

VIETNAM NATIONAL UNIVERSITY - HCMC HO CHI MINH  
CITY UNIVERSITY OF TECHNOLOGY

# **CURRICULUM OF MASTER-LEVEL PROGRAMS 2022**

**DISCIPLINE: BUSINESS ADMINISTRATION**  
**DISCIPLINE CODE: 8340101**

Ho Chi Minh City, 2022

## **I. Program objectives and learning outcomes:**

### **1. Program objectives:**

#### **1.1. Coursework program (Master of coursework):**

- (CLC) Build general knowledge of business administration
- Build general knowledge of business administration
- (CLC) Build functional knowledge of business administration
- Build functional knowledge of business administration
- (CLC) Apply technologies in business
- Apply technologies in business
- (CLC) Develop specialized knowledge in business administration
- Develop specialized knowledge in business administration
- (CLC) Develop leadership, communication and teamwork skills
- Develop leadership, communication and teamwork skills
- (CLC) Develop critical thinking and data management skills
- Develop critical thinking and data management skills
- Improve ethical and global decision making
- (CLC) Improve ethical and global decision making

#### **1.2. Research program (Master of research):**

- (CLC) Build general knowledge of business administration
- Build general knowledge of business administration
- Build functional knowledge of business administration
- (CLC) Build functional knowledge of business administration
- (CLC) Apply technologies in business
- Apply technologies in business
- Develop specialized knowledge in business administration
- (CLC) Develop specialized knowledge in business administration
- Develop leadership, communication and teamwork skills
- (CLC) Develop leadership, communication and teamwork skills
- Develop critical thinking and data management skills
- (CLC) Develop critical thinking and data management skills
- Improve ethical and global decision making
- (CLC) Improve ethical and global decision making

### **2. Program learning outcomes:**

#### **2.1. Coursework program:**

- (CLC) 1. Discuss general knowledge of business management
- 1. Discuss general knowledge of business management
- 2. Identify, analyze and evaluate business issues
- (CLC) 2. Identify, analyze and evaluate business issues
- (CLC) 3. Leverage technologies in business
- 3. Leverage technologies in business
- (CLC) 4. Develop a business specialization
- 4. Develop a business specialization
- (CLC) 5. Communicate and work in team effectively

- 5. Communicate and work in team effectively
- 6. Demonstrate quantitative skills
- (CLC) 6. Demonstrate quantitative skills
- (CLC) 7. Develop critical thinking and decision making skills
- 7. Develop critical thinking and decision making skills
- 8. Demonstrate cultural awareness and global effectiveness
- (CLC) 8. Demonstrate cultural awareness and global effectiveness
- 9. Identify ethical challenges and make appropriate decisions
- (CLC) 9. Identify ethical challenges and make appropriate decisions

## 2.2. Research program:

- 1. Discuss general knowledge of business management
- (CLC) 1. Discuss general knowledge of business management
- (CLC) 2. Identify, analyze and evaluate business issues
- 2. Identify, analyze and evaluate business issues
- 3. Leverage technologies in business
- (CLC) 3. Leverage technologies in business
- (CLC) 4. Develop a business specialization
- 4. Develop a business specialization
- 5. Communicate and work in team effectively
- (CLC) 5. Communicate and work in team effectively
- (CLC) 6. Demonstrate quantitative skills
- 6. Demonstrate quantitative skills
- 7. Develop critical thinking and decision making skills
- (CLC) 7. Develop critical thinking and decision making skills
- (CLC) 8. Demonstrate cultural awareness and global effectiveness
- 8. Demonstrate cultural awareness and global effectiveness
- (CLC) 9. Identify ethical challenges and make appropriate decisions
- 9. Identify ethical challenges and make appropriate decisions

## II. Program structure:

### 1. Coursework program:

No.	Course Title	Study hours					Semester
		Credits	Lecture	Lab	Tutorials	Assignments	
			Hours	Hours	Hours	Hours	
<b>A</b>	<b>General subjects</b>	<b>9</b>					
	<b>General mandatory courses</b>	<b>3</b>					
1	Philosophy	3	30	0	0	45	2
	<b>General elective courses</b>	<b>6</b>					
2	Innovation and Entrepreneurship	3	30	0	0	45	2
3	Business Ethics and Corporate Social Responsibility	3	30	0	0	45	2
4	Research Topic: Analyzing, Writing, Publishing Scientific Papers	3	30	0	0	45	2
5	Research Topic: Multivariate Analysis	3	30	0	0	45	2
6	Research Topic: Applied Data Science	3	30	0	0	45	2
<b>B</b>	<b>Pre-requisite courses</b>	<b>12</b>					

No.	Course Title	Study hours					Semester
		Credits	Lecture	Lab	Tutorials	Assignmen ts	
			Hours	Hours	Hours	Hours	
7	Business Research Methods	3	33	0	0	36	1
8	Marketing Management	3	33	0	0	36	1
9	Financial management	3	33	0	6	27	1
10	Global supply change management	3	33	0	0	36	1
<b>C</b>	<b>Mandatory core courses</b>	<b>12</b>					
11	Strategy management in the digital age	3	30	0	0	45	1
12	Managing people and organizations	3	33	0	0	36	1
13	Operations management	3	33	0	6	27	1
14	Managerial accounting for decision makers	3	33	6	0	27	1
<b>D</b>	<b>Elective courses</b>	<b>12</b>					
15	Management of business information system	3	33	0	0	36	2
16	Digital marketing	3	30	0	0	45	2
17	Data Analysis	3	33	0	0	36	3
18	Digital transformation	3	33	0	6	27	2
19	Advanced project management	3	33	0	0	36	3
20	Managerial problem solving	3	33	0	0	36	3
21	International Business	3	30	0	0	45	3
22	Knowledge management systems	3	30	0	0	45	3
23	E-business management	3	30	0	0	45	3
24	Big data for business	3	33	0	0	36	3
25	Service business	3	33	0	0	36	3
26	Service marketing	3	30	0	0	45	3
27	Consumer behavior	3	30	0	0	45	3
28	Managing organizational innovation	3	30	0	0	45	3
29	Total quality management	3	33	0	0	36	3
30	Lean and six sigma	3	30	0	0	45	3
31	Advanced Business Research Methods	3	33	0	0	36	3
32	Enterprise Resource Planning Systems	3	30	0	0	45	3
33	Information Systems Project Management	3	30	0	0	45	3
<b>E</b>	<b>Mandatory master's thesis</b>	<b>9</b>					
34	Thesis	9	0	0	0	0	4
<b>F</b>							
35	Practical business project 1	3	0	90	0	0	2
36	Practical business project 2	3	0	90	0	0	3
	<b>Total</b>	<b>60</b>					

## 2. Research program:

No.	Course title	Study hours					Semester
		Credits	Lecture	Lab	Tutorials	Assignme nt	
			Hours	Hours	Hours	Hours	
<b>A</b>	<b>General courses</b>	<b>6</b>					
<b>B</b>	<b>Fundamental core</b>	<b>12</b>					
1	Business Research Methods	3	33	0	0	36	1
2	Marketing Management	3	33	0	0	36	1
3	Financial management	3	33	0	6	27	1
4	Global supply change management	3	33	0	0	36	1

No.	Course title	Study hours				Semester	
		Credits	Lecture	Lab	Tutorials		Assignme nt
			Hours	Hours	Hours		Hours
<b>C</b>	<b>Required coursework</b> <i>Required Coursework: select 15 credit points from the Required and Elective Subjects listed in the relevant Coursework Program</i>	<b>15</b>					
<b>D</b>	<b>Thesis and publication(s)</b>	<b>15</b>					
<b>E</b>	<b>Research Topics</b>	<b>12</b>					
	<b>Total</b>	<b>60</b>					