

TRIẾT HỌC (PHILOSOPHY)

Course outline:

- *Chapter 1:* contains the typical content of Western philosophy, Eastern philosophy (including Vietnamese philosophy at its most irreducible level) and Marxist philosophy.
- *Chapter 2:* introduces advanced contents of Marxist-Leninist philosophy in the current period of time and its role applying to worldview and methodology.
- *Chapter 3:* delves deeper into the interrelationship between philosophy and science, clarifying the role of the worldview and methodology of philosophy in the development of science as well as to the human cognitive, Teaching and Studying in the field of natural sciences and technology.
- *Chapter 4 :* analyzes the problems of the role of science in social life.

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	<p>L.O.1 About the knowledge:</p> <ul style="list-style-type: none"> -L.O.1.1: Present the content of general knowledge about the history of philosophical thought in general and the history of Marxist-Leninist philosophy in specific. - L.O.1.2: Analyze the basics of philosophy; The movement and development of the dialectical materialist way of the world; The relationship between philosophy and science, the guiding role of philosophical methodology for modern scientists, the role of science and technology in the development of society. - L.O.1.3: Understand the application of dialectical materialism and historical materialism in the practical activity and cognitive activity of human being. 				1.1, 1.4
L.O.2	<p>L.O.2 : About the skills</p> <ul style="list-style-type: none"> - L.O.2.1: Practice the independent thinking capacity in the research, the capacity in discovering and settling a problem -L.O.2.2: Apply the knowledge perceived to be actively aware of the political, economical, cultural affairs as per the policies, law of the Party and the Government -L.O.2.3: Having individual and group work skills and present the research results - L.O.2.4: Establish the communist outlook of life to be able to properly guide the path to socialism in Vietnam. Apply learned knowledge to actively and positively solve political, economic, cultural and social 				2.1, 2.2, 2.3, 2.4, 2.5

	problems according to the Party's and State's lines, policies and laws.)				
L.O.3	<p>L.O.3: About the manner</p> <p>-L.O.3.1: Have trust in the leadership of the Party to Vietnam revolution</p> <p>-L.O.3.2: Determined in making efforts to implement the Party Revolution policy</p> <p>-L.O.3.3: Having serious manner in study and doing research, self practice to become a person with good political virtue and morality, having good professional skills.</p>				2.4, 2.5, 4.1

ĐỔI MỚI SÁNG TẠO & KHỞI NGHIỆP (INNOVATION AND ENTREPRENEURSHIP)

Course outline:

The course will provide the participants with entrepreneurial concept, roles of entrepreneurship to the individual and economic development, entrepreneurial process, details of the process, namely, opportunity recognition, idea generation, feasible analysis, industrial and competitive analysis, writing business plan and startup business management and growth.

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Memorize entrepreneurship, entrepreneurial process, characteristics of entrepreneurs	Minor project, In-class exercise	a		1.1
L.O.2	Practice team work	Minor project, In-class exercise		e	1.3
L.O.3	Adopt problem solving process in entrepreneurial process	Minor project, Final exam	g		2.4.1

ĐẠO ĐỨC KINH DOANH VÀ TRÁCH NHIỆM XÃ HỘI (BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY)

Course outline:

This course presents frameworks of CSR, business ethics and stakeholder management. Emerged issues are analyzed and discussed in the organizational, the business and global contexts. Based on these frameworks and contexts, business processes that represent the way in which organizations responds to these issues, including governing organizations, auditing and reporting social performance, managing ethics, environmental responsibility,...

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Explain concepts and the relations between Sustainable Development, Business strategy and Stakeholder Relationship Management	Individual assignment, Final exam	f		4. 2. 2
L.O.2	Explain theories of Ethics and their applications in business and professions	Final exam	f		2. 5
L.O.3	Choose ethical decisions in professions based on ethical making decision process	Final exam	f		2. 5
L.O.4	Classify types of responsibilities a firm has towards stakeholders	o Group project (presentation and written report), Final exam	f		4. 2
L.O.5	Demonstrate abilities of working in a team and oral/ writing skills on topics of professional ethics and CSR	o Group project (presentation and written report), Final exam	e		3. 1

CHUYÊN ĐỀ NGHIÊN CỨU: KỸ NĂNG PHÂN TÍCH, VIẾT, XUẤT BẢN NCKH (RESEARCH TOPIC: ANALYZING, WRITING, PUBLISHING SCIENTIFIC PAPERS)

Course outline:

This course is structured in 4 chapters:

- Chapter 1 presents the importance of publishing scientific papers, how to establish a research and publication plan, and training personal qualities to persist in writing scientific paper.
- Chapter 2 presents the importance of choosing reputable scientific journals, classifying scientific journals, how to choose a prestigious scientific journal, and introducing websites specialized in rating prestigious scientific journals.
- Chapter 3 discusses methods of searching suitable scientific papers and skills to analyze scientific papers effectively.
- Finally, Chapter 4 discusses the structure of a scientific paper, method of writing sections of a scientific paper, soft skills to improve the quality of scientific papers presentation, process of publishing a scientific paper, and plagiarism issues in scientific publication.

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Understand the importance of academic publishing, how to establish a research and publication plan	Class project/Special topic, Final exam	e	f	2.1
L.O.2	Distinguish types of scientific journals and master the method of selecting prestigious scientific journals	Class project/Special topic, Final exam	c, d	d, e	3.1, 4.5
L.O.3	Master the method of searching suitable scientific papers and skills to analyze scientific papers effectively	Class project/Special topic, Final exam	b, c, e	c, e, f	2.1, 2.2, 3.2, 4.4, 4.5, 4.6
L.O.4	Understand the structure of a scientific paper and method of writing sections of a scientific paper	Class project/Special topic, Final exam	c, g	e	1.4, 2.3, 3.2, 4.3, 4.4, 4.5, 4.6
L.O.5	Master the process of publishing a scientific paper	Class project/Special topic, Final exam	d, g	d	1.4, 2.3, 3.1, 3.2
L.O.6	Understand plagiarism issues in scientific publication	Class project/Special topic, Final exam	f	g	1.4, 2.3, 3.2, 3.3

CHUYÊN ĐỀ NGHIÊN CỨU: PHÂN TÍCH VÀ XỬ LÝ DỮ LIỆU ĐA CHIỀU (RESEARCH TOPIC: MULTIVARIATE ANALYSIS)

Course outline:

This course on Multivariate Analysis presents the tools and concepts of multivariate data analysis with a strong focus on applications. The aim of this course is to present multivariate data analysis in a way that is understandable for non-mathematical students and practitioners who are confronted by statistical data analysis. This is achieved by focusing on the practical relevance. The practical examples presented and may be recalculated and modified by the students using a standard statistical software R.

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Update new knowledge on multivariate analysis	Final Exam	b		1.2
L.O.2	Work in group and communicate by writing	Project		c	3.1

CHUYÊN ĐỀ NGHIÊN CỨU: KHOA HỌC DỮ LIỆU ỨNG DỤNG (RESEARCH TOPIC: APPLIED DATA SCIENCE)

Course outline:

The key topics to be covered are: foundations of big data science; organizational and ethical aspects of data science; data science tasks and process; data exploration; classification and clustering; text mining and deep learning; model evaluation; recommendation engines; data science and business strategy and ethics issues as well.

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	CLO.1 Explain and contrast theoretical concepts and models of data science.	Mini test	a		1.1
L.O.2	CLO.2 Identify and evaluate real problems and solutions in data science applications.	Business case analysis, Final exam		b	
L.O.3	CLO.3 Judge applications of data science models in business problems.	Group project, Final exam		c	
L.O.4	CLO.4 Point out the organizational and ethical aspects in data science applications.	Business case analysis, Group project		d	
L.O.5	CLO.5 Demonstrate communications and teamwork skills.	Group project		e	

PHƯƠNG PHÁP NGHIÊN CỨU TRONG KINH DOANH (BUSINESS RESEARCH METHODS)

Course outline:

The course includes five parts: General background and characteristics of research in business; Research formulation and design; Qualitative methods; Quantitative methods; and Report writing

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Be able to differentiate between business/management problem and research problem; based on which to define proper research questions and develop research hypotheses and theoretical framework.	Mid-term Exam, Individual Assignment, Final Exam	d		
L.O.2	Design research proposals	Mid-term Exam, Individual Assignment, Final Exam	d		
L.O.3	Be active in class discussion, presentation and research proposal preparation.	Mid-term Exam, Individual Assignment	e		
L.O.4	Proper attitude to ethical issues in research	Mid-term Exam, Individual Assignment, Final Exam	i		

QUẢN LÝ TIẾP THỊ (MARKETING MANAGEMENT)

Course outline:

The course presents the concepts and tools essential for the marketing management function. It first highlights the roles of marketing management and the key marketing activities in an organization. It then describes the steps to develop marketing strategies and programs, followed by the approaches and tools to identify market demands, analyze the external and internal marketing environment, select the target segments and position a brand. Finally, it presents the specific marketing tactics related to product and service, price, distribution and marketing communication.

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Explain the key marketing concepts, theories and models	Final Exam	b		
L.O.2	Master effective teamwork skills	Group project	e		
L.O.3	Analyze marketing case studies	Case studies	g		
L.O.4	Analyze practical marketing issues and propose appropriate solutions	Group project	g		
L.O.5	Show concerns about cultural influences on marketing activities	Final Exam	h		
L.O.6	Show concerns for ethical and social implications of marketing activities	Final Exam	i		

QUẢN TRỊ TÀI CHÍNH (FINANCIAL MANAGEMENT)

Course outline:

This course provides fundamental knowledge about time value of money, cash flow discounting, stocks and bonds valuation, from which capital budgeting decision is introduced. Next, this course provides fundamental knowledge about costs of capital, financial risks, from which capital structuring decision is introduced. Finally, this course also provides knowledge of working capital management and other related issues about corporate finance.

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Identify, analyze and evaluate financial problems	Individual assignment, Final exam	b		
L.O.2	Solving problems in corporate financial management	Group work	e		
L.O.3	Analyze and evaluate financial decisions in enterprises	Final exam	f		
L.O.4	Analysis case studies of corporate financial decision-making situations	Group work	g		
L.O.5	Identifying ethical challenges in corporate financial management	Group work	i		

QUẢN LÝ CHUỖI CUNG ỨNG TOÀN CẦU (GLOBAL SUPPLY CHANGE MANAGEMENT)

Course outline:

The purpose of this course is to introduce the fundamental knowledge of supply chain management, basic components of the supply chain management structure such as distribution strategies, supply contracts, strategic alliances, procurement and outsourcing strategies, the value of information, and supply chain integration, supply chain management innovation. As a result, participants can create a supply chain plan, operate a supply chain network, and assess the effectiveness of the supply chain system. Furthermore, participants will have the opportunity to play simulation games and work on a group project of supply chain management innovation....

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Demonstrate some main issues relating to global supply chain, such as supply chain structure, bullwhip effect, push/pull strategy, push-pull systems, distribution strategies, direct shipment, distributed through intermediate warehouses, various types of supply contracts...	Midterm exam, Group project assignment #1	b		
L.O.2	Analyze some issues related to strategic management of the global supply chain: strategic alliance, risk management in global supply chain, the management and control of goods, inventory management, * Supplier integration in new product development and supply chain performance metrics.	Group project assignment #2, Final exam	b		
L.O.3	Demonstrate teamwork skills and professionalism in supply chain analysis	Group project assignment #1, Group project assignment #2	e, g		
L.O.4	Demonstrate the awareness of the personal and contrasting attitudes, values, and beliefs that shape global business strategies and business relationships throughout the global supply chain management.	Group project assignment #1, Group project assignment #2	h		

QUẢN LÝ CHIẾN LƯỢC TRONG THỜI ĐẠI SỐ (STRATEGY MANAGEMENT IN THE DIGITAL AGE)

Course outline:

This course provides a series of strategic frameworks for managing high-technology businesses. The emphasis throughout the course is on the development and application of conceptual models which clarify the interactions between competition, patterns of technological and market change, and the structure and development of organizational capabilities. The course should be of particular interest to those interested in managing a business for which technology is likely to play a major role, and to those interested in consulting or venture capital.

The course utilizes lectures, case analyses, simulations and independent reading. The readings are drawn from economics, and from research in technological change and organizational theory.

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Understand the main concepts and frameworks of digital business strategy	Case study, Final exam	c		1.4
L.O.2	Be able to develop and present a digital business strategy effectively in a team	Case study, Group project	e		3.1, 3.2
L.O.3	Be able to analyze the digital opportunities and reduce digital threats in several contexts.	Case study, Group project, Final exam	g		2.3
L.O.4	Recognize the problems in implementing digital strategy in a global business.	Case study, Group project, Final exam	h		4.2

QUẢN TRỊ CON NGƯỜI VÀ TỔ CHỨC (MANAGING PEOPLE AND ORGANIZATIONS)

Course outline:

This course focuses on the application of theories to develop essential knowledge, skills and attitudes to effectively manage and motivate individuals, groups, and organizations. It studies human behaviors which can influence behaviors of other people in workplace. This course also introduces key functions and activities of human resource management, such as staffing, career management, talent development,...

The key topics discussed in this course include:

1. Challenges from business environment
2. Cultural environment and organizational culture models
3. Individual and group behaviors
4. Motivation theories
5. Leadership
6. Key functions of human resources management

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Conceptualize challenges from business environment to organizational operation	Individual assignment, o Group project (presentation and written report)		i	1.2
L.O.2	Analyze processes and kinds of communication, levels and models of organizational culture	Individual assignment, o Group project (presentation and written report)		h	1.3
L.O.3	Analyze behaviors of individuals, groups, and leaders in organization	Final exam	b,e		1.3
L.O.4	Analyze theories of motivation	Final exam	b		1.3
L.O.5	Analyze key functions of human resource management	Final exam	b		3.1, 3.2
L.O.6	Automatically perform teamwork, presentation and writing skills	Individual assignment, o Group project (presentation and written report)	g		

QUẢN LÝ VẬN HÀNH (OPERATIONS MANAGEMENT)

Course outline:

This course provides students with the knowledge of production/ service operation management for companies/ organizations. Operations management studies value-creating activities in the form of products and services, by turning inputs into outputs. Value creation activities take place in every organization, and Operations Management techniques apply in every type of business. Creating effective products and services requires good application of Operations Management concepts, tools and techniques. Therefore, the course provides concepts, tools and techniques related to the topics of Operations and Productivity, Operations Strategy in a Global Environment, Design of goods and services, Process Strategy, Layout, Aggregate planning, Inventory Management, etc. This course also has a very closed relationship with another courses as Quality Management, Project Management.

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Identify, analyze and evaluate issues in Operations management	Final exam	b		4.2, 4.4
	L.O.1.1 - Identify ten Critical Decisions of OM and Identify global operations strategy	Final exam	b		
	L.O.1.2 - Design products and services and Human resource analysis and job design	Final exam	b		
	L.O.1.3 - Processing selection and capacity planning	Final exam	b		
	L.O.1.4 - Analyze location Strategies	Final exam	b		
L.O.2	Master effective teamwork skills	Group assignment	e		3.1
L.O.3	Apply Operations management theories in solving quantitative business problems	Exercise, Final exam	f		4.6
	L.O.3.1 - Calculate Layout Decisions	Exercise		f	
	L.O.3.2 - Aggregate planning and Material requirements planning	Exercise, Final exam	f		
	L.O.3.3 - Inventory Management, Maintenance strategies and Short-term Scheduling	Exercise, Final exam	f		
L.O.4	Analyze Operations management case studies	Casestudy	a		4.6
L.O.5	Analyze problems faced by real firms and design appropriate solutions	Group assignment	b		4.2
L.O.6	Identify ethical implications in a given business problem	Group assignment	i		4.6

KẾ TOÁN QUẢN TRỊ CHO NGƯỜI RA QUYẾT ĐỊNH (MANAGERIAL ACCOUNTING FOR DECISION MAKERS)

Course outline:

The course emphasizes the methods available to measure and evaluate costs for decision-making and performance evaluation purposes. Students will discuss major contemporary issues in managerial accounting like product costing, cost-volume-profit analysis, pricing, budget, cost control, etc. A variety of case studies in different industries and decision contexts are used to examine the application of these concepts.

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Explain managerial accounting terms, concepts and processes	Midterm Exam, Final test	b		1.2
L.O.2	Apply managerial accounting theories in solving business problems	Final test	f		1.3
L.O.3	Analyze managerial accounting case studies	Exercise	g		2.1
L.O.4	Communicate and Work in team effectively	Project/Report	e		3.1, 3.2
L.O.5	Analyze problems faced by real firms and design appropriate solutions	Project/Report	g		2.1
L.O.6	Identify ethical implications in managerial accounting	Project/Report	i		2.5.1

QUẢN TRỊ HỆ THỐNG THÔNG TIN KINH DOANH (MANAGEMENT OF BUSINESS INFORMATION SYSTEM)

Course outline:

The key topics to be covered are:

- the alignment of business strategy, organizational strategy and information systems strategy;
- IT based business models;
- strategic use of information resources;
- IS and organizational design and business process management; and
- development of business cases for IT investment.

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	CLO.1 Explain and contrast theoretical concepts and perspectives of management information systems	Mini test, Final test	c		1.3
L.O.2	CLO.2 Identify and evaluate real problems and solutions in managing and using business information systems	Business case analysis, Final test	g		2.1
L.O.3	CLO.3 Judge applications of information resources, information systems in organizational design and/or work design	Group project, Final test	g		2.1
L.O.4	CLO.4 Point out the cultural and ethical aspects in managing and using business information systems	Business case analysis, Group project	i		2.2
L.O.5	CLO.5 Demonstrate communications and teamwork skills	Group project	e		2.3

DIGITAL MARKETING (DIGITAL MARKETING)

Course outline:

The course focuses on key concepts, theories, frameworks and tools for efficiently formulating, implementing, managing and enhancing digital marketing strategies of a firm in it's digital ecosystem.

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Interpret digital marketing theories, concepts, process and strategic plan	Middle-term examination, Final examination	c	c	
L.O.2	Demonstrate effective teamwork skills	Group-assignment and presentation	e	e	
L.O.3	Analyze and adapt digital marketing cases study/problems faced by real firms in the digital age	Middle-term examination, Final examination, Group-assignment and presentation	g	g	
L.O.4	Care for the global business problems in digital marketing	Group-assignment and presentation	h	h	

PHÂN TÍCH DỮ LIỆU (DATA ANALYSIS)

Course outline:

The course will provide participants with the concepts, qualitative/quantitative data, the roles of data treatment in managerial research and practice, process of data treatment and statistical tools in quantitative data analysis

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Apply digital technology in business	Group work, Final Exam	f		2.1.4
L.O.2	Data analysis and interpretation	Group work, Final Exam	f		2.1.4
L.O.3	Problem faced by real firms	Group work, Final Exam	f		2.1.4
L.O.4	Recognition of ethnic issues	Group work	f		2.1.4
L.O.5	Team work	Group work	e		3.1

CHUYÊN ĐỔI SỐ (DIGITAL TRANSFORMATION)

Course outline:

Technology is the biggest story in business today. This course covers how to leverage major technology advances to significantly transform a business in the marketplace in the industrial revolution 4.0. There is a focus on major issues a business must deal with to transform its technical and market strategies successfully, including the organizational and cultural aspects that often cause such business transformations to fail.

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Apply the digital transformation process to build a digital roadmap and to create a highly- effective digital organization	Case analysis, Final exam	c		1.4, 4.2
L.O.2	Be able to communicate effectively in a team	Group project	e		2.1, 3.1
L.O.3	Be able to analyze the case study in digital transformation in several contexts.	Case analysis, Group project, Final exam	g		2.2, 2.3
L.O.4	Recognize the value of new digital technologies in gaining the sustainable competitive advantages	Case analysis, Final exam	h		4.2

QUẢN LÝ DỰ ÁN NÂNG CAO (ADVANCED PROJECT MANAGEMENT)

Course outline:

This course consists of 6 chapters. Chapter 1 presents modern project management. Chapter 2 introduces organizational behaviors. Chapter 3 deals with project initiation. Chapter 4 discusses project planning. Chapter 5 covers project control. Chapter 6 discusses project closure.

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Explain the concepts and process of project management	Quiz	d		
	L.O.1.1 - Explain the concepts of the project, project management, organizational behavior, and project management process	Quiz	d		
L.O.2	Master effective teamwork skills	Project	e		
	L.O.2.1 - Master effective teamwork skills	Project	e		
L.O.3	Analyze and apply project management theories in solving business problems	Quiz, Final exam	f		
	L.O.3.1 - Select the project by using the multi-objective decision-making method	Quiz, Final exam	f		
	L.O.3.2 - Analyze and apply methods of building network diagrams, managing risks, leveling resources, and shortening project schedules	Quiz, Final exam	f		
	L.O.3.3 - Analyze and apply project control methods	Final exam	f		
L.O.4	Analyze project management case studies	Project	g		
	L.O.4.1 - Analyze project management case studies	Project	g		
L.O.5	Develop a plan of project management by applying software	Project	g		
	L.O.5.1 - Develop a plan of project management	Project	g		
	L.O.5.2 - Apply software for planning project management	Project	g		
L.O.6	Identify ethical challenges	Project	i		
	L.O.6.1 - Identify ethical challenges	Project	i		

GIẢI QUYẾT VẤN ĐỀ TRONG QUẢN LÝ (MANAGERIAL PROBLEM SOLVING)

Course outline:

The course will provide participants with the concepts, characteristics and classification of business problems, thinking approach – linear and systems thinking -, business problem solving process and tools used in this process

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Memorize business problems and business problem solving process	Group work, Final Exam	b		1.3, 2.1
L.O.2	Apply business problem solving in solving business problems	Group work, Final Exam	g		2.1
L.O.3	Adopt business problem solving in solving all business problems	Group work, Final Exam	h		2.1

KINH DOANH QUỐC TẾ (INTERNATIONAL BUSINESS)

Course outline:

This course focuses on the application of theories to develop the necessary knowledge, skills and attitudes to effectively engage in international business. The main topics include:

1. Basic knowledge of international business administration
2. Analysis of the external environment of an international business enterprise
3. Analysis of the internal environment of an international business enterprise
4. Analysis of international business ideas

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Show concern about the trend of globalization and challenges for international business	Homework, Final exam	h		
L.O.2	Understand the concept of international business, international business theories and the commercial environment in international business	Homework, Final exam	a		
L.O.3	Analyze important aspects of international business strategy	Group project, Final exam	h		
L.O.4	Analyze important aspects of marketing management, human resource management, production and supply chain management in the international business environment	Group project, Final exam	b		
L.O.5	Automatically perform teamwork, presentation and writing skills	Homework, Group project	e		

HỆ THỐNG QUẢN LÝ TRI THỨC (KNOWLEDGE MANAGEMENT SYSTEMS)

Course outline:

Managerial decision making and knowledge management in today's globalization competitive environment are essential problems of all organizations. In knowledge era, successfully implementing a KMS will create strategic advantages and ensure sustainable development of organization. This subject helps students know how to effectively manage organizational knowledge toward an intelligence organization in the future. Main topics of this subject will be: organizational knowledge, intelligence organization, and knowledge management processes. Main processes of knowledge management in organization will be presented in details, including: knowledge capturing & codifying; knowledge sharing & dissemination; and knowledge searching & application. Besides, some related problems in conducting a KM project are also introduced, including: technologies, organizational culture, maturity models...

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Demonstrate specialized knowledge in Knowledge Management (MIS).	Case study, Final exam	d		1.4, 4.2
L.O.2	Be able to communicate effectively in a team	Group project	e		3.1, 3.2, 4.3
L.O.3	Be able to analyze the case study in developing a KMS in several contexts.	Case study, Group project, Final exam	g		2.3, 4.3
L.O.4	Recognize obstacles of KMS implementation from cultural differences in practices	Case study, Final exam	h		4.1, 4.2
L.O.5	Recognize typical organizational and technical problems in conducting a KM project in organization.	Case study, Final exam	g		2.3.2, 4.2

QUẢN TRỊ HỆ KINH DOANH ĐIỆN TỬ (E-BUSINESS MANAGEMENT)

Course outline:

The course provides the following topics: the role and importance of ICT for business; e-commerce and their influence to businesses and industries; some fundamentals of legal, policy, infrastructure and solution providers. Included also are typical e-business models, relevant business strategies and technological solutions for developments of e-commerce applications.

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Demonstrate understandings of specialized business models and relevant factors in the digital space	Project, Final exam	d		1.4
L.O.2	Analyse case studies in e-business	Case study, Final exam	g		1.4
L.O.3	Develop an e-business plan for a business	Project	g		2.2
L.O.4	Demonstrate communication and teamwork skills	Project	e		2.1
L.O.5	Demonstrate the awareness and attitude about ethical issues in e-business.	Final exam	i		2.1

DỮ LIỆU LỚN TRONG KINH DOANH (BIG DATA FOR BUSINESS)

Course outline:

The key topics to be covered are:

- fundamental characteristics of big data;
- foundations of big data analytics;
- organizational and ethical aspects of big data analytics;
- data science tasks and process;
- data exploration;
- classification and clustering;
- text mining and deep learning;
- model evaluation;
- recommendation engines;
- data science and business strategy.

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	CLO.1 Explain and contrast theoretical concepts and models of big data and data science in organizational contexts	Mini test, Final exam	c		1.3
L.O.2	CLO.2 Identify and evaluate real problems and solutions in big data analytics	Business case analysis, Final exam	g		1.3
L.O.3	CLO.3 Judge applications of data science models in business problems	Group project, Final exam	g		2.1
L.O.4	CLO.4 Point out the organizational and ethical aspects in big data analytics	Group project, Business case analysis	i		2.2
L.O.5	CLO.5 Demonstrate communications and teamwork skills	Group project	e		2.2, 2.3

HỆ THỐNG KINH DOANH DỊCH VỤ (SERVICE BUSINESS)

Course outline:

The key topics to be covered are:

- the roles and natures of services;
- features of service packages and classifications of services; s
- ervice strategies;
- new service development;
- service encounters;
- service supply relationships;
- service qualities and
- managing service capacity and demand in firms.

In addition, the relevant business cases studies in various service business are introduced throughtout the course.

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursewo rk	Research	
L.O.1	CLO.1 Explain and contrast theoretical concepts and perspectives of service management in firms	Mini test, Final test	d		1.3
L.O.2	CLO.2 Identify and evaluate real problems and solutions in organizational service management	Business case analysis, Final test	g		2.1
L.O.3	CLO.3 Judge formulation of strategic service vision, of service blueprint, use of service encounter triad, of use of service quality gap model and/or identification of sources of value in a service supply relationship.	Group project, Final test	g		2.2
L.O.4	CLO.4 Point out the cultural and ethical aspects in service management in firms	Business case analysis, Group project	i		2.2
L.O.5	CLO.5 Demonstrate communications and teamwork skills	Group project	e		2.2

MARKETING DỊCH VỤ (SERVICE MARKETING)

Course outline:

The course covers three parts. Part one introduces foundational knowledge for studying services and service marketing. Part 2 presents the modifications of traditional marketing 4Ps to fit with the idiosyncratic features of services. Part 3 extends additional 3Ps to emphasize the interaction between customers and service firms.

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Understanding traditional and emerging perspectives on service marketing, and idiosyncratic features of service marketing.	Group project, Final exam	c		
L.O.2	Knowing methods to collect and analyse data from which develop the service 7Ps marketing mix	Group project, Final exam	d,f,g		
L.O.3	Skill on teamworking, analysing and presenting cases studies.	Group project, Final exam	e		
L.O.4	To have attitude, value and commitment to ethical standards in the field.	Group project, Final exam	i		

HÀNH VI NGƯỜI MUA (CONSUMER BEHAVIOR)

Course outline:

Specific topics include (1) the importance of understanding consumer behavior; (2) internal factors influencing consumer behavior (e.g. motivation, perception, memory and attitude); (3) external factors influencing consumer behavior (e.g. culture, social class and reference groups), and (4) consumer decision making process.

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Explain the key consumer behavior concepts, theories and models	Final exam	d		
L.O.2	Master effective teamwork skills	Group project	e		
L.O.3	Demonstrate data analysis and interpretation skills in generating consumer insights	Group project	f		
L.O.4	Analyze consumer behavior case studies	Discussion of case studies	g		
L.O.5	Analyze practical consumer behavior issues and propose appropriate solutions	Group project, Final exam	g		
L.O.6	Show concerns for cross-cultural consumer behavior	Final exam	h		

QUẢN LÝ ĐỔI MỚI TRONG TỔ CHỨC (MANAGING ORGANIZATIONAL INNOVATION)

Course outline:

The course focuses on the key aspects of managing and shaping innovation in organizations, with a particular emphasis on:

Understanding global trends, innovation creating and managing the

future Shaping organizational innovation

Developing your ability to innovate

Exploring, Exploiting Innovation and Entrepreneurship

Managing organizational innovation

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Demonstrate the ability to shape innovation and develop it in organizations.	In-class assignment, Final exam	d		
L.O.2	Analyze how organizations manage innovation.	Group Project, Final exam	d		
L.O.3	Demonstrate teamwork skills and professionalism in analyzing innovation issues in organizations	Group Project	e,g		
L.O.4	Demonstrate the awareness of the personal and contrasting attitudes, values, and beliefs that shape global business strategies and business relationships throughout innovation networks	Group Project	h		

QUẢN LÝ CHẤT LƯỢNG TOÀN DIỆN (TOTAL QUALITY MANAGEMENT)

Course outline:

The course covers 9 chapters. Chapter 1 provides the foundations of quality. Chapter 2 presents the cost of quality. Chapter 3 covers the philosophies and practices of TQM. Chapter 4 presents statistical tools in controlling processes. Chapter 5 provides advanced tools in quality management. Chapter 6 presents inspection plans and acceptable sampling in production and operation processes. Chapter 7 presents failure mode and effect analysis (FMEA). Chapter 8 discusses quality function deployment (QFD). Chapter 9 introduces benchmarking.

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Interpret quality and cost of quality	Quiz	d		
	L.O.1.1 - Explain the foundation of TQM	Quiz	d		
	L.O.1.2 - Explain the cost of quality	Quiz	d		
	L.O.1.3 - Explain TQM practices	Quiz	d		
L.O.2	Master effective teamwork skills	Project	e		
	L.O.2.1 - Master effective teamwork skills	Project	e		
L.O.3	Analyze and apply TQM tools and techniques in solving business problems	Quiz, Project, Final exam	f		
	L.O.3.1 - Analyze and apply the statistical tools in controlling processes and advanced tools	Quiz, Final exam	f		
	L.O.3.2 - Analyze and apply methods of inspection and sampling plan	Quiz, Final exam	f		
	L.O.3.3 - Analyze and apply techniques such as FMEA, QFD, Benchmarking	Final exam	f		
L.O.4	Analyze TQM case studies	Project	g		
	L.O.4.1 - Analyze TQM case studies	Project	g		
L.O.5	Analyze and solve specific business problems	Project	g		
	L.O.5.1 - Analyze and solve specific business problems	Project	g		
L.O.6	Identify ethical challenges	Project	i		
	L.O.6.1 - Identify ethical challenges	Project	i		

LEAN VÀ SIX SIGMA (LEAN AND SIX SIGMA)

Course outline:

This course focuses on the study of operations management with the philosophy of Six Sigma and Lean. This philosophy aims to improve the productivity and the effectiveness of the operations systems. This course also presents a successful example of Toyota corporation where the continuous improvements have been developed for operations management.

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	CLO1 (PLO4.1): Explain Lean and Six Sigma principles and practices	Project, Final exam	a,b		1.3, 4.6
	L.O.1.1 - Explain the foundation of LSS	Project, Final exam	a		1.3, 4.6
	L.O.1.2 - Explain the process and roadmap of LSS	Project, Final exam	b		1.3, 4.6
	L.O.1.3 - Explain LSS practices	Project, Final exam	a		1.3, 4.6
L.O.2	CLO2 (PLO5.2) Master effective teamwork skills	Project	e		1.3, 4.6
	L.O.2.1 - Master effective teamwork skills	Project	e		1.3, 4.6
	L.O.2.2 - Develop team critical thinking	Project	g		1.3, 4.6
	L.O.2.3 - Develop team analysis skills	Project	f		1.3, 4.6
L.O.3	CLO3 (PLO6.1) Analyze and apply LSS tools and techniques in solving business problems	Project, Final exam	c,f		1.3, 4.6
	L.O.3.1 - Analyze and apply the Lean tools in process improvement	Project, Final exam	b,c		1.3, 4.6
	L.O.3.2 - Analyze and apply methods of LSS	Project, Final exam	b,c		1.3, 4.6
	L.O.3.3 - Analyze and apply specific techniques in LSS application	Project, Final exam	f		
L.O.4	CLO4 (PLO7.1) Analyze LSS case studies	Project, Final exam	d,f		2.1, 3.1, 4.6
	L.O.4.1 - Analyze Lean case studies	Project	d,f		2.1, 3.1, 4.6
	L.O.4.2 - Analyze 6sigma case studies	Project	d,f		2.1, 3.1, 4.6
	L.O.4.3 - Analyze LSS case studies	Project, Final exam	d,f		2.1, 3.1, 4.6
L.O.5	CLO5 (PLO7.2) Analyze and solve specific operational problems	Project, Final exam	b,c,f		
	L.O.5.1 - Analyze and solve specific operational problems	Project, Final exam	b,c,f		
L.O.6	CLO6 (PLO9.1) Identify ethical challenges	Project	h,i		
	L.O.6.1 - Identify ethical challenges	Project	h,i		

THỰC TẬP CHUYÊN ĐỀ KINH DOANH 1 (PRACTICAL BUSINESS PROJECT 1)

Course outline:

This course is organized in 8-week period at a certain enterprise. The learners have to meet all course requirements themselves as follows:

- The learners contact certain enterprises, manage their time and work plan at these enterprises themselves. Learners can do the internship at their current workplace given that they fulfil all course requirements.
- The learners must find out and collect the relevant data to understand the operational functions in realistic enterprises (1st – 6th weeks).
- The learners must determine/propose the managerial problems based on data analysis and discussion (1st – 6th weeks).
- The learners propose tentative solutions for selective managerial problems (4th – 6th weeks)
- The learners must complete the final report for their internship (8th week)

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Identify business functions and business environment	Reflective journal , Internship Report, Presentation	d		
L.O.2	Determine and analyse the managerial problems	Reflective journal , Internship Report, Presentation	f		
L.O.3	Propose tentative solutions	Internship Report, Presentation	g		
L.O.4	Exhibit collaboration and leadership skills	Log of internship hours, Presentation	e		

THỰC TẬP CHUYÊN ĐỀ KINH DOANH 2 (PRACTICAL BUSINESS PROJECT 2)

Course outline:

This course is organized in 12-15 week period. Learners are guided by an instructor; the learners have to meet all course requirements themselves as follows:

- The learners contact certain enterprises, manage their time and work plan at these enterprises themselves. As another option, learners can choose an area of business management that they are interested in to practice on their own, this business field can consist of many enterprises without depending on a specific enterprise.
- The learners must find out and collect the relevant data to understand the operational functions of a particular enterprise, or a specific area of business management.
- Based on actual data and learned knowledge, learners must identify and select a management problem based on data analysis and discussion with the instructor.
- Learners write a detailed project that clearly outlines how to solve the problem, including clearly stating the objectives, knowledge base to be applied, implementation methods, data requirements, and expected results.
- Learners must present the business project in front of a panel of lecturers

Learning outcomes:

No.	Course learning outcomes (CLO)	CLO assessment	Matching with PLO		CDIO
			Coursework	Research	
L.O.1	Identify business functions and/or business environment	Mid-term report, Business project report, Presentation	d		
L.O.2	Determine and analyse the managerial problems	Mid-term report, Business project report, Presentation	f		
L.O.3	Propose solutions to the problem in the form of a practical business project	Business project report, Presentation	g		
L.O.4	Exhibit collaboration and leadership skills	Internship progress, Presentation	e		