concepts and applied materials. Classes are strongly oriented towards interactive discussion of the text and cases. In order to gain the most from the lectures and class activities, the assigned text/reading should be read *before* the lecture to participate in the discussions.

From the second week, the students will need to form small discussion groups (3-4 students/group) which will take turns in presenting the assigned cases each week. However, all students are required to take active part in the discussions in class. Look at articles and clippings from business sections of relevant electronic and print media which are relevant to the presentation topic. The students should explain how the material relates to the theory discussed in the text. Discuss with group members as to the common strategy for sourcing, documenting, analysing and presenting cases each week - for which a basic minimum interaction will be necessary. For the audience, it is important that they contribute to the case by getting additional information carefully beforehand so that they are fully familiar with the materials, and are prepared to participate in the discussions.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behaviour

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- Achieve a composite mark of at least 50; and
- Make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Class attendance and participation	10%
Quiz	10%
Group Project	30%
<u>Final Exam (Two Hours)</u>	<u>50%</u>
Total	100%

5.3 Project Report (Written Assignment)

The students are required to submit a project report in groups of 4-6 students on one topic.

Length and Style: Maximum 3,000 words, excluding footnotes, figures and references. The format for assignments is to be double spaced with 2.5 cm margins and font size of 12 , Times Roman. Please show the word count, along with all other details on the cover sheet.

The project will be assessed for analytical content and presentation. The same marks will be awarded to all students in the same group. All work must be original and must not have been submitted for any other subject or course here or elsewhere. Copying or plagiarizing works of other authors, including your fellow students or cutting and pasting from the internet and other sources is an offence and will be seriously penalized. Due Date: The project report is due at (time) pm on (date, day). Assignments are to be handed to the School of Business Administration's Faculty Assistant or the lecturer at the Faculty Office.

- Late work will be penalized at the rate of 25 percentage points per week day.
- Students must keep copies of all work submitted.

5.4 Marking criteria (project report and case presentation)

Marking Criteria	Marks	Learning outcomes/attributes
Quality of arguments: relevance, logic and cohesion	15	Ability to give compelling arguments and reasoning to support analysis
Use of frameworks to support analysis	10	Ability to structure problems in accordance with theoretical frameworks and resolve them

Use of case evidence to support analysis	20	Ability to conduct applied research to gather data/information pertaining to the case
Originality and usefulness of the analysis	20	Ability to engage in creative problem solving skills
Organisation, clarity of expression, editing etc	15	Clarity of vision
Oral Presentation	20	

5.5 Class participation and Presentation

A minimum attendance of 80 percent is compulsory. If not, students will automatically fail the course.

Students will be assessed on the basis of: Class attendance and participation: 10%.

5.6 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.

7. STUDENT RESOURCES

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

Advertising and Promotion: An Integrated Marketing Communications Perspective - 7th ed, George E. Belch, Michael A. Belch, 2007, McGraw – Hill (available)

Reference Books:

Contemporary Advertising, Arens, McGraw Hill, 11th ed., 2008

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.

Recommended Internet sites

[UNCTAD](#) (United Nations Conference on Trade and Development)

[WTO](#) (World Trade Organization)

[Business Week](#)

[The Economist](#)

[Fortune](#)

[Forbes](#)

Recommended Journals

Harvard Business Review

International Business Review

Journal of Management Studies

Asia Pacific Journal of Management

7.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Week	Topic	Learning materials and activities
1	What is Advertising Today? Evolution of Advertising	
2	Economic, Social & Regulatory Aspects of Advertising. Legal Aspects. Regulatory issues – specific issues in regulatory environment Ethical Aspects/Cases. Video – The Ad and the Ego	
3	Scope of Advertising Research: Gathering Info for Ad Planning	
4	Marketing & Advertising Planning	
5	Planning Media Strategy Creative Strategy & the Creative Process	
6	Creative – Print Ads Creative – TV Ads	
7	Creative – Radio Ads Creative – Other Ads	

8	Building Relationships: Direct Marketing, Personal Selling and Sales Promotion (especially S.P. section)	
9	Building Relationships: P.R., Sponsorship, and Corporate Advertising	
10	Using Electronic Media: TV and Radio Using Digital Interactive Media and Direct Mail	
11	Group Project Work Day Using Out of Home, Exhibitivite, and Supplemental Media Yellow Pages Advertising Groups presentation	
12	Group Project Work Day Using Out of Home, Exhibitivite, and Supplemental Media Yellow Pages Advertising Groups presentation	

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

B2B MARKETING

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Lecturer: Dr. Tran Tich Phuoc

Room: 207

Telephone:

E-mail: ttphuoc@hcmut.edu.vn

Consultation Hours: TBA

Teaching Assistant: TBA

Room: TBA

Telephone: TBA

E-mail: TBA

Consultation Hours: TBA

Should the students wish to meet the staff outside the consultation hours, they are advised to make appointment in advance.

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: TBA

Venue: TBA

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

Business market management requires significant participation from many functional areas to identify the market segments and customer firms of primary interest (i.e., targeting) and how to deliver superior value to them (i.e., positioning). This course, therefore, integrates various marketing models and analysis techniques.

Customer value management is important in today's global business environment. This course, therefore, highlights strategic and practical approaches to delivering superior value to targeted customer firms, and getting an equitable return on the value delivered. Through the development of customer value models students gain an understanding of customer requirements and preferences. Also, attention is directed at the financial gains from fulfilling them. To summarize, the areas that this course highlights are:

Business market processes and strategies

Management of value and market offerings

Sustaining customer relationships and network positions

The international dimensions of business markets

2.5 Approach to learning and teaching

The learning materials for the course are delivered in three ways, (1) lectures; (2) readings from prescribed text; and (3) resources provided through Blackboard. Students must use each resource fully and equally to achieve the course objectives.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

B2B refers to marketing activities that are directed toward businesses, governments, and not-for-profit organizations - as opposed to consumers. This course enables you to understand specific issues and problems faced firms by having organizations as customers; get to know some tools and concepts with which firms analyze and answer to these challenges; acquire the capability to identify and analyze some underlying mechanisms of the challenges on business markets. An important aspect of that is how it can best handle its relationships with other firms (its customers).

3.2 Student Learning Outcomes

On completion of this course, you will be able to:

Describe the nature of business markets and the related concepts and theories involved in business activities among business organizations.

Recognize the similarities and differences between consumer markets and business markets.

Familiarize the business organization buying behavior with particular emphasis on the globalization of modern business and related ethical issues and consideration of corporate social responsibility.

Analyze business situations in the context of buyer-seller relationships, consumer relationship management and supply chain management.

Apply concepts and theories to business marketing situations and take appropriate decisions using a strategic marketing perspective.

In generic terms, students completing this course are likely to achieve the following attributes:

Knowledge: Comprehend the basic concepts of B2B marketing and the applications of information systems in to manage B2B models.

Analytical skills: Demonstrate an ability to apply relevant conceptual frameworks, and general knowledge in B2B marketing to draw valid conclusions and develop recommendations for business applications.

Communication skills: Demonstrate an ability to communicate effectively by using appropriate communication methods to audiences.

Critical Thinking skills: Be able to consider issues in multi perspectives, interpret information effectively, and give sound judgment

Technological skills: Be able to efficiently and effectively apply appropriate techniques to business and communication settings

Team work, self studying and career development skills: Be effective team members who are able to and willing to support others, be able to become successful team leaders; be able to pursue life-long study and clear future-orient perspectives

3.3 Outline

Chapter 1: Introduction to Business-to-Business Marketing

Chapter 2: Business-to-Business Environment: Customers, Organizations, and Markets

Chapter 3: Organizational Buying and Buyer Behavior

Chapter 4: The Legal and Regulatory Environment

Chapter 5: Concepts and Context Of Business Strategy

Chapter 6: Market Research and Competitive Analysis

Chapter 7: Segmenting, Targeting, and Positioning

Chapter 8: Developing the Product, Service, and Value of The Offering

Chapter 9: Innovation and Competitiveness

Chapter 10: Pricing in Business-to-Business Marketing

Chapter 11: Business Development and Planning

Chapter 12: Business-to-Business Selling Developing and Managing the Customer Relationship

Chapter 13: Business-to-Business Branding Creating and Fostering the Brand

Chapter 14: Channel Relationships and Supply Chains

Chapter 15: Communicating with the Market

Chapter 16: Business Ethics and Crisis Management Case Studies

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading text book, working on case, and attending classes.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behaviour

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

Achieve an overall score of at least 50; and

Make a satisfactory attempt at all assessments

5.2 Assessment Summary

Mid-Term Exam (60 minutes)	15%
Group assignment and Presentation	20%
Group project	25%
<u>Final Exam (120 minutes)</u>	<u>40%</u>
Total	100%

Group assignment and Presentation

To facilitate cooperative learning, there will be some group assignments offered during the class that pertain to specific course material. These assignments are meant to help you explore a recent issue in B2B area at a group level. They might be case studies or answers to questions. To complete the assignments, groups should report back to the full class and/or hand in written points or answers to questions.

The assignment will be assessed on written content and presentation. The same marks will be awarded to all group members.

Group project

Each team (the same as for the group assignments) will investigate a B2B phenomenon or issue by searching the company website, talking with the people of the company, or even talking with their clients, suppliers, the advertising agency and others.

A team may choose to examine either:

- (a) A specific company’s B2B marketing problem, or
- (b) A B2B marketing issue confronted by a group of companies or industry.

A team project should (a) clearly define the issue or problem at hand, including its importance, (b) contain a thorough analysis of the customer, competitive and organizational environments relevant to the problem or issue, and (c) offer a concrete recommendation for handling the problem or issue.

Projects must include at a minimum:

Presentation (20 minutes with 5 minute Q/A)

Written report

Each team will be assigned a presentation date, in one of the time slots in the last two classes. Each team will make an oral presentation of its findings on its assigned presentation date. Each team should distribute a 1-page **Executive Summary** to all students in the class at the beginning of the presentation, to facilitate communication.

Final report **must be:**

Between 12-15 pages, Not including appendices

Double spaced

12 point font (your choice between Arial or Times New Roman)

Margins, header and footer are 1 inch wide

5.3 Assessment criteria for both group assignment and group project

Marking Criteria	Marks
Presentation	30
Slides: attractive format, good structure, clear idea, concise statement	10
Presentation: clear argument, ability to conduct the discussion in class	20
Written paper	70
Good summary	10
Answer questions with supported evidence, external references	40
Conclusion with lessons learnt and key points	20

5.4 Content for assessment

Content of the Course	Question/Content for Assessment	Level of Cognitive Domain			SCORE
		Understanding	Analyzing	Applying	
		MCQ & Written Question	MCQ & Written Question	MCQ & Written Question	
Direct marketing strategy and planning	Identify the challenges, objectives and a campaign	20	20	0	40

	metrics for B2B marketing				
Database marketing data, profiling and lists	Understand the importance of data quality, techniques used in profiling, targeting and segmentation	0	20	20	40
Campaign execution, strategy and delivery	Understand techniques used in planning integrated marketing communication, developing and delivering campaigns	0	0	20	20
<u>TOTAL</u>		20	40	40	100

5.5 Class attendance

A minimum attendance of 80 percent is compulsory.

5.6 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.

7. STUDENT RESOURCES

7.1 Course Resources

Textbook:

Vitale, R., Giglierano, J., and Pfoertsch, W., 2011, *Business-to-Business Marketing: Analysis and Practice*, Upper Saddle River, NJ: Prentice-Hall, ISBN: 0-13-605828-0

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.

Recommended Internet sites

[HowStuffWorks](#)

[w3schools](#)

[DSSresources](#)

Recommended Journals

Journal of Management Information Systems

MIS Quarterly

7.2 Software Requirements

You must have a complete version of Microsoft Office to take this course.

7.3 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Week	Topic	Learning materials and activities
1	Chapter 1: Introduction to Business-to-Business Marketing	Forming groups for assignment
2	Chapter 2: Business-to-Business Environment: Customers, Organizations, and Markets	Group presentation & discussion
3	Chapter 3: Organizational Buying and Buyer Behavior	Group presentation & discussion
4	Chapter 4: The Legal and Regulatory Environment Chapter 16: Business Ethics and Crisis Management Case Studies	Group presentation & discussion
5	Chapter 5: Concepts and Context Of Business Strategy	Group presentation & discussion
6	Chapter 6: Market Research and Competitive Analysis	Group presentation & discussion
7	Chapter 7: Segmenting, Targeting, and Positioning	Group presentation & discussion
8	Chapter 8: Developing the Product, Service, and Value of The Offering Chapter 9: Innovation and Competitiveness	Group presentation & discussion
9	Chapter 10: Pricing in Business-to-Business Marketing	Group presentation & discussion
10	Chapter 14: Channel Relationships and Supply Chains	Group presentation & discussion
11	Chapter 15: Communicating with the Market	Group presentation & discussion
12	Revision class	

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

COURSE SYLLABUS

RETAIL MARKETING

1. COURSE NAME: RETAIL MARKETING

2. COURSE CODE:

3. CREDITS: 3

4. PREREQUISITES: Introduction to Marketing

5. FACULTY: THE SCHOOL OF BUSINESS

6. COURSE DESCRIPTION:

Retail Marketing, is a three-credit course and one of the required courses required for the undergraduate program. Emphasis is given to understanding the role of retailing in the distribution of goods, with particular attention to the management of retailing including buying, selling, accounting, organization and legal considerations. Particular focus will be on consumer packaged goods marketing analysis in mainstream retail venues.

7. COURSE OBJECTIVES:

- Analyzing the consumer behavior in the retailing industry
- Developing strategic policies and programs in retailing marketing.
- Understanding the Basics of branding and retail packaged goods marketing
- Having an overview of the retailing industry and retail financial basics

8. TEXTBOOK:

Required Texts and Materials:

- Levy/Weitz: Retailing. 2001 Fourth Edition. McGraw Hill
- Class handouts

9. ASSESSMENT STRUCTURE

- | | |
|------------------------------|------------|
| - Mid-term Test : | 20% |
| - Project: | 20% |
| - Class Presentation: | 10% |
| - Final Exam: | 50% |

10. COURSE OUTLINE:

1. Introductions

2.Customer and behavior in the RI
3. The RI Analyzing and Promotions
4. Strategy and finance Consolidation
5. Organization and info systems
6. Assortments and buying
7. Promotion and pricing
8. Personality and consumer behavior in the RI
9. Strategic policies in the RI
10. Advertising used in the RI
11. Distribution
11. Presentations
12. Review
Final Exam

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BA149IU

NEW PRODUCT PLANNING

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer.

1. COURSE STAFF

Lecturer: Nguyen Thi Huong Giang

Room: A207

Telephone:

E-mail: giangnth@hcmiu.edu.vn (preferred contact method)

Consultation hours: anytime from Monday to Thursday with booked appointment

All students are advised to make appointment in advance.

Teaching Assistant: TBA

Room: TBA

Telephone: TBA

E-mail: TBA

Consultation Hours: TBA

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: TBA

Venue: TBA

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

Students are required to take the course Principles of Marketing – BA003IU prior to this course. This course is indirectly related to other courses in the fields of marketing, strategic management, finance, organizational behavior, operations management in order to effectively guide the new product development process.

2.5 Approach to learning and teaching

Employing the interactive, experiential learning and problem-based teaching approach, this course emphasizes the interaction between lecturers and students. The lecture materials will be uploaded in Blackboard to help the students to preview the materials and to concentrate on listening and critical thinking during the lecture. This will help students to interact with the lecturer during the classroom. The sessions for presentations and discussions comprise company case studies as well as answering some theoretical and conceptual questions, which help the students to see how the concepts are applied in the real organization context. Students will present the case to the class and discuss with the peers.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

The course aims to develop the necessary knowledge and skills needed to maintain competitive advantage through innovation. As a result of studying this course, you will better understand how to recognize new opportunities as well as initiate, develop and monitor them. The course aims to ensure that you will have the relevant skills and ability needed within the corporate world. To achieve these aims, the course will provide a strategic management approach to product innovation, development and ongoing monitoring from a marketing perspective. Throughout the course, students will be introduced appropriate theories, models and other tools to facilitate improved decision-making in relation to new product management.

3.2 Student Learning Outcomes

After completing the course, students will be able to

- Have a strong understanding of the step-by-step process needed to identify new product opportunities and develop new product for launching in the market;
- Develop the skills to undertake the necessary researches to ensure ongoing success in the marketplace;
- Understand the key concepts needed to pre-test, test and launch the product;
- Have the ability to monitor and refine the product and marketing mix;

In generic terms, students completing this course are likely to achieve the following attributes:

- *Applied research.* Conduct, write and present applied research relevant to this course.
- *Situational exploration.* Critically appreciate situations, in terms of their factual, behavioral, temporal, and cultural dimensions.
- *Problem resolution.* Structure and propose solutions to organizational problems that enable management to guide organizations through complex and ambiguous environments.
- *Argument and reasoning.* Analyze, evaluate and construct arguments employing different modes of reasoning and different types of evidence.
- *Disciplinary and multidisciplinary perspective.* Bring disciplinary and multi-disciplinary perspectives in aligning situations and projecting possible outcomes.

3.3 Teaching Strategies

The learning system in this course consists of lectures, experiential exercises and scheduled presentations/discussions. Lectures and exercises elaborate the appropriate theoretical content in the textbook and readings. Classes provide a more detailed and refined analysis of both concepts and applied materials. Classes are strongly oriented towards interactive discussion of the text and presentations. In order to gain the most from the lectures and class activities, the assigned text/reading should be read *before* the lecture to participate in the discussions.

From the second week, the students will need to form small discussion groups (3-4 students/group), which will take turns in presenting the assigned case each week. However, all students are required to take active part in the discussions in class. Read and digest articles and clippings from organization behavior sections of relevant electronic and print media, which are relevant to the presentation topic. The students should explain how the material relates to the theory discussed in the text. Discuss with group members as to the common strategy for sourcing, documenting, analyzing and presenting the case each week - for which a basic minimum interaction will be necessary. For the audience, it is important that they contribute to

the case by getting additional information carefully beforehand so that they are fully familiar with the materials, and are prepared to participate in the discussions.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading, research, working on assignment, preparing for presentation and attending classes. In periods where they need to additionally prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and presentations is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behavior

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct, which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- Achieve a composite mark of at least 50; and
- Make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Class attendance and participation	5%
Mid-Term Exam (One & half Hour)	30%
New Product Review (Pair)	10%

New Product Plan (Group)	15%
<u>Final Exam (Two Hours)</u>	<u>40%</u>
Total	100%

5.3 New Product Review

Students are to work in pairs to complete a report and presentation based around an actual new product/service launch. The objective of the report will be to investigate as much of internal and external aspects of the events as possible, then make an appraisal of what happened against what should have happened according to your own opinion and the prescriptive guidelines presented in the text and literature. External aspects will cover dimensions such as market, competitive positioning, regulation, customer opinion, intermediaries. Internal dimensions will examine how the organizations managed the development and follow-up processes.

Students must choose a product example for which secondary information is available and/or primary research can be undertaken within the time and resource constraints at their disposal. The paper must include relevant new product and marketing theory. All discussion must be supported by appropriate references in the format prescribed by the University.

Students are required to prepare one essay report and one Ppt slide. The report should not only document events, but also critically appraise them. The core text of the report should not exceed 10 pages. Descriptive aspects of your investigations should be kept to a minimum, with the bulk of your paper devoted to the value added aspect of your review by way of analysis, critique and recommendations. Students are required to make a 15 minute presentation for this pair work based on your Ppt slide.

Due Date: All pair groups are required to submit directly their essay report to the lecturer on **Week 7 class**. The PPT file can be handed before or right after the presentation week.

- Late work will be penalized at the rate of 25 percentage points per weekday.
- Students must keep copies of all work submitted.

5.4 New Product Plan

Students will work in group of 3-4 students on a plan for developing a new consumer product/services.

The objective of this group project is to build knowledge and skills in the new product planning. *For project grade allocation, team members will distribute the allocated mark according to the perceived contribution to the final result. This is done by each team member distributing 100 points among the team. Each team member's points are averaged at their weighting factor.*

You will approach this task using the steps that are taught in this course, that will comprise the sections of your plan and **written report of maximum 15 pages**. You will also be required to make a **15-minute presentation** in the final week to 'sell' your ideas and the plan to the rest of your classmates and the lecturer.

You are advised to find a new product that you are very motivated to develop as this project could take considerable time and effort.

You must submit by Week 5 one-page outline describing the concept you have chosen along with a brief description/rationale.

Due date: New Product Plan reports must be submitted in **Week 11 lecture**, directly to the lecturer. The presentations of all groups' projects will be in **Week 12**.

5.4 Marking criteria (New Product Review and Plan)

Marking Criteria	Marks	Learning outcomes/attributes
Quality of arguments: relevance, logic and cohesion	20	Ability to give compelling arguments and reasoning to support analysis
Use of frameworks to support analysis	20	Ability to structure problems in accordance with theoretical frameworks and resolve them
Use of research studies and relevant theories to support analysis	20	Ability to conduct applied researches to gather data/information to pertain into assignment
Originality and usefulness of the analysis	20	Ability to engage in creative problem solving skills
Organization, clarity of expression, editing etc	20	Clarity of vision, explanation of arguments and recommendations.

5.5 Class participation and Presentation

A minimum attendance of 80 percent is compulsory. Class attendance and participation account for 5% of total assessment.

5.6 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.

7. STUDENT RESOURCES

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

Crawford, Merle and Di Benedetto, Anthony (2003), *New Products Management (7th edition)*, McGraw-Hill Irwin

Additional reference books: any Marketing textbook and New Product development textbook are advised to be reference

Ulrich, Karl T. and Eppinger, Steven D. (2008), *Product Design and Development (4th ed.)*, McGraw-Hill Irwin

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance-learning course, and the students are expected to attend lectures and take notes. This way, the students will get the additional benefit of class interaction and demonstration.

Recommended Internet sites

[Business Week](#)

[The Economist](#)

[Fortune](#)

[Forbes](#)

Recommended Journals

Journal of Product Innovation Management

Journal of Marketing

Journal of Marketing research

The Journal of Brand Management

Harvard Business Review

Academy of Management Journal

7.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Week	Topic	Learning materials and activities
1	Course overview Introduction	Crawford chapter 1, 2 Karl chapter 1 Develop class norms Explain Learning Assessment and form groups
2	The New Product Process Opportunity Identification and Selection	Crawford chapter 3 <i>Case study discussion</i>
3	Preparation and Alternatives Problem-Based Ideation	Crawford chapter 4,5 <i>Case study discussion</i>
4	Perceptual Mapping Trade-Off Analysis Qualitative Techniques	Crawford chapter 6,7 <i>Case study discussion</i> Assignment 1 instruction
5	Concept Evaluation Concept Testing	Crawford chapter 8,9 Group project outline due <i>Case study discussion</i> Assignment 1 instruction

6	Full Screening Sales Forecasting	Crawford chapter 10,11 <i>Case study discussion</i> Assignment 1 instruction
MID TERM EXAMINATION		
7	Product Protocol Product Design	Crawford chapter 12, 13 Pair work presentation Group 1 & 2 Assignment 1 due for all pair groups
8	Development Team Management Development Issues	Crawford chapter 14, 15 Pair work presentation Group 3 & 4
9	Product Use Testing Launch Planning	Crawford chapter 16, 17 Pair work presentation Group 5 & 6
10	Strategy Implementation Market Testing	Crawford chapter 18, 19, 20 Pair work presentation Group 7 & 8
11	Launch Management	Crawford chapter 21 Pair work presentation Group 9 & 10 Group Report Due
12	Project presentations and Course Review	Presentation Group 1 – 5 Course Review & Exam tips

* The week number refers to the sequence of class, not the University academic calendar's week number

Ho Chi Minh City, 25/08/2023

Dean of School of Business

Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

INTERACTIVE MARKETING

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Lecturer: Dr. Tran Tich Phuoc
Room: 207
Telephone:
E-mail: ttphuoc@hcmut.edu.vn
Consultation Hours: TBA

Teaching Assistant: TBA
Room: TBA
Telephone: TBA
E-mail: TBA
Consultation Hours: TBA

Should the students wish to meet the staff outside the consultation hours, they are advised to make appointment in advance.

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: TBA
Venue: TBA

2.2 Units of Credit

This course is worth 3 credits.

2.3 Parallel teaching in the course

There is no parallel teaching involved in this course.

2.4 Relationship of this course to others

In an era of shifting patterns of media consumption, highly dispersed methods of content creation, and the ever-expanding role of consumers as originators, receivers, and distributors of marketing messages, new online marketing and advertising models are emerging at gathering speeds. Today's marketing professionals need to know how to connect with their audiences using an array of new media, how to develop winning campaigns that engage consumers with their brands, and how to discern which strategies work and which don't. In short, they need to market, monetize and measure what they do in order to succeed in an increasingly saturated digital environment.

This course is for students who want to learn about marketing in the new media environment. The course provides an in-depth look at marketing from the standpoint of analyzing online campaigns, as well as examining the interplay between emerging technologies and changing consumer behaviors. In this course, social marketing (inclusive of blogs, wikis, and social networks), new media technologies (mobile platforms, gaming, VR, e-readers), and online measurement and promotion tactics (SEO, advertising metrics) will be explored. A key objective of this course is to give students a comprehensive understanding of how to integrate online marketing and communication with more traditional forms of the same.

2.5 Approach to learning and teaching

The learning materials for the course are delivered in three ways, (1) lectures; (2) readings from prescribed text; and (3) resources provided through Blackboard. Students must use each resource fully and equally to achieve the course objectives.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

The aim of the course is to familiarize students with possibilities of the use of internet in marketing with an emphasis on marketing communication, explain the features and specifics of traditional instruments of marketing mix on internet and simultaneously familiarize students with new opportunities, techniques and tools, which provide internet marketing. The aim is also to bring the latest knowledge from this rapidly evolving field and equipping students with skills to apply the acquired knowledge in practice.

3.2 Student Learning Outcomes

Upon successful completion of this course, students will be able:

Explain the importance of digital campaign tools, planning, implementing and monitoring digital marketing

Explain the role of the essential elements of digital campaigns and describe the links between each technique

Explain how each tool of the digital communications mix can be coordinated effectively

Evaluate a current digital communications campaign

Recommend improvements to a specified digital communications campaign

Explain how the digital communications mix can be measured and monitored effectively.

In generic terms, students completing this course are likely to achieve the following attributes:

Knowledge: Comprehend the basic concepts of digital marketing and the applications of web technologies into manage digital marketing campaigns.

Analytical skills: Demonstrate an ability to apply relevant conceptual frameworks, and general knowledge in digital marketing to draw valid conclusions and develop recommendations for business applications.

Communication skills: Demonstrate an ability to communicate effectively by using appropriate communication methods to audiences.

Critical Thinking skills: Be able to consider issues in multi perspectives, interpret information effectively, and give sound judgment

Technological skills: Be able to efficiently and effectively apply appropriate techniques to business and communication settings

Team work, self studying and career development skills: Be effective team members who are able to and willing to support others, be able to become successful team leaders; be able to pursue life-long study and clear future-orient perspectives

3.3 Outline

PART I: INTERNET MARKETING FUNDAMENTALS

Chapter 1: Introducing Internet marketing

Chapter 2: The Internet micro-environment

Chapter 3: The Internet macro-environment

PART II: INTERNET STRATEGY DEVELOPMENT

Chapter 4: Internet marketing strategy

Chapter 5: The Internet and the marketing mix

Chapter 6: Relationship marketing using the Internet

PART III: INTERNET MARKETING: IMPLEMENTATION & PRACTICE

Chapter 7: Delivering the online customer experience

Chapter 8: Campaign planning for digital media

Chapter 9: Marketing communications using digital media channels

Chapter 10: Evaluation and improvement of digital channel performance

Chapter 11: Business-to-consumer Internet marketing

Chapter 12: Business-to-business Internet marketing

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading text book, working on case, and attending classes.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behaviour

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

Achieve an overall score of at least 50; and

Make a satisfactory attempt at all assessments

5.2 Assessment Summary

Mid-Term Exam (60 minutes)	15%
Group assignment and Presentation	20%
Group project	25%
<u>Final Exam (120 minutes)</u>	<u>40%</u>
Total	100%

Group assignment and Presentation

You will be required to select an online campaign that features several of the key elements discussed in class, summarize the salient features of the online strategy in a 10 page double spaced report, and present your findings in class utilizing presentation aids. To provide you with hands-on learning experiences, you will be required to develop online extensions to the selected campaign. You will create, write, design and implement a blog, wiki, social networking sample or other acceptable alternate, and present to the class.

The assignment will be assessed on written content and presentation. The same marks will be awarded to all group members.

Group project

This project requires you to work as part of a team. You will select an organization within a desired industry segment, and develop a comprehensive strategy to help this entity achieve its business objectives via new media technologies. You will engage in a discovery phase with this firm in order to systematically assess their organizational goals, pinpoint specific marketing challenges, and present a marketing plan of action in the online space to achieve those targets. Your grade will be divided in thirds: one-third for creativity and execution of new and social media campaign elements; one-third for your final written report; one-third for the quality and substance of your presentation.

The following components are part of this project:

Marketing report: This document, between 25-35 pages, double-spaced, should contain the following basic elements of a marketing plan, with emphasis on online marketing: Company and industry overviews, target audience, strategic objectives (as well as strategic sales/marketing objectives), specific online marketing tactics designed to meet those objectives, competitive analyses (SWOT, other), media analysis (with specific emphasis on reaching targets via digital media), articulation of success metrics, measurement tactics (ROI of online strategies), and integration with traditional marketing activities undertaken by the organization. Social and new media elements (FB, Twitter, blogs, WOM initiatives, etc.).

Internet-based solutions such as apps, mobile, eblast campaigns, participatory (games, contests, polls, etc.), and local social media.

Creative presentation encompassing the above elements. Additional creative elements (they do not have to be online, but can be linked to online components) should be developed.

5.3 Assessment criteria for both group assignment and group project

Marking Criteria	Marks
Presentation	30
Slides: attractive format, good structure, clear idea, concise statement	10
Presentation: clear argument, ability to conduct the discussion in class	20
Written paper	70
Good summary	10
Answer questions with supported evidence, external references	40
Conclusion with lessons learnt and key points	20

5.4 Content for assessment

Content of the Course	Question/Content for Assessment	Level of Cognitive Domain			SCORE
		Understanding	Analyzing	Applying	
		MCQ & Written Question	MCQ & Written Question	MCQ & Written Question	
Internet marketing fundamentals	Understand basic concepts of digital marketing, the internet micro and macro environment.	20	20	0	40

Internet strategy development	Understand the important steps in marketing strategy, marketing mix and marketing relationship in the context of the Internet	0	20	20	40
Internet marketing: implementation and practice	Understand online customer experience, campaign planning for digital medias, B2B and B2C digital marketing	0	0	20	20
<u>TOTAL</u>		20	40	40	100

5.5 Class attendance

A minimum attendance of 80 percent is compulsory.

5.6 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.

7. STUDENT RESOURCES

7.1 Course Resources

Textbook:

Dave Chaffey, Fiona Ellis-Chadwick and Kevin Johnston, 2009, *Internet Marketing: Strategy, Implementation and Practice*, 4/E, Prentice Hall, ISBN-10: 0273717405

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.

Recommended Internet sites

[HowStuffWorks](#)

[w3schools](#)

[DSSresources](#)

Recommended Journals

Journal of Management Information Systems

MIS Quarterly

7.2 Software Requirements

You must have a complete version of Microsoft Office to take this course.

7.3 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Week	Topic	Learning materials and activities
1	Chapter 1: Introducing Internet marketing	Forming groups for assignment
2	Chapter 2: The Internet micro-environment	Group presentation & discussion
3	Chapter 3: The Internet macro-environment	Group presentation & discussion
4	Chapter 4: Internet marketing strategy	Group presentation & discussion
5	Chapter 5: The Internet and the marketing mix	Group presentation & discussion
6	Chapter 6: Relationship marketing using the Internet	Group presentation & discussion
7	Chapter 7: Delivering the online customer experience	Group presentation & discussion
8	Chapter 8: Campaign planning for digital media	Group presentation & discussion
9	Chapter 9: Marketing communications using digital media channels	Group presentation & discussion
10	Chapter 10: Evaluation and improvement of digital channel performance	Group presentation & discussion
11	Chapter 11: Business-to-consumer Internet marketing	Group presentation & discussion
12	Revision class	

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

INTRODUCTION TO HOSPITALITY INDUSTRY

Subject title	Introduction to Hospitality Industry	Subject No	BA198IU
Class(es) concerned	Third year student	Prerequisite course	No
Credits	3	Start	
		End	

Course description	This course will provide students with a basic introduction to the lodging and food service industry, while emphasizing its dynamic and ever changing nature. In addition, it introduces the role and function of major hotel departments along with basic management principles involved.	
Learning outcomes	<p>By the end of this course students will be able to:</p> <ul style="list-style-type: none"> - Describe the scope and dynamic nature of the travel and tourism industry - Cite opportunities for education, training and career development in the hospitality industry - Identify the origins of the European lodging industry - Compare and contrast the effects of the industry on franchising, management contracts, referral organizations, independent and chain ownership, and be able to describe the effects of globalization on the hospitality industry. - Identify the general classifications of hotels, describing the most distinctive features of each, noting the divisions or departments of hotels and explaining the responsibility of each; - Describe the primary function of the room division - Recognize the origins of the European and American food service industry - Discuss the differences in types of food service and lodging operations - Analyze current and future trends and their impact on the travel and tourism industry. 	
Teaching method	<ul style="list-style-type: none"> - Lecture - Tutorial 	<ul style="list-style-type: none"> - Group Discussion - Group Presentation
Assessment	Requirements	Portion of Grade (%)
	Group project	20%
	Participation in class	10%
	Midterm exam	30%
	Final exam	40%
	Total	100%
Learning resources	Textbook	
	<ul style="list-style-type: none"> - Lattin, L.W. (2003) <i>The lodging and food service industry</i>. 5th edition. Michigan: American Hotel and Lodging association 	
	Library references	
	<ul style="list-style-type: none"> - Powers, T.F., & Barrows, C.W. (2003). <i>Introduction to the hospitality industry</i>. 5th edition. New York: John Wiley - Knowles, T. (1998). <i>Hospitality management: An introduction</i> (2nd edition). New York: Longman. - Jones, P. (1996). <i>Introduction to hospitality operations</i>. New York: Cassell 	

	<ul style="list-style-type: none"> - Gee, C.Y. (1994). <i>International hotel management</i>. Lansing: Educational Institute of the American Hotel and Motel Association. - Jame R Abbey (2003) <i>Hospitality Sales and Marketing</i>. (4th edition). Educational Institute. American Hotel and Lodging Association. - Raymond S. Schmidgall (2006) <i>Hospitality Industry Managerial Accounting</i>. (6th edition). Educational Institute of the American Hotel and Lodging Association 		
	<p>Internet references</p> <ul style="list-style-type: none"> - Lodging news: www.lodgingnews.com/lodgingmag - www.hotelsmag.com - Hotel Business News: www.hotelbusiness.com - National Restaurant Association (USA): www.restaurant.org - Hotel and lodging news from AHLA : www.lodgingnews.com - Hospitality Management data: www.mcb.co.uk - Lodging research network: www.lodgingresearch.com - Restaurants and Institutions news: www.rimag.com - National Restaurant news, USA: www.nrn.com - Hotel, restaurant and tourism URL Directory: www.wku.edu - World Tourism Organization facts and figures: www.world-tourism.org 		
Course schedule	Lecture	Practical	Reading
	<p>Career opportunities What Career Opportunities are there in hospitality? What does entry, skilled and managerial level mean? Organization charts</p>	<ul style="list-style-type: none"> - Group exercises – Organization Charts - Video – There’s a place for you here - Group discussion 	Ch. 2
	<p>The travel and Tourism industry Defining tourism, size and structure of the industry, travel motivations</p>	<ul style="list-style-type: none"> - Identify pull factors of your country - The St. Kitts island dilemma - Positive and negative effects of tourism on a region you know - Group discussions and reports 	Ch.1
	<p>History of the tourism/lodging industry</p> <ul style="list-style-type: none"> - In Europe - The changing nature of the hospitality industry <p>Independents, chains and referral organizations</p>	<ul style="list-style-type: none"> - Group interaction - Assignment of Group Project – Globalization - Due by week 15 - Group presentations on Eco – tourism and various resort types 	Ch.3
<p>Globalization of the Lodging Industry – Part 1</p>	<ul style="list-style-type: none"> - Debate: Independent or chain 	Ch.4	

	What is globalization, franchising, management contracts, time shares, condominiums	- Report of internet research on international hotel chains	
	Globalization – Part 2 Market segments, amenities, technologies, conversions, consolidation	- Report on assigned referral associations	Ch.4
	Organization and Structure of Lodging Operations Hotel classifications, revenue and support centers	- Written quiz to prepare for midterm exam	Ch.5
	Room division <ul style="list-style-type: none"> - Sectors of room division - Functions of rooms division - Types of reservations - Telecommunications and uniformed service 	- Video: “A Good Reception” The meaning of service discussion	Ch.6
Midterm review			
	Field trip to a local hotel Field trip date may change depending on host hotel	- Assignment on field trip	
	Food and Beverage Operations <ul style="list-style-type: none"> - Describe the duties and responsibilities of food and beverage director and other key department heads - Describe a typical Food and Beverage director’s day - State the functions and responsibilities of the food and beverage departments - Perform computations using key food and beverage operating ratios 		
	The restaurant Business <ul style="list-style-type: none"> - List the classifications of restaurants - Restaurant operations: Describe restaurant Operations for the front of the house - Manage services - Beverages 		
	Hospitality Marketing <ul style="list-style-type: none"> - Define marketing - Describe the steps in the marketing system - Describe the importance of marketing to the hospitality industry 		

	<ul style="list-style-type: none"> - Name the four aspects of the SWOT analysis and how they can be used for strategic planning - Explain the marketing segmentation process - Name and describe the marketing mix (five Ps) - Explain how sales are conducted in the hospitality business 		
	<p>Human resource management</p> <ul style="list-style-type: none"> - Explain the importance of job descriptions - Give an example of how productivity standards are determined - Discuss how to select, recruit, and orient employees - Identify methods of employee appraisal and compensation - Describe employee assistance programs 		
	<p>Accounting, Finance and Cost Control</p> <ul style="list-style-type: none"> - Describe the systems of accounts typically used by business organizations in the restaurant, lodging, and club segments of the hospitality industry - Identify various accounting statements and outline the major components of an income statement, balance sheet, and statement of cash flows - Review the basic role of managerial finance in hospitality operations, including ratio analysis, cash management and budgeting - Describe features of systems used to control major direct operating cost, including food, beverages, labor and other operating costs. - Calculate key financial ratios used to analyze the results of operations in hospitality operations. 		

	Hospitality Information Technology <ul style="list-style-type: none">- Identify the characteristics of information technology and information systems in the hospitality industry.- Identify the different types of information systems		
--	---	--	--

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

HOSPITALITY LEGAL ISSUES

Subject title	Hospitality Legal Issues	Subject No	BA225IU
Class(es) concerned	Third year student	Term	BA167IU – Introduction to Vietnamese Legal Issues
Credits	3	Start	
		End	

Course description	A course in legal and regulatory requirements that impact the hospitality industry. Topics include Occupational Safety and Health Administration (OSHA), labor regulations, tax laws, tip reporting, franchise regulations and public liability laws.		
Course Objectives	Upon successful completion of the course, the student will be able to: <ul style="list-style-type: none"> - Explain the basic legal principles governing the hospitality industry - List and explain the various laws governing the hospitality industry - Explain the legal environment in which hotels and restaurants must exist - Describe guest relationship 		
Learning outcomes	Upon completion of this course students will be able to: <ul style="list-style-type: none"> - Gain a management’s perspective of current laws and regulations that affect the hospitality industry - Gain knowledge of how to protect your guests’ safety - Gain practical knowledge of law situations that occur within our industry and methods for correction - Gain knowledge of hospitality law and how it specifically applies to the hospitality industry. 		
Teaching method	<ul style="list-style-type: none"> - Handouts - Lectures - Guest speakers 		
Assessment	Requirements		Portion of Grade (%)
	Continuous Assessment		30%
	Group project		30%
	Midterm exam		30%
	Quiz		10%
	Total		100%
Learning resources	Textbook Jack P. Jefferies. <i>Hospitality Law</i> . 4 th edition. Published by the American Hotel and Motel Association, ISBN #0-86612-227-3		
	Library references Stephen Hall. <i>Ethics in Hospitality Management</i> . Published by American Hotel and Motel Association, ISBN #0-86612-067-x		
Course schedule	Lecture		Required reading
	Common Law		Chapter 1
	<ul style="list-style-type: none"> - Contracts - Law of Tortes and Negligence - Ethics Defined 		Chapter 2 Chapter 3
	<ul style="list-style-type: none"> - Receiving and refusing guests - Guest reservations 		Chapter 4 Chapter 5

- Convention and Group Contracts	Chapter 6
- Guest Privacy	Chapter 7
- Hotel's Rights to Evict Guests	Chapter 8
- ADA and Accommodations	Chapter 9
- Guest Protection	Chapter 10
- Guest Property	Chapter 11
- Liability for Loss of Property	Chapter 12
- Safekeeping Facilities	Chapter 13
- Trespass and Fraud	Chapter 14
- Deceased Guests	Chapter 15
- Wage and Hour Laws	Chapter 19
- Family and Medical Leave Act	Chapter 20
- Laws against Discrimination	Chapter 21
Midterm Evaluation	
- Use of Lie Detector Test	Chapter 22
- National Labor Relations Act	Chapter 23
- Immigration Reform and Control Act	Chapter 24
- Federal Social Security	Chapter 25
- Federal Income Tax	Chapter 26
- Maintenance of Guest Registers	Chapter 27
- Consumer Protection Laws	Chapter 28
- Public Health and Safety Requirement	Chapter 29
- Occupational Safety and Health Act	Chapter 30
- Regulation of Hotels by Cities	Chapter 31
- Fire Safety Laws	Chapter 34
- Warranties and Product Liability	Chapter 36
- Antitrust Law	Chapter 37
- General Food Laws	Chapter 16
- Laws related to Food Service	Chapter 17
- State Laws Relating to Alcohol	Chapter 18
Examination	

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

FOOD AND BEVERAGE MANAGEMENT

Subject title	Food and Beverage Management	Subject No	BA228IU
Class(es) concerned	Third year student	Term	No
Credits	3	Start	
		End	

Course description	This course is designed to help students improve and better understand the food service industry and the art and science of management. Areas of study include an overview of food and beverage operations, food service marketing, menu planning, nutrition concerns, menu cost and pricing strategies, production, service, beverage management, sanitation and safety issues, facility design and equipment, accounting, and food service automation.
Course objectives	<ul style="list-style-type: none"> - Identify and discuss different types of commercial food service operations - Identify and discuss three level of management, and describe the elements of the management process - Demonstrate an understanding of effective marketing principles and the advantages and disadvantages of various advertising media - Demonstrate an understanding of the production planning process and the basic steps in production, including production controls. - Summarize factors effecting facility design, space allocation, and equipment selection
Learning outcomes	<p>Upon completion of this course students will be able to:</p> <ul style="list-style-type: none"> - Differentiate Commercial and Non-commercial food services and understand the prospect and retrospect of the food service industry. - Describe the Organizations of Food and Beverage operations and the purpose of the Organization Chart - Describe fundamentals of management, the management process and its responsibilities. - Explain the importance of teamwork and the essence of a group project and assignment. - Understand the different types of Food and Beverage services, Standard Operating Procedures (SOP) and control procedures - Demonstrate the skills in Purchasing, Receiving, Storing, and Issuing; and Understand the special beverage management concerns - Describe the steps involved in developing a feasibility study and the elements in a marketing plan - Determine standard food and beverage costs, pricing menu items, and develop standard recipes - Explain the Menu in its pricing, schedules, design and planning methods, and also to understand the purpose in periodic menu evaluation - Understand facility design, layout and equipment in the food and beverage organization - Explain how control procedures help managers assess operational results. - Calculate standard portion cost for food and beverage items on the basis standard recipes, standard portion sizes and standard yields. - Explain the importance and function of an operating budget as a planning and control tool

	<ul style="list-style-type: none"> - Explain the system of F&B service control points that help managers carry out critical functions on a daily basis - Analyze trends to estimate food production requirements - Explain how managers determine which variances from cost standards should be thoroughly analyzed - Explain the ways bartenders, servers, and guest steal, and design precautions managers can take to reduce this kind of theft 	
Teaching method	<ul style="list-style-type: none"> - Lecture - Tutorial - Handout - Lecture - Tutorial - White Board 	<ul style="list-style-type: none"> - Overhead Projector and Screen - Transparencies - Handouts - PowerPoint Presentations - Videos
Assessment	Requirements	Portion of Grade (%)
	Continuous Assessment	20%
	Individual assignment	10%
	Group project I:	
	<ul style="list-style-type: none"> - Written Documentation - Presentation 	20% 10%
	Group project II:	
<ul style="list-style-type: none"> - Individual Assignment - Final Exam 	10% 30%	
	Total	100%
Learning resources	Textbook <ul style="list-style-type: none"> - Ninemeier, J.D., (2000). <i>Food and Beverage Management</i>. 3rd edition. Lansing: American Hotel and Lodging Association - Ninemeier, J.D., (2004) <i>Planning and Control for Food and Beverage Operations</i>. 6th edition. Lansing: American Hotel and Lodging Association. 	
	Library references <ul style="list-style-type: none"> - David, B., & Lockwood, A., & Stone, S. (1998). <i>Food and beverage management</i>. 3rd edition. Oxford: Butterworth – Heinemann - Cousins, J., & Foskett, D., Shortt, D. (1995). <i>Food and Beverage management</i>. Harlow: Longman. 	
	Internet references <ul style="list-style-type: none"> - Weekly magazine for the food and beverage industry on-line www.caterer.com - The largest independent developer of new products for the Food and Beverage Industry. www.foodcom.com - American based website with articles and links related to Food and Beverage. www.foodandbeveragejournal.com - Provides a daily report of food and beverage industry news articles and trends commentary www.foodtrends.com - Supplier of contract leisure furniture including, pub furniture, restaurant chairs and tables, lounge chairs. www.andythornton.com - Bowey kitchen, professional cooking supplies and equipment. www.store.boweykitchens.com - Providers of business software solutions for the foodservice industry. www.eg-software.com - Ehotelier.com is your link to the Hotelier’s World. Browse over 23,500 pre-selected and categorized hotel-industry website links that are growing daily. 	

	<p>Fast, practical, and frequently updated. No need to spend endless hours on the net searching. www.ehotelier.com</p> <ul style="list-style-type: none"> - Provides a daily report of food and beverage industry news articles and trends commentary. www.foodtrends.com 	
Course schedule	Lecture	Practical
	<p>The Food Service Industry</p> <ul style="list-style-type: none"> - Variety of Food and Beverage Operations - Commercial and Non-Commercial food facilities - Types of Food Service Facilities - The future of the food service industry <p>Organization of Food and Beverage Operations</p> <ul style="list-style-type: none"> - People in Food and Service - Organization Chart in Food Service Operations <p>Career Path in Food Service</p>	<p>Individual Assignment</p> <p>Create a job specification and a Job Description for an F&B Manager</p>
	<p>Fundamentals of Management</p> <ul style="list-style-type: none"> - What is Management? - Managerial Responsibilities and Relationships <p>F&B Marketing</p> <ul style="list-style-type: none"> - Feasibility Study & Marketing Plan - Internal Marketing and Promotions 	<p>Revision chapter 1 + 2</p> <p>Submit Individual Assignment 10%</p> <p>Group project: Planning, Facility Design, marketing plan, menu planning and design.</p>
	<p>Planning, design and construction of a hospitality establishment Part I</p> <ul style="list-style-type: none"> - Restaurant Development - Choosing and managing your Development Team <p>Preparing a Marketable Business Plan</p>	<p>Revision chapter 3 + 4</p>
	<p>Planning, design and construction of a hospitality establishment Part II</p> <ul style="list-style-type: none"> - Refining your Concept and Writing the Operational Plan - Preparing the design program - Planning and design - The Construction Phase: Building your Establishment 	<p>Revision Handouts</p>
	<p>The Menu</p> <ul style="list-style-type: none"> - Menu Pricing Styles - Menu Schedules - Types of Menus - Menu Planning and Design - Evaluating Menus 	<p>Revision handouts</p> <p>VIDEO: Creating a menu that sells.</p>
	<p>Facility Design, Layout and Equipment</p> <ul style="list-style-type: none"> - The Planning Process - Redesigning the Kitchen/ Other Areas - F&B Equipment <p>Sanitation and Safety</p> <ul style="list-style-type: none"> - Management's Role in Sanitation and Safety Programs 	<p>Revision Chapter 6</p>
	<p>Food and Beverage Service</p> <ul style="list-style-type: none"> - Types of Service 	<p>Revision Chapter 12</p>

	<ul style="list-style-type: none"> - Providing an Enjoyable Experience for Guests - Pre-Opening Concerns and Activities - Providing Guest Service - Enhancing Food and beverage sales 	Group Project Paper 20%
	<p>The control Function</p> <ul style="list-style-type: none"> - Management resources <p>Determining Food and Beverage Standards</p> <ul style="list-style-type: none"> - Standards Recipes and Purchase Specifications 	Individual assignment: Planning, Designing and Implementing Control Systems
	<p>Operations Budgeting and Cost Volume Profit Analysis</p> <ul style="list-style-type: none"> - The Budget Process and development 	Revision Chapter 2+3
	<p>The Menu: The Foundation for Control</p> <ul style="list-style-type: none"> - Menu Planning and Calculations - Evaluating the Menu and Menu Engineering 	Revision Chapter 4
	<p>Purchasing and Receiving Controls</p> <ul style="list-style-type: none"> - Purchasing Objectives, Procedures and Responsibilities <p>Storing and Issuing Controls</p> <ul style="list-style-type: none"> - Storing and Issuing Objectives, Control Procedures and Responsibilities <p>Production and Serving Controls</p> <ul style="list-style-type: none"> - Production Planning, Control and Responsibilities 	Revision Chapter 5
	<p>Calculating Actual Food and Beverage Costs</p> <ul style="list-style-type: none"> - Monthly and Daily Calculations <p>Control Software Solutions</p> <ul style="list-style-type: none"> - Calcmenu, ChefTec, CBoard, etc 	Revision Chapter 6,7,8
	<p>Control Analysis, Corrective Action and Evaluation</p> <ul style="list-style-type: none"> - Procedures for Control Analysis, Identifying problems and taking corrective action 	Revision Chapter 9,10
	<p>Revenue Control</p> <ul style="list-style-type: none"> - Revenue and guest check control, collecting - Revenue from Guests <p>Preventing Theft of Revenue</p> <ul style="list-style-type: none"> - Theft by Bartenders, Cashiers, Other Staff, Guest Control of Cash After Collection 	Revision Chapter 11 + 12 Submit Individual Assignment 10%
	Final exam 30%	

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BA229IU

THE PROFESSIONAL WAITER

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Lecturer: TBA

Teaching Assistant: TBA
Room: TBA
Telephone: TBA
E-mail: TBA
Consultation Hours: TBA

Should the students wish to meet the staff outside the consultation hours, they are advised to make appointment in advance.

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: TBA
Venue: TBA

2.2 Units of Credit

This course is worth 3 credits.

2.3 Course prerequisite:

- BA198IU - Introduction to Hospitality Industry

2.5 Approach to learning and teaching

This course will discuss all the necessary information for you to learn what the job is about, how to prepare for it, what you need to know, and whether or not you have the personality to do the job well.

Interviews with waiters, waitresses, hiring managers, and restaurant owners provide the information that you need to supply what they are looking for in a good waitress. Whether you wish to work in a family-style restaurant, or you want to work in a fine dining establishment, this course will guide you through the information you need to have in order to make a good decision about your work, and possibly whether or not you can improve your situation by waiting tables

3. COURSE AIMS AND OUTCOMES

3.1 Course aims:

In this course you will learn who you work with and why, what your job is in different restaurant settings, the various serving methods that have their origin in other countries, etc. You will also get some insight into serving alcohol, learning the requirements of your patrons and how best to serve them and their desires. Lastly, the course will reveal the very great need for safety and proper sanitation in order to avoid contaminating food that you will be serving to your customers. Waiting tables will turn you into a student of human nature. By the end of this course you will be prepared to apply at even the highest end restaurant.

3.2 Learning outcomes

By successfully completing this course, students will be able to:

- Describe what the job role of the wait staff is and whether or not this is a job prospect for you.
- Summarize the serving staff.
- Describe types of service and table settings.
- Describe table service.
- Summarize taking orders.
- Demonstrate suggestions and suggestive selling.
- Recognize special situations.
- Describe beverage service.
- Describe team work.
- Demonstrate sanitation and food safety, and
- Demonstrate mastery of lesson content at levels of 70% or higher.

3.3 Teaching Strategies

The learning system in this course consists of lectures and scheduled presentations/discussions. Lectures elaborate the appropriate theoretical content in the textbook and readings. Classes provide a more detailed and refined analysis of both concepts and applied materials. Classes are strongly oriented towards interactive discussion of the text and cases. In order to gain the most from the lectures and class activities, the assigned text/reading should be read *before* the lecture to participate in the discussions.

From the second week, the students will need to form small discussion groups (3-4 students/group) which will take turns in presenting the assigned cases each week. However, all students are required to take active part in the discussions in class. Look at articles and clippings from business sections of relevant electronic and print media which are relevant to the presentation topic. The students should explain how the material relates to the theory discussed in the text. Discuss with group members as to the common strategy for sourcing, documenting, analysing and presenting cases each week - for which a basic minimum interaction will be necessary. For the audience, it is important that they contribute to the case by getting additional information carefully beforehand so that they are fully familiar with the materials, and are prepared to participate in the discussions.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behaviour

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Practice	50%	
Homework, Assignment		05%
Group Project	05%	
Final Exam	40%	
Total	100%	

Sample Essay Titles

1. Do you believe that money is the reward for taking risk. Do you believe that investors should consider the common good, when they are making a choice amongst alternative investments.
2. Give an argument for and an argument against acceptance of a contract to buy materials from a company notorious for its poor treatment of workers in third world countries.

5.3 Project Report (Written Assignment)

The students are required to submit a project report in groups of three (3) on one topic.

Length and Style: Maximum 2,000 words, excluding footnotes, figures and references. The format for assignments is to be double spaced with 2.5 cm margins and font size of 12 cpi. Please show the word count, along with all other details on the cover sheet.

The project will be assessed for analytical content and presentation. The same marks will be awarded to all students in the same group. All work must be original and must not have been submitted for any other subject or course here or elsewhere. Copying or plagiarising works of other authors, including your fellow students or cutting and pasting from the internet and other sources is an offence and will be seriously penalized.

Due Date: The project report is due at (time) pm on (date, day). Assignments are to be handed to the School of Business Administration's Faculty Assistant or the lecturer at the Faculty Office.

- Late work will be penalised at the rate of 25 percentage points per week day.
- Students must keep copies of all work submitted.

5.4 Marking criteria (project report and case presentation)

Marking Criteria	Marks	Learning outcomes/attributes
Defining problem	20	Clear, concise statement of the problem. Ability to structure problems in accordance with theoretical frameworks to solve them.
Applying model	10	Ability to select or develop a suitable model. Ability to give compelling arguments and reasoning to support analysis.
Input data	10	Ability to conduct applied research to gather data/information. Ability to analyze the data
Developing a solution	20	Ability to get solution by using the computer and test the solution.
Analyzing the results, sensitivity analysis	10	Ability to analyze the results; to get the solutions with small change in model or input data.
Presentation of the result	30	Ability to present and give some explanation of the result and withdraw a lesson about the problem approach.

Grading

The letter grade will be followed by the University suggested rule:

90-100: A+, 80-90: A, 70 – 80: B+, 65 – 70: B, 55 – 65: C+, 50 – 55: C, 30 - <50: D+, 10 - <30: D

5.5 Class participation and Presentation

A minimum attendance of 80 percent is compulsory. Students will be assessed on the basis of:

- a) Presentation of case 10%
- b) Class attendance and participation 5%

5.6 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the

proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.⁷

7. STUDENT RESOURCES

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

Graham Brown, Karon Hepner. *The Waiter's Handbook*. Pearson - Edition: 4

ISBN-10: 0733993478 - ISBN-13: 978-0733993473

<http://www.pearson.com.au/products/A-C-Brown-Graham-Hepner-Karon/The-Waiter-s-Handbook/9780733993473?R=9780733993473>.

Library references:

- Gartlgruber, M. & H. & Gutmayer, W. (2005). *Service: A Guide for Professionals*. Linz: Trauner Verlag.
- Wayne Gisslen (2004). *Essentials of Professional Cooking*. John Wiley & Sons, Inc. Hoboken, New Jersey. Canada.
- David, B., & Lockwood, A., & Stone, S. (1998). *Food and beverage management*. 3rd edition. Oxford: Butterworth – Heinemann
- Cousins, J., & Foskett, D., Shortt, D. (1995). *Food and Beverage management*. Harlow: Longman.
- Jack D. Ninemeier (2004) *Planning and Control for Food and Beverage Operations*. 6th edition. Educational Institute American Hotel and Lodging Association.

Internet references:

- Weekly magazine for the food and beverage industry on-line
www.caterer.com
- The largest independent developer of new products for the Food and Beverage Industry.
www.foodcom.com
- American based website with articles and links related to Food and Beverage.
www.foodandbeveragejournal.com
- Provides a daily report of food and beverage industry news articles and trends commentary www.foodtrends.com
- Supplier of contract leisure furniture including, pub furniture, restaurant chairs and tables, lounge chairs. www.andythornton.com
- Bowey kitchen, professional cooking supplies and equipment.
www.store.boweykitchens.com
- Providers of business software solutions for the foodservice industry. www.eg-software.com
- Ehotelier.com is your link to the Hotelier's World. Browse over 23,500 pre-selected and categorized hotel-industry website links that are growing daily. Fast, practical, and frequently updated. No need to spend endless hours on the net searching.
www.ehotelier.com

⁷ This is adapted with kind permission from the University of New South Wales.

- Provides a daily report of food and beverage industry news articles and trends commentary. www.foodtrends.com

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.

7.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Introduction to Food and Beverage <ul style="list-style-type: none"> - The Service Profession - The history of service - Service definitions - Rules for preventing accidents 	Powerpoint Case Study Discussion
Types of Food and Beverage Outlets	Powerpoint Case Study Discussion
Service rules, techniques and styles <ul style="list-style-type: none"> - Personal rules of conduct - Service techniques - Service styles <ul style="list-style-type: none"> o French Service o American Service 	Powerpoint Case Study Discussion
The service employee and the service systems <ul style="list-style-type: none"> - Grooming and Hygiene - Professional image, keys to success - Food and Beverage Staff and Organization Chart <ul style="list-style-type: none"> o Work Schedules and shifts o Weekly and monthly schedules o Service stations allocation o Standard Phrases in Food and Beverage 	Powerpoint Case Study Discussion
Introduction and Identification of Food and Beverage Equipment <ul style="list-style-type: none"> - OS&E: Crockery, Cutlery, Glassware and Others - FF&E: Furniture, Fixtures, Equipment and Others - Linen: Table Cloths, Napkins and Others 	Powerpoint Case Study Discussion
<ul style="list-style-type: none"> - Food and Beverage Service Areas - Food and Beverage Storage Areas 	Powerpoint Case Study Discussion
Product Knowledge: <ul style="list-style-type: none"> - Food 	Powerpoint

<ul style="list-style-type: none"> - Beverage: Food, Beverage, Wine, Beer, Spirits, Liqueurs, Cocktails, Non Alcoholic drinks - Cigars 	Case Study Discussion
<p>Introduction to Menu and Menu Design</p> <ul style="list-style-type: none"> - Menu knowledge - The menu and the beverage list <ul style="list-style-type: none"> o Standard Accompaniments for Different Dishes o Reading a Wine Label o Wine and Food Harmony 	Practice
<p>Different Set Ups for Restaurants, Bar and In Room Dining</p> <ul style="list-style-type: none"> - Breakfast service <ul style="list-style-type: none"> o Breakfast beverage and breakfast menu - Lunch service - Dinner service - Buffet - Set Meal (a la cart) - Other 	Practice
<p>Basic Service Skills</p> <ul style="list-style-type: none"> - Taking Orders in Restaurant, Bar and In Room Dining - Serving in Restaurants, Bar and In Room Dining <ul style="list-style-type: none"> o Food o Beverage o Cigar o Coffee o Tea o Wine o Others o Payment and Billing 	Practice
<ul style="list-style-type: none"> - Cleaning Duties in Restaurants, Bar and In Room Dining - Clearance in Restaurants, Bar and In Room Dining 	Practice
<ul style="list-style-type: none"> - Coordination of food and beverage with other departments - Kitchen, Front Office, Housekeeping, Purchase, Stores, Accounts, Kitchen Stewarding, Sales and Marketing, Security, Human Resources, Engineering and Information Technology 	Practice
<ul style="list-style-type: none"> - Up selling skills in Food and Beverage - Restaurant reservations 	Practice
<p>Bar set up and operations</p> <ul style="list-style-type: none"> - Beverage Pick up Chart - Cocktails and Non Alcoholic Drinks and Cocktail Making - Wine Tasting - Mini Bar Set up and Operations 	Practice
<ul style="list-style-type: none"> - Restaurant Set up and Operations - In Room Dining Set up and Operations - Fine Dining Restaurant Set up and Operations 	Practice
<p>Duties and responsibilities – Job Descriptions</p> <ul style="list-style-type: none"> - Restaurant Waiter - In Room Dining Waiter - Bartender - Bar Supervisor - Banquet Supervisor - Bar Waiter - Banquet Waiter - Restaurant Supervisor - In Room Dining Supervisor - Restaurant manager 	Practice

<ul style="list-style-type: none"> - Bar Manager - Banquet Manager Manager 	<ul style="list-style-type: none"> - In Room Dining Manager - Food and Beverage 	
Payroll in Food and Beverage		Practice
Guest Satisfaction Survey Systems		Practice
Guest satisfaction Survey Systems <ul style="list-style-type: none"> - Guest expectations and first impressions - Guest categories, types of customers - Handling guest complaints - Complaints as opportunities 		Practice
Sales techniques and caring for guests <ul style="list-style-type: none"> - Passive behavior and active behavior - Stimulating the appetite and describing dishes appetizingly - Selling techniques and opportunities 		Practice

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BA232IU

HOSPITALITY SALES AND MARKETING

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Lecturer: TBA

Teaching Assistant: TBA
Room: TBA
Telephone: TBA
E-mail: TBA
Consultation Hours: TBA

Should the students wish to meet the staff outside the consultation hours, they are advised to make appointment in advance.

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: TBA
Venue: TBA

2.2 Units of Credit

This course is worth 3 credits.

2.3 Course prerequisite:

- Principle of Marketing
- Introduction to tourism and hospitality industry

2.5 Approach to learning and teaching

Applying marketing principles, theories, and concepts in developing marketing strategies for hospitality, recreation and tourism organizations in a dynamic business environment.

Emphasis is placed on marketing mix, market segmentation and analysis, sales planning, and public relations.

3. Learning Outcomes

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

- 1 develop an understanding and appreciation of the field of marketing;
 - 2 appreciate concepts and terminologies in hospitality marketing;
 - 3 improve communication skills including writing, oral discussion, oral presentation and listening;
 - 4 develop a framework of analysis that will enable students to identify key hospitality marketing issues and problems in complex, comprehensive, international situations;
 - 5 conduct marketing situation analysis;
- Hospitality Marketing, HSPM 104, Fall 2013 Page 2 of 10
- 6 recommend alternative courses of actions to promote hospitality business;
 - 7 develop a marketing plan for a hospitality business.

3.3 Teaching Strategies

The learning system in this course consists of lectures and scheduled presentations/discussions. Lectures elaborate the appropriate theoretical content in the textbook and readings. Classes provide a more detailed and refined analysis of both concepts and applied materials. Classes are strongly oriented towards interactive discussion of the text and cases. In order to gain the

most from the lectures and class activities, the assigned text/reading should be read *before* the lecture to participate in the discussions.

From the second week, the students will need to form small discussion groups (3-4 students/group) which will take turns in presenting the assigned cases each week. However, all students are required to take active part in the discussions in class. Look at articles and clippings from business sections of relevant electronic and print media which are relevant to the presentation topic. The students should explain how the material relates to the theory discussed in the text. Discuss with group members as to the common strategy for sourcing, documenting, analysing and presenting cases each week - for which a basic minimum interaction will be necessary. For the audience, it is important that they contribute to the case by getting additional information carefully beforehand so that they are fully familiar with the materials, and are prepared to participate in the discussions.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behaviour

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Mid-Term Exam	30%
Homework, Assignment	15%
Group Project	15%
In-class quizzes, class participation	10%
<u>Final Exam</u>	<u>30%</u>
Total	100%

Sample Essay Titles

1. Do you believe that money is the reward for taking risk. Do you believe that investors should consider the common good, when they are making a choice amongst alternative investments.
2. Give an argument for and an argument against acceptance of a contract to buy materials from a company notorious for its poor treatment of workers in third world countries.

5.3 Project Report (Written Assignment)

The students are required to submit a project report in groups of three (3) on one topic.

Length and Style: Maximum 2,000 words, excluding footnotes, figures and references. The format for assignments is to be double spaced with 2.5 cm margins and font size of 12 cpi. Please show the word count, along with all other details on the cover sheet.

The project will be assessed for analytical content and presentation. The same marks will be awarded to all students in the same group. All work must be original and must not have been submitted for any other subject or course here or elsewhere. Copying or plagiarising works of other authors, including your fellow students or cutting and pasting from the internet and other sources is an offence and will be seriously penalized.

Due Date: The project report is due at (time) pm on (date, day). Assignments are to be handed to the School of Business Administration's Faculty Assistant or the lecturer at the Faculty Office.

- Late work will be penalised at the rate of 25 percentage points per week day.
- Students must keep copies of all work submitted.

5.4 Marking criteria (project report and case presentation)

Marking Criteria	Marks	Learning outcomes/attributes
Defining problem	20	Clear, concise statement of the problem. Ability to structure problems in accordance with theoretical frameworks to solve them.
Applying model	10	Ability to select or develop a suitable model. Ability to give compelling arguments and reasoning to support analysis.

Input data	10	Ability to conduct applied research to gather data/information. Ability to analyze the data
Developing a solution	20	Ability to get solution by using the computer and test the solution.
Analyzing the results, sensitivity analysis	10	Ability to analyze the results; to get the solutions with small change in model or input data.
Presentation of the result	30	Ability to present and give some explanation of the result and withdraw a lesson about the problem approach.

Grading

The letter grade will be followed by the University suggested rule:

90-100: A+, 80-90: A, 70 – 80: B+, 65 – 70: B, 55 – 65: C+, 50 – 55: C, 30 - <50: D+,
10 - <30: D

5.5 Class participation and Presentation

A minimum attendance of 80 percent is compulsory. Students will be assessed on the basis of:

- a) Presentation of case 10%
- b) Class attendance and participation 5%

5.6 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.⁸

7. STUDENT RESOURCES

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

Philip R.Kotler, John T.Bowen, James Makens PhD. *Marketing for Hospitality and Tourism*. Pearson - Edition: 6 Publication Date: March 15, 2013, ISBN-10: 0132784025 - ISBN-13: 978-0132784023 <http://www.pearsonhighered.com/educator/product/Marketing-for-Hospitality-and-Tourism/9780132784023.page>

⁸ This is adapted with kind permission from the University of New South Wales.

Kotler, P., Bowen, J. T., & Makens, J. C. (2013). *Marketing for Hospitality and Tourism*, 6th ed. Upper Saddle River, NJ: Prentice Hall. ISBN: 0-13-278402-5.

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.

7.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Week	Topics, Reading, Assignments, Deadline
1	Course introduction Chapter 18: Next Year's Marketing Plan
2	Chapter 1: Introduction: Marketing for Hospitality and Tourism
3	Chapter 2: Service Characteristics of Hospitality and Tourism Marketing
4	Chapter 3: The Role of Marketing in Strategic Planning
5	Chapter 4: The Marketing Environment
6	Midterm
7	Chapter 5: Marketing Information Systems and Marketing research
8	Chapter 6: Consumer Markets and Consumer Buying Behavior
9	Chapter 7: Organizational Buyer Behavior of Group Market
10	Chapter 8: Market Segmentation, Targeting and Positioning
11	Chapter 11: Pricing Products: Pricing Considerations, Approaches, and Strategy
12	Final Exam Review Q&A

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

HOTEL MANAGEMENT AND OPERATIONS

Subject title	Hotel Management and Operations	Subject No	BA233IU
		Prerequisite course	BA198IU – Introduction to Hospitality Industry
Credits	3	Start	
		End	
Lecturer		Approve by	

Course description	This course is designed to provide the students with a general understanding of the dynamics of the lodging industry, and specifically the operations and management of today's modern hotels.
Course objectives	<ul style="list-style-type: none"> - Classify hotels according to the level of service provided - Explain the function of a hotel organization chart - Define the responsibilities of the major divisions and departments of a hotel - Explain the relationship between housekeeping and front office departments. - Explain the relationship between housekeeping and the maintenance departments. - Compare and contrast the job title organizational chart of a full service hotel with professional levels organizational chart for the same or similar hotel - Give examples of various ways hotel may be classified - Describe the various methods of ranking hotel organizations and the purpose each method serves. - Describe manual reservations systems for hotel operations. And discuss the types of hotel operations that use manual reservation systems. - Students will examine how guest satisfaction and service standards contribute to financial success.
Learning outcomes	<p>By completing this course, the student should be able to:</p> <ul style="list-style-type: none"> - Have a better perspective of the lodging industry, both domestic and international - Understand the history of the lodging industry and identify future trends that will affect it - Identify the relationship between a hotel's operational departments - Understand common lodging terms, and how they are used in the hotel industry - Describe the basic organizational structure of a hotel - Understand the role and responsibilities of a General Manager in a hotel - Understand the role and responsibilities of the human resource department - Understand the role of revenue management practices in operating a hotel - Understand the role and responsibilities of the sale and marketing department

	<ul style="list-style-type: none"> - Understand the role and responsibilities of the front office in a hotel - Understand the various booking channels and how the impact costs and revenues - Comprehend staffing issues and labor cost control tools for various departments - Understand the key components of managing the food and beverage department (kitchen, banquets, room service, restaurant and bar) - Comprehend the basics of the engineering and maintenance department - Understand the different forms of hotel ownerships and management, particularly the role of franchising and management contracts. - Have a full understanding of hotel security and risk management issues related to the industry - Understand the issues related to managing and diverse workforce in the global hotel industry. 	
Teaching method	<ul style="list-style-type: none"> - Lecturing - Group projects - Class discussion - Group and Individual Assignments 	<ul style="list-style-type: none"> - Field trip - Powerpoint - Handout
Assessment	Requirements	Portion of Grade (%)
	Class attendance	5 %
	Professionalism during field trip	10%
	Group project	30%
	Report analysis	25%
	Written final examination	30%
	Total	100%
Learning resources	Textbook	
	<ul style="list-style-type: none"> - <i>Hotel Operations Management, 2nd edition</i>, David K.Hayes & Jack D.Ninemeier., Prentice Hall, Upper Saddle River, NJ, USA.ISBN 0-13-1711490 	
	Library references	
	<ul style="list-style-type: none"> - Casado, M. (2000) <i>Housekeeping Management</i>. John Wiley and Sons, Inc - Margaret M.Kappa, Aleta Nitschke, Patricia B.Schappert. <i>Managing Housekeeping Operations</i>. EI-AH&LA, USA - Kasavana, M. <i>Managing the Front Office Operations 7/e</i>, The Educational Institute of the American Hotel and Lodging Association - Andrews, Sudhir (1985) <i>Housekeeppping training manual</i>. New Delhi: Tata Mcgraw – Hill Publication Company, 1985 - Branson, Joan C. and Lennox (1988) <i>Hotel, Hostel and Hospital Housekeeping</i>. Margret, London ELST. - Martin, R. (1998) <i>Professional Management of Housekeeping Operations</i>. Third Edition. John Wiley and Sons, Inc. - Kappa, M., Nitschke, A. and Schappert, P. (1995) <i>Housekeeping Management</i>. Educational Insitute of the American Hotel and Motel Association. - American Hotel and Lodging Association. - The Floria Hotel and Lodging Association - Lodging Magazine, Hotel and Motel Magazine 	

Course Schedule	Introduction and Course Overview
	Chapter 1: Overview of the Hotel Industry
	Chapter 1: Continue...
	Chapter 2: The Hotel General Manager
	Chapter 2: The Hotel General Manager – continue...
	Chapter 3: Management and Service Skills of the General Manager
	Chapter 4: Human Resources
	Chapter 6: Revenue Management
	Chapter 7: Sales and Marketing
	Midterm exam
	Chapter 8: Front Office
	Chapter 9: Housekeeping
	Chapter 10: Food and Beverage
	Chapter 11: Engineering and Maintenance
	Chapter 12: Safety and Security
	Chapter 13: Franchising and Management Contracts
Chapter 15: Managing in the Global Hotel Industry	
Final exam	

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

SAFETY, SANITATION AND SECURITY

Subject title	Safety, sanitation and security	Subject No	BA207IU
Class(es) concerned	Third year student	Prerequisite course	No
Credits	3	Start	
		End	

Course description	<p>This course provides practical experience with the basic principles of safety, sanitation and security in food service industry. Emphasis is placed on personal hygiene habits, safety regulations and food handling practices (H.A.C.C.P) that protect the health of the consumer. Upon completion, student should be able to demonstrate appropriate safety and sanitation practices required in the food service industry.</p> <p>In addition, this course also teaches students the safety and security processes and procedures required by the hospital. Areas covered will include infection control, blood born pathogens, safety, confidentiality and patient rights, emergency procedures, equipment operation and basic computer training.</p>		
Learning outcomes	<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> - Explain and demonstrate proper personal hygiene. - Discuss and demonstrate basic safety rules in food preparation, equipment, and environmental controls. - Demonstrate proper ware washing by hand and by mechanical means as well as utilize proper washing, rinsing, and final rinse temperatures. - Apply appropriate practices in food preparation, cooling, and serving practices and demonstrate all temperature/ time factors for proper food safety as identified in HACCP procedures (Hazard Analysis Critical Control Points). - Demonstrate proper use of a pocket thermometer in all aspects of a commercial food service operation. - Demonstrate the proper use of chlorine as a sanitizing solution - Track and document time and temperature controls using HACCP guidelines. - Demonstrate and apply general safety and food borne illness prevention techniques in lab assignments - Give examples of why most undeveloped countries still struggle with food borne illnesses and food-borne pathogenic diseases that we in the U.S no longer experience. - Complete infection control procedures - Complete Blood Born Pathogens procedure - Follow emergency procedures - Describe confidentiality and patient rights policies - Operate housekeeping equipment - Identify hazardous materials program - Demonstrate use of computers. 		
Teaching method	<ul style="list-style-type: none"> - Lecture - Tutorial - Handout 	<ul style="list-style-type: none"> - Overhead Projector and Screen - PowerPoint Presentations - Videos - Guest speakers 	
Assessment	<i>Assessment</i>	<i>Description</i>	<i>Percentage</i>
	Daily assignment	Daily assignments include but are not limited to workbook activities, guest speaker evaluations, computer activities, class presentations, displays, etc.	30%

	Projects	Completion of individual and group projects such as oral presentations, displays, etc	30%
	Labs	Participation in and the following of safety and sanitation procedures	30%
	Test	Unit Tests	10%
	Total		100%
Learning resources	<p>Textbook Gisslen, Wayne, <i>Professional Cooking</i>. 6th ed., Hoboken, NJ: John Wiley and Sons, Inc., 2007. ISBN #0-471-31036-0 Knight, John B. and Lendal H.Kotschevar. <i>Quantity Food Production, Planning and Management</i>. 3rd ed., Hoboken, NJ: John Wiley and Sons, Inc., 2000. ISBN #0-471-33347-6.</p>		
Course schedule	Units/ Projects	Content Standards (Power Standards)	Resources
	Hospitality Career Opportunities <ul style="list-style-type: none"> - Group presentation of career options - Field trips to area businesses - Guest speakers Professionalism in the field <ul style="list-style-type: none"> - Identify Personal Skills - Resolving customer complaints 	Determine the roles and functions of individuals engaged in hospitality, tourism, and recreation careers. Explore opportunities for employment and entrepreneurial endeavors. Examine education and training requirements and opportunities for career paths in hospitality, tourism, and recreation. Examine the impact of hospitality, tourism, and recreation occupations on local, state, national, and global economics. Examine the importance of safety, security, and environmental issues related to the hospitality, tourism and recreation industries Determine the relationship between employees' attitude and actions and customer satisfaction. Employ strategies for resolving complaints. Measure the impact customer relations have on success of the hospitality, tourism, and recreation industry Determine the roles and functions of individuals engaged in food production and service careers.	Internet <i>Hospitality Services: Food and Lodging</i> © 2004 Guest Speakers Field trips <i>American Hotel & Motel Association Training Manual</i>
	Quality Practice <ul style="list-style-type: none"> - Food service standards and regulations - Safety and sanitation - Cooking terms 	Determine the pathogens found in food and their role in causing illness. Employ food service management safety/sanitation program procedures.	<i>Culinary Essentials</i> © 2002

	<p>- Cost control/portion control</p>	<p>Practice good personal hygiene/health procedures and report symptoms of illness. Demonstrate proper receiving and storage of both raw and prepared foods. Demonstrate food handling and preparation techniques that prevent cross-contamination between raw and ready-to-eat foods and between animal or fish sources and other food products. Examine current types and proper uses of cleaning materials and sanitizers. Demonstrate procedures for storage of equipment and tools. Utilize weights and measures to demonstrate proper scaling and measurement techniques. Apply the fundamentals of time and temperature to cooking, cooling, and reheating a variety of foods.</p>	<p><i>Food Preparation, 2nd edition</i> © 1999 <i>ServSafe</i> © 1999 Randy Doescher, Culinary Arts Instructor, Mitchell Technical Institute Guest speakers Internet</p>
	<p>Food preparation <input type="checkbox"/> Food Labs <input type="checkbox"/> Guest meal</p>	<p>Prepare various meats, seafood, and poultry. Prepare various stocks, soups, and sauces Prepare various salads, dressings, marinades, and spices. Prepare sandwiches, canapés, and appetizers. Prepare baked goods and desserts. Demonstrate food presentation techniques.</p>	<p>Cookbooks Internet <i>Culinary Essentials</i> © 2002 <i>Food Preparation, 2nd edition</i> © 1999 <i>Professional Cooking 4th Edition</i> © 1999 Guest speakers</p>
	<p>Infection control</p>	<p>Body substance Isolation Universal Precautions Infectious waste procedures Infectious linen procedures Lice/related family procedures</p>	
	<p>Blood Born Pathogens</p>	<p>Modes of transmission Personal protective equipment Prevention Policy guidelines</p>	
	<p>Emergency procedures</p>	<p>Emergency/disaster manuals Codes/Procedures Fire (alarm, extinguisher use, pull box) Tornado drill procedure Internal and external disasters</p>	

	Confidentiality and patient rights	Mission/vision Standards of behavior (schedules/ dress code) Confidentiality rules and regulations Patient bill of rights Quality improvement Telephone etiquette	
	Equipment Operation	Maintenance of equipment/faulty equipment procedures Beds/ chair beds/ cots IV Poles Cleaning equipment Cleaning procedures (linen/floors/ linen chute/ transportation)	
	Hazcom – Hazmat	Safety hazard reports Hazardous waste MSDS training Chemicals Lock out equipment Hand held units	
	Computer	Intranet JCAHO training Computer based training	

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BA245IU

REVENUE MANAGEMENT

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

2. COURSE INFORMATION

2.2 Units of Credit

This course is worth 3 credits.

2.3 Course prerequisites:

- BA198IU – Introduction to Hospitality Industry
- BA184IU - Financial Accounting

2.5 Approach to learning and teaching

Formulating tactics and strategies to maximize revenues for hospitality organizations. Topics include: history of revenue management, reservation systems, forecasting demand, inventory control, cost analysis, pricing strategy, channel management, revenue management tactics, and applications.

3. COURSE AIMS AND OUTCOMES

3.1 Course aims:

Revenue management can be described as the formulation and solution of strategies and tactics to sell the right product/service to the right customer at the right time for the right price. In fact, to implement revenue management, it requires a set of techniques including using information system to establish baseline data, managing time constrained and perishable inventory, cost analysis and pricing strategy, and analyzing and segmenting customers to identify those time sensitive customers who will be willing to pay higher price toward deadline. Although it was developed by airlines, more and more hospitality organizations are implementing revenue management to maximize revenue and profits. As a result, there are high demands for well-trained revenue management personnel in the hospitality industry.

Revenue management has become an increasing popular subject to be taught in hospitality management programs. This course is designed for hospitality students who are interested in higher level managerial position responsible for the financial performance of a hotel. Topics covered will include a review of the historical development of revenue management, reservation systems, forecasting demand, inventory control, cost analysis, pricing strategy, channel management, and revenue management tactics (i.e., overbook, discount allocation, and demand management).

3.2 Learning outcomes

Teaching format will include: lectures and discussions, guest speaker, article and video studies, homework, and software hand-on tutorials.

Upon completion of this course, students should be able to:

CLO 1: articulate the historical development of revenue management;

CLO 2: describe revenue management and its benefits to hospitality organization;

CLO 3: discuss the strategic levels of revenue management and how they can be manipulated to increase revenue;

CLO 4: describe revenue management in terms of its component parts and critical considerations;

CLO 5: evaluate the cost structure of a hospitality business;

CLO 6: create a system of forecasting demands;

CLO 7: use variable pricing strategies to increase revenue;

CLO 8: manage prices using distribution channels.

3.3 Teaching Strategies

The learning system in this course consists of lectures and scheduled presentations/discussions. Lectures elaborate the appropriate theoretical content in the textbook and readings. Classes provide a more detailed and refined analysis of both concepts and applied materials. Classes are strongly oriented towards interactive discussion of the text and cases. In order to gain the most from the lectures and class activities, the assigned text/reading should be read *before* the lecture to participate in the discussions.

From the second week, the students will need to form small discussion groups (3-4 students/group) which will take turns in presenting the assigned cases each week. However, all

students are required to take active part in the discussions in class. Look at articles and clippings from business sections of relevant electronic and print media which are relevant to the presentation topic. The students should explain how the material relates to the theory discussed in the text. Discuss with group members as to the common strategy for sourcing, documenting, analysing and presenting cases each week - for which a basic minimum interaction will be necessary. For the audience, it is important that they contribute to the case by getting additional information carefully beforehand so that they are fully familiar with the materials, and are prepared to participate in the discussions.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behaviour

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Mid-Term Exam	30%
Homework, Assignment	15%
Group Project	15%
In-class quizzes, class participation	10%
Final Exam	30%
Total	100%

Sample Essay Titles

1. Do you believe that money is the reward for taking risk. Do you believe that investors should consider the common good, when they are making a choice amongst alternative investments.
2. Give an argument for and an argument against acceptance of a contract to buy materials from a company notorious for its poor treatment of workers in third world countries.

5.3 Project Report (Written Assignment)

The students are required to submit a project report in groups of three (3) on one topic. Length and Style: Maximum 2,000 words, excluding footnotes, figures and references. The format for assignments is to be double spaced with 2.5 cm margins and font size of 12 cpi. Please show the word count, along with all other details on the cover sheet.

The project will be assessed for analytical content and presentation. The same marks will be awarded to all students in the same group. All work must be original and must not have been submitted for any other subject or course here or elsewhere. Copying or plagiarising works of other authors, including your fellow students or cutting and pasting from the internet and other sources is an offence and will be seriously penalized.

Due Date: The project report is due at (time) pm on (date, day). Assignments are to be handed to the School of Business Administration's Faculty Assistant or the lecturer at the Faculty Office.

- Late work will be penalised at the rate of 25 percentage points per week day.
- Students must keep copies of all work submitted.

5.4 Marking criteria (project report and case presentation)

Marking Criteria	Marks	Learning outcomes/attributes
Defining problem	20	Clear, concise statement of the problem. Ability to structure problems in accordance with theoretical frameworks to solve them.
Applying model	10	Ability to select or develop a suitable model. Ability to give compelling arguments and reasoning to support analysis.
Input data	10	Ability to conduct applied research to gather data/information. Ability to analyze the data
Developing a solution	20	Ability to get solution by using the computer and test the solution.
Analyzing the results, sensitivity analysis	10	Ability to analyze the results; to get the solutions with small change in model or input data.
Presentation of the result	30	Ability to present and give some explanation of the result and withdraw a lesson about the problem approach.

Grading

The letter grade will be followed by the University suggested rule:

90-100: A+, 80-90: A, 70 – 80: B+, 65 – 70: B, 55 – 65: C+, 50 – 55: C, 30 - <50: D+, 10 - <30: D

5.5 Class participation and Presentation

A minimum attendance of 80 percent is compulsory. Students will be assessed on the basis of:

- a) Presentation of case 10%
- b) Class attendance and participation 5%

5.6 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the

proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.⁹

7. STUDENT RESOURCES

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

- Hayes, D. K. & Miller, A. A. (2011). Revenue Management for the Hospitality Industry. Hoboken, NJ: John Wiley & Sons. ISBN 978-0-470-39308-6.

Other Online Materials

- Ideas, a SAS company, Revenue Solutions, <http://www.ideas.com/index.php/tools-resources/webinars/>
- Hospitality Financial and Technology Professional (HFTP), <http://www.hftp.org/>
- Hospitality Sales and Marketing Association International (HSMIAI) <http://www.hsmia.org/knowledge/index.cfm?navItemNumber=497> STR Global <http://www.strglobal.com/News/News.aspx>
- LinkedIn. Join LinkedIn or sign in to become a member of the Revenue Management Professionals in Travel group.

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.

7.2 Other Resources, Support and Information

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Week	Topics, Reading, Assignments, Deadline
1	Chapter 1: Introduction to Revenue Management
2	Chapter 5: The Revenue Manager's Role <i>Industry Expert from Fairmont</i> IdeaS V5i Revenue Management System Introduction <i>Group Project namelist Due</i>
3	Chapter 9: Evaluation of Revenue Management Efforts in Lodging <i>Online Quiz for Chapter 1 & 5 Due before Class</i> Introduction to STR Hotel Performance Reports STR Hotel Industry Analytical Foundations
4	STR Property level Benchmarking IdeaS RM Performance Evaluation Tutorial
5	Chapter 2: Strategic Pricing <i>Online Quiz: for Ch 9 & STR session Due before Class</i> Chapter 10: Revenue Management for Food and Beverage Services
6	Midterm
7	IdeaS Best Available Rate Module CSU Hospitality Career Expo at SFSU

⁹ This is adapted with kind permission from the University of New South Wales.

	Chapter 4: Different Pricing
8	Chapter 6: Forecasting Demand <i>Online Quiz: for IdeaS Basics Due before class</i>
9	Chapter 8: Distribution Channel Management
10	Group Project presentation
11	Group Project Presentation
12	Final Exam Review Q&A

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

CRUISE LINE OPERATION AND MANAGEMENT

Subject title	Cruise Line Operation and Management	Subject No	BA211IU
Class(es) concerned	Third year student	Prerequisite course	BA198IU – Introduction to Hospitality Industry
Credits	3	Start	
		End	

Course description	<p>This course will provide an overview of the service and operations throughout the cruise industry. We will take a practical yet analytical approach to understanding cruise ship operations and service. We will take a look at the many different departments that come together to create memorable experiences for its guests. This course will take a look at management and operational structures onboard a ship. We will also analyze the customer service systems and passenger profiles aboard different fleets. In addition, we will look at how a cruise line manages food and drink, hotel, entertainment and other departmental operations. Not overlooked and certainly most important we will understand topics that pertain to health, safety and security for all passengers.</p>	
Course Objectives	<ul style="list-style-type: none"> - Define and understand quality of service and show readiness - To understand cruise line service and operations: Amenities, Safety, Security, Food and Beverage, Hotel Service and Operations, Shore Excursions, Entertainment, Learning at Sea, Shipboard Activities, Embarkation/Debarcation, Processes, Merchandising/ Marketing, Spa/ Service - To understand the day-to-day operations that goes on throughout a ship - To understand how the cruise industry applies hospitality at sea - To understand what it is like to have a career aboard a cruise line - To understand how the industry can support the local economies - To understand how guest satisfaction measurements affect operations - To understand how cleanliness and sanitation play a role at sea 	
Learning outcomes	<p>After successful completion of this course, students will be able to</p> <ul style="list-style-type: none"> - Critical thinking – being able to understand hospitality and the competitive edge that cruising offers. The cruise industry is constantly providing new ideas and services. Every brand wants to have the latest and greatest to come out on top all the rest. Whether it be rotational dining, rock climbing, midnight buffets, duty free shopping, unique excursions or top of the line spa experiences cruise line executives constantly rethink what makes their brand exciting and unique. - Award winning service – having the ability to provide great hospitality is a great skill, however having the ability to anticipate a guests needs will help you exceed their expectations. Taking the initiative to go the extra step will create great memories and put you on top of the list. - Unique product – having a unique product or service and knowing it because you have defined it that way (ex. Ground breaking show, concepts, or experiences) - Problem solving ability – a career at sea is a high speed ballet of thousands of crew members. Being able to work through problems at sea is critical to a ships success. - Vigor – the waves are not the only thing that is rough at sea. 	
Teaching method	<ul style="list-style-type: none"> - Lecturing - Group Projects - Class Discussion 	<ul style="list-style-type: none"> - Handout - Power point - Handouts

	- Group and Individual Assignments	
Assessment	Requirements	Portion of Grade (%)
	Attendance <ul style="list-style-type: none"> - Success=Showing up - It is not considered professional to show up late - The ship will not wait for you 	15%
	Assignment <ul style="list-style-type: none"> - Analytical Assignment - Reading assignments 	30%
	Final Assignment	45%
	Total	100%
Learning resources	Textbook Philip Gibson. 2006. <i>Cruise Operations Management</i> . Elsevier Inc. USA.	
	Internet Preferences <ul style="list-style-type: none"> - Cruise ship information http://www.cruisedeckplans.com - Cruise ship information http://www.cruising.org - CDC Vessel Sanitation Program http://www.cdc.gov/nceh/vsp/default.htm - Cruising Information http://www.porthole.com - Cruise ship information http://www.cruisecritic.com - American society of travel agents http://www.asta.org - Job recruiting site http://www.cruiseshipjob.com - Holland America http://www.hollandamerica.com/main/Main.action - Celebrity Cruise Line http://www.celebritycruises.com/home.do - Seabourn Cruises http://www.seabourn.com - Carnival Cruise Line http://www.carnival.com - Disney Cruise Line http://disneycruise.disney.go.com - Princess Cruise Line http://www.princess.com 	
Course schedule	Lecture	
	Introduction to the Industry	
	Cruise ship types	
	Cruise Line Profiles	
	The Passenger	
	Cruise Geography	
	Ports of Call	
	Nautical Times and Time Zones	
	Cruise Terminology	
	Hierarchy of a Cruise Ship	
	Master Rules and Regulations	
	Living Onboard	
	Working Onboard	
	Customer Service at Sea	
	Health and Safety at Sea	
	Safety and Emergency Equipment	
Procedures and Drills		
Security and Port Authorities		
Essential Skills at Sea		

RESORT MANAGEMENT AND DEVELOPMENT

Subject title	Resort Management	Subject No	BA246IU
Class(es) concerned	Third year student	Prerequisite course	BA198IU – Introduction to Hospitality Industry
Credits	3	Start	
		End	
Lecturer		Approve by	

Course description	This course provides an overview of resort management and operations. The scope of these industries will be discussed along with the principles of successful marketing, management, and development of a resort. This course will introduce students to the operations of modern day resorts, including ski, golf, and gaming resorts. This will include a review of the history of the growth of resorts in the United States, expansion of resorts worldwide, and their operations and characteristics. Students will gain exposure to the wide range and high level of services and activities expected by resort guests and offered by today's resorts.	
Course Objectives	<ul style="list-style-type: none"> - Describe the history, growth, and development of resorts and the gaming industry - Describe key marketing and financial aspects of resorts and the gaming industry - Identify the demographic characteristics of resort and casino patrons - Describe the process of resort planning and development, and the basic elements of a resort complex - Summarize current developments in casino gaming, resorts, and the future trends - Identify the various social, economic, and cultural concerns related to the resort and gaming industry - Identify key recreational activities and facilities common to resorts - Identify and describe key components of the organizational structure, supervising personnel, wage and salary administration, guest relations, and security. - Describe Oregon's Land Use laws pertaining to casino permitting on non-reservation lands. 	
Learning outcomes	<ul style="list-style-type: none"> - Understand the relationship between the natural resource and the recreational facility. - Develop an amenity strategy - Identify the characteristics of resort patrons. 	
Teaching method	<ul style="list-style-type: none"> - Lectures - Guest speakers - Writing Assignments 	<ul style="list-style-type: none"> - Student-led discussion - Whiteboard
Assessment	Requirements	
	Assignment: Research Project	30%
	Midterm	25%
	Class Participation/Homework	10%
	Final exam	35%
	Total	
	100%	
Learning resources	<p>Textbook Chuck Y.Gee. 1996. <i>Resort Development and Management</i>. (2nd edition). Educational Institute of the American Hotel and Lodging Association 2113 N. High Street Lansing, Michigan 48906.</p>	
	<p>Book References</p> <ul style="list-style-type: none"> - Hasimoto, K.Kline, S., and G. Fenich. 1998. <i>Casino Management: Past, Present and Future</i> (2nd edition). Dubuque:Kendall & Hunt - Mill, R.C.2001. <i>Resorts: Management and Operation</i>. New York: Wiley and Sons, ISBN:0-471-36188-7 	

Course schedule	<i>Lecture</i>
	Introduction <ul style="list-style-type: none"> - The Resort Concept <ul style="list-style-type: none"> o Characteristics of Hotel Management o Characteristics of Resort Management - Resort history <ul style="list-style-type: none"> o The development of Gaming o Resorts in the 21st Century – a comparison
	Resort Planning and Development <ul style="list-style-type: none"> - Invest consideration - The Role of Planning and Management - Planning, Facilities, Grounds Maintenance - Planning and the Leisure Concept - Food and Beverage planning
	Managing the resort <ul style="list-style-type: none"> - Personnel Organization and Human Relations <ul style="list-style-type: none"> o The Process of Management o Planning the Organizational Structure o Managers as Leaders o The Labor Force: Availability, retention, and turnover - Front of the house management <ul style="list-style-type: none"> o The reservations department o The reception center o Computerized Front Office Systems o The Importance of Guest Relations.
	Heart of the house management I: Food and Beverage, Housekeeping Laundry and Dry Cleaning Operations
	Heart of the house management II: Plant, Grounds, Energy Accounting and Purchasing
	Security, Safety and the Management of Risk
	Resort Marketing and Finance <ul style="list-style-type: none"> - Resort Marketing and Sales Promotion - Managing the Resort Investment - Resorts: Retrospect and Prospects
	Future Trends in Resort Development, Management and Planning

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

Vietnam National University – HCMC
International University
SCHOOL OF BUSINESS ADMINISTRATION

COURSE SYLLABUS

BA248IU

FOOD AND BEVERAGE COST CONTROL

Note: The outline with specific venue and time, and updated learning materials for the current semester will be provided to the enrolled students by the lecturer

1. COURSE STAFF

Lecturer: TBA

Teaching Assistant: TBA
Room: TBA
Telephone: TBA
E-mail: TBA
Consultation Hours: TBA

Should the students wish to meet the staff outside the consultation hours, they are advised to make appointment in advance.

2. COURSE INFORMATION

2.1 Teaching times and Locations

Lecture: TBA
Venue: TBA

2.2 Units of Credit

This course is worth 3 credits.

2.3 Course Prerequisites:

- BA016IU - Fundamental of Financial Management
- BA184IU - Financial Accounting

2.5 Approach to learning and teaching

Food, beverage and payroll systems, including standards determination; variable, semi-variable and fixed costs; the operating budget; income and cost control and menu pricing. Cost control simulation exercises implemented through software programs

3. Learning Outcomes

1. Understand the theories and principles of food, beverage, and labor cost controls necessary to establish and operate a sustainable, profitable business.
2. Analyze and evaluate costs.
3. Implement controls used for employees, customers, facilities, and procedures.
4. Develop a working understanding of operational budgets.

3.3 Teaching Strategies

The learning system in this course consists of lectures and scheduled presentations/discussions. Lectures elaborate the appropriate theoretical content in the textbook and readings. Classes provide a more detailed and refined analysis of both concepts and applied materials. Classes are strongly oriented towards interactive discussion of the text and cases. In order to gain the most from the lectures and class activities, the assigned text/reading should be read *before* the lecture to participate in the discussions.

From the second week, the students will need to form small discussion groups (3-4 students/group) which will take turns in presenting the assigned cases each week. However, all students are required to take active part in the discussions in class. Look at articles and clippings from business sections of relevant electronic and print media which are relevant to the presentation topic. The students should explain how the material relates to the theory discussed

in the text. Discuss with group members as to the common strategy for sourcing, documenting, analysing and presenting cases each week - for which a basic minimum interaction will be necessary. For the audience, it is important that they contribute to the case by getting additional information carefully beforehand so that they are fully familiar with the materials, and are prepared to participate in the discussions.

4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload

It is expected that the students will spend at least *six* hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where they need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. They should take the required workload into account when planning how to balance study with part-time jobs and other activities.

4.2 Attendance

Regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment. Exemptions may only be made on medical grounds.

4.3 General Conduct and Behaviour

The students are expected to conduct themselves with consideration and respect for the needs of the fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students will be asked to leave the class. More information on student conduct is available at [the university webpage](#).

4.4 Keeping informed

The students should take note of all announcements made in lectures or on the course's Blackboard. From time to time, the university will send important announcements to their university e-mail addresses without providing a paper copy. The students will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, the students must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

5.2 Assessment Details

Mid-Term Exam	30%
Homework, Assignment	15%
Group Project	15%

In-class quizzes, class participation	10%
Final Exam	30%
Total	100%

Sample Essay Titles

1. Do you believe that money is the reward for taking risk. Do you believe that investors should consider the common good, when they are making a choice amongst alternative investments.
2. Give an argument for and an argument against acceptance of a contract to buy materials from a company notorious for its poor treatment of workers in third world countries.

5.3 Project Report (Written Assignment)

The students are required to submit a project report in groups of three (3) on one topic.

Length and Style: Maximum 2,000 words, excluding footnotes, figures and references. The format for assignments is to be double spaced with 2.5 cm margins and font size of 12 cpi. Please show the word count, along with all other details on the cover sheet.

The project will be assessed for analytical content and presentation. The same marks will be awarded to all students in the same group. All work must be original and must not have been submitted for any other subject or course here or elsewhere. Copying or plagiarising works of other authors, including your fellow students or cutting and pasting from the internet and other sources is an offence and will be seriously penalized.

Due Date: The project report is due at (time) pm on (date, day). Assignments are to be handed to the School of Business Administration's Faculty Assistant or the lecturer at the Faculty Office.

- Late work will be penalised at the rate of 25 percentage points per week day.
- Students must keep copies of all work submitted.

5.4 Marking criteria (project report and case presentation)

Marking Criteria	Marks	Learning outcomes/attributes
Defining problem	20	Clear, concise statement of the problem. Ability to structure problems in accordance with theoretical frameworks to solve them.
Applying model	10	Ability to select or develop a suitable model. Ability to give compelling arguments and reasoning to support analysis.
Input data	10	Ability to conduct applied research to gather data/information. Ability to analyze the data
Developing a solution	20	Ability to get solution by using the computer and test the solution.
Analyzing the results, sensitivity analysis	10	Ability to analyze the results; to get the solutions with small change in model or input data.

Presentation of the result	30	Ability to present and give some explanation of the result and withdraw a lesson about the problem approach.
----------------------------	----	--

Grading

The letter grade will be followed by the University suggested rule:

90-100: A+, 80-90: A, 70 – 80: B+, 65 – 70: B, 55 – 65: C+, 50 – 55: C, 30 - <50: D+,
10 - <30: D

5.5 Class participation and Presentation

A minimum attendance of 80 percent is compulsory. Students will be assessed on the basis of:

- a) Presentation of case 10%
- b) Class attendance and participation 5%

5.6 Special Consideration

Request for special consideration (for final examination only) must be made to the Office of Academic Affairs within one week after the examination. General policy and information on special consideration can be found at the Office of Academic Affairs.

6. ACADEMIC HONESTY AND PLAGIARISM

Plagiarism is the presentation of the thoughts or work of another as one's own (*definition proposed by the University of Newcastle*). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items. The university regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism.¹⁰

7. STUDENT RESOURCES

7.1 Course Resources

Please note that it is very important to gain familiarity with the subject matter in the readings and cases *prior to* attendance in classes.

Textbook:

Lea R.Dopson and David K.Hayes. *Food and Beverage Cost Control*. Wiley; 5 edition (August 9, 2010) ISBN-10: 0471273546 - ISBN-13: 978-0471273547

<http://as.wiley.com/WileyCDA/WileyTitle/productCd-EHEP001570.html>

Additional materials provided in Blackboard

The lecturer will attempt to make lecture notes and additional reading available on Blackboard. However this is not an automatic entitlement for students doing this subject. Note that this is not a distance learning course, and you are expected to attend lectures and take notes. This way, you will get the additional benefit of class interaction and demonstration.

7.2 Other Resources, Support and Information

¹⁰ This is adapted with kind permission from the University of New South Wales.

Additional learning assistance is available for students in this course and will be made available in Blackboard. Academic journal articles are available through connections via the [VNU - Central Library](#). Recommended articles will be duly informed to the students.

8. COURSE SCHEDULE

Week	Topics, Reading, Assignments, Deadline
1	Cost and Sales Concepts Assignment 1: Questions and Problems
2	The Control Process & Cost/Volume/ Profit relationship
3	Food Purchasing Control & Receiving, Business Plans Project review Assignment 2
4	Storage Controls Quiz Assignment 3
5	Food Production Controls Assignment 4
6	Midterm
7	Lecture Inventory and Food Cost Calculations Assignment 5
8	Menu Engineering and Control Food Sales Quiz
9	Beverage Control, Receiving and Storage
10	Beverage Production and Sales Control
11	Labor Controls
12	Final Exam Review Q&A

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí

VIETNAM NATIONAL UNIVERSITY IN HO CHI MINH CITY
INTERNATIONAL UNIVERSITY
School of Business



COURSE SYLLABUS

QUALITY MANAGEMENT IN HOSPITALITY

8. Faculty information:

- 1.6. Instructor: Mr. Truong Thien Tri, M.Sc
- 1.7. Office: A1-307
- 1.8. Office Hours: To Be Announced (TBA)
- 1.9. Contact: It is preferred to contact me via email. Please give me at least 24 hours to respond to your email.
 - Mobile phone: 090 8 044 942 (for urgent issues only)
 - Email: tttri@hcmiu.edu.vn
- 1.10. Teaching Assistant: TBA

9. Course Information

- 9.1. Course Title: Quality Management in Hospitality
- 9.2. Credits: 3
- 9.3. Prerequisite: N.A.

10. Course Objectives and Learning Outcomes

10.1. Objectives:

This course is designed to give students a comprehensive view of service quality in hospitality industry, its scope and importance in hotel and restaurant businesses. The various types of service perspectives are covered. This course also develops an awareness of the importance of staffing who love to serve, delivery system, service culture, the way to wow our guests and service recovery.

10.2. Learning Outcomes

Upon successful completion of the course, the student will be able to:

- Understand guest expectation from hospitality operators
- Identify how to meet guest expectations through planning
- Explore what service culture is and why it is important to hospitality business
- Know how to find and hire people who love to serve and wow the guest
- Understand delivery system and its role to excellent service quality
- Learn from service failure and know how to recover service and achieve service excellence in the hospitality industry

11. Expectations

11.1. Attendance: Students are required to attend at least 80 percent of class meetings in order to take the final exam. However, in order to take full benefit of this course, students are strongly expected to attend every class meeting.

11.2. Workload: It is expected that students will spend at least *six* hours per week studying this course. This time should be made up of reading, research, working on assignment, preparing for presentation and attending classes.

11.3. Responsibility:

Show respect to the instructor and classmates.

- Please be ON time. If you are late for 15 minutes, it is marked as “ABSENT”.
- Please do not leave in the middle of the class. In case that you need to go home for some emergency issue, please let me know. If you leave without my permission, you will be marked ABSENT for that date.
- **Do NOT** disturb the instructor and classmates by using *mobile phones* or *other electronic devices*.
- Please contribute ideas and answer to questions raised. This class strongly emphasizes on the interactive between students and instructor.
- Email rules:
 - Use a proper email account name
 - Do NOT leave the Subject field *blank*
 - Tell me your name, your student ID
 - Details must be written in the Content field in English

- Be *professional* in email communication. Make sure you think twice before writing. Also, make sure you double-check for grammar and vocabulary errors before sending it out (turn on the spelling check tool in your email account)
- I will NOT reply to your email if you are not following this format.
- Submit all assignments on time. Date of submission is included in this Syllabus. It is your responsibility to meet the deadline. Late submission will be deducted 20 percent of the total earned point per late day.
- **Cheating in any kinds will NOT be tolerated and will be penalized.** If caught copying others' work, students' grade will be automatically zero. Copying others' work includes copying and pasting from Internet sources without giving credits; copying and pasting from other people without giving credits; and copying from classmates during exams.

12. **Course assessment**

12.1. **Formal Requirements**

In order to pass this course, the students must:

- Achieve a composite mark of at least 50; and
- Make a satisfactory attempt at all assessment tasks (see below).

12.2. **Assessment Details**

○ Mid-Term Exam	30%
○ Assignment	20%
○ Engagement	10%
○ Final Exam	40%
• Total	100%

12.3. **Teamwork Assignments**

12.3.1. Conducting Workshop

Each team is required to conduct **a workshop** one time per semester. The topic is randomly picked up and assigned to each group at the second week of the course. You then have time to work in group and present the topic, which is the chapter in your textbook.

The workshop will be conducted as a group presentation at the beginning of each class, following these guidelines:

- All members must do the oral presentation. Each member has 5 – 7 minutes to present the topic and has 3 – 4 minutes to answer the instructor's questions (one-by-one).
- The instructor also gives comments and suggestions for groups' improvements.
- It will take from 90 – 100 minutes for each workshop.

The workshop will be graded on these criteria:

- Formal dressing;
- Expressing the understanding of the topic;
- Showing up the teamwork spirit during the presentation;
- Motivating the audience towards involvements and discussions;
- Content Delivered (Quality of Information Presented)
- Speaker Quality (Voice Clarity and Speed/Tone Control)
- Professional Attitude and Behavior
- Speaker Transitions
- Timing (Whether presentation time is equally distributed among group members)
- Power Point-Quality (Format, Structure, Length)

13. Student Resources

It is student's responsibility to read materials before attending class meetings.

- Textbook: Rober C. Ford, Michael C. Sturman and Cherrill P. Heaton, 2012, *Managing Service Quality in Hospitality*, Delmar Cengage Learning
- Lecture Slides: Soft-copy of all lecture notes will be sent to students AFTER each class via Blackboard.

14. Course Schedule

Week	Content	Teaching methods/activities
1	Course Introduction Ice breaker games Chapter 1: the basic of Wow! the Guest Know Best	- Power point presentation - Group discussion - Whiteboard - Video clips
2	Chapter 2: Meeting guest expectation through planning	- In-class Activity: Finalizing group members - Assigning Workshop Topic to each group - Power point presentation - Group discussion - Whiteboard - Case study

3	Chapter 3: Setting scene for guest experience	<ul style="list-style-type: none"> - Power point presentation - Group discussion - Whiteboard - Case study
4	Chapter 4: Developing Service Culture: everyone serves	<ul style="list-style-type: none"> - Group 1: Conduct the workshop - Role plays - Team discussion - Case study
5	Chapter 5: Finding and hiring people who love to service and be able to wow the guest	<ul style="list-style-type: none"> - Group 2: Conduct the workshop - Role plays - Group discussion (flipchart) - Sharing industry experience
6	Chapter 6: Providing seamless service delivery system (Defect-free service)	<ul style="list-style-type: none"> - Group 3: Conduct the workshop - Case study - Lecture: power-point presentation - Video clips
7	Chapter 7: Managing guest's wait (Timely manner)	<ul style="list-style-type: none"> - Group 4: Conduct the workshop - Video clips - Role plays - Group discussion
8	Chapter 8: Measuring service quality	<ul style="list-style-type: none"> - Group 5: Conduct the workshop
MIDTERM EXAM		
9	Chapter 9: Fixing service failure (Recovering Service)	<ul style="list-style-type: none"> - Group 6: Conduct the workshop - Role plays - Video clips - Case study - Group discussion
10	Chapter 10: Leading to Service Excellence: lead the way to wow.	<ul style="list-style-type: none"> - Group 7: Conduct the workshop - Role plays - Case study - Sharing experiences

11	Additional materials: Overview Total Quality Management (TQM)	<ul style="list-style-type: none"> - Group 8: Conduct the workshop - Lecture: power point presentation - Group discussion
12	Review the course	<ul style="list-style-type: none"> - Power point presentation - Q&A session
13	Reservation	
14	Reservation	
FINAL EXAM		

Guideline for the Workshop

Main purpose of the workshop

Workshops are teaching and learning arrangements, usually in small groups, that are structured to produce active participation in learning. Traditionally, workshops provide participants with the opportunity to practice skills and receive feedback. However, current usage is so loose that any learning event that aspires to engage the learners actively may be called a workshop (Jaques, 1991)

Recommended Basic Duties for Task Allocation among Team Members

1. Monitor (Build up the team working schedule, prepare the meeting minutes, set up team regulations, prepare timetable/procedure of the workshop event (a workshop plan), evaluation form)
2. Search information related to the topic given; select information and evaluate and analysis the information (“Expert” group)
3. Prepare the slides (PowerPoint)
4. Prepare the logistics such as sitting arrangement, game or activity facilities/materials (stationeries), handout delivery; any special dresses or uniforms; invitation e-card, etc., (“Backstage” group)
5. Facilitator (MC) or activity controller
6. Presenters

Requirements:

1. Games/activities related to the topic must be discussed and advised directly by the lecturer at least ONE week in advance
 2. All participants must take part in the games/activities during the workshop session
 3. Documents needed for a final report submission: Teamwork regulation, meeting minutes, sitting arrangement (Floor plan), the workshop plan, job descriptions of each team member, slides of the topic content, summarized feedback report (Original version attached to the report).
 4. The Final Report Submission (*) must be conformed to the following format:
 - a. *Font: Times New Roman*
 - b. *Size: 12 points*
 - c. *Line spacing: double space*
 - d. *Top and bottom margins: 1 inch/ 2,5 cm; Both left and right margin: 1,25 inches/ 3 cm*
 - e. *Cover page (White color)*
 - f. *Page numbers*
 - g. *One side printed*
 - h. *Ring binder*
 - i. *Length of the report: Max 25 pages*
- (*) The report must be submitted **ONE WEEK AFTER** your workshop event
5. Assessment: Teamwork and individual performance (Refer to Workshop Evaluation Form and Individual Presentation Skill Form)

Notices: The lecturer reserves the right to question randomly any participants during the workshop session. Zero will be applied immediately to those who are not able to answer the question properly (Lack of attention during the workshop)

Ho Chi Minh City, 25/08/2023

Dean of School of Business



Hà Minh Trí