

UNDERGRADUATE PROGRAM

*(Issued together with Decision No. /QĐ-ĐHNCT dated / /2025 of
The Rector of Nam Can Tho University)*

Name of program: Bachelor of Business Administration

Level: University

Major: Bachelor of Business Administration

Code: 7340101

Type of education: Full time

1. Program description

1.1. Introduction to the program

The training program for the Business Administration major aims to train Bachelor of Business Administration graduates who possess sufficient knowledge, professional skills, political qualities, ethics, professional demeanor, and good health to work effectively in areas related to production and business activities within enterprises.

1.2. General information about the program

Name of program in English	Business Administration
Program code	7340101
Degree-granting institution	Nam Can Tho University
Degree	Bachelor of Business Administration
Level	University
The number of required credits	128
Type of education	Full time
Program duration	4 years
Eligible candidates for admission	High school graduates
Grading scale	10 (Ten)
Graduation requirements	<ul style="list-style-type: none"> - Accumulate enough credits and workload of the training program to reach 128 credits; - The overall average GPA of the courses must be 2.0 or higher;

	<ul style="list-style-type: none"> - Meet the output standards for English and IT proficiency according to the regulations of the school. - Meet the output standards for soft skills and professional skills; - Have a certificate in National Defense-Education and Physical Education.
Job opportunities	<ul style="list-style-type: none"> - Employees, consultant in business organizations; - Marketing specialist, sales, customer care, market research; - Middle management and advancement to higher levels when all necessary conditions regarding experience, resilience, and capability in enterprises are met
Postgraduate study options	It is possible to continue studying for a master's and doctoral degree both domestically and internationally
Reference program	Business management curriculum at foreign universities; BBA Training program of HCM University of Economics and HCM National University.
Update time	4/2025

1.3 Program goals

1.3.1 General goals

The Bachelor's program in Business Administration aims to equip students with comprehensive knowledge, practical skills, and ethical values to effectively manage and lead businesses in dynamic global environments. Graduates will demonstrate strong business acumen, strategic thinking, and adaptability to pursue advanced studies or thrive in diverse professional roles. They will uphold high ethical standards, exhibit social responsibility, and contribute meaningfully to national and global socio-economic development.

1.3.2 Specific goals

PO1: Apply foundational and advanced knowledge in business management to address complex challenges with strategic, innovative, and critical thinking.

PO2: Develop leadership and operational competencies to manage businesses effectively, fostering sustainable growth and organizational success.

PO3: Demonstrate expertise in business management, marketing, and sales to excel in roles such as operations management, trade promotion, and strategic business development.

PO4: Master the principles of human resource management, production, quality assurance, marketing, and strategic planning to design and implement efficient operational processes.

PO5: Utilize problem-solving methodologies to optimize production, business operations, marketing, sales, and customer relationship management in enterprises.

PO6: Cultivate professional skills, including effective business communication, teamwork, and independent learning, while demonstrating adaptability and resilience in changing work environments.

1.4. Student learning outcomes

a. Knowledge

Common Knowledge

SO1: Acquire foundational knowledge of Marxist-Leninist political science, social sciences, legal principles, scientific methodology, information technology, and general education to foster critical thinking, lifelong learning, and professional readiness.

SO2: Demonstrate interdisciplinary knowledge in environmental sustainability, global cultural exchanges, and ethical frameworks to contextualize business decisions in diverse and interconnected global markets.

Specialization Knowledge

SO3: Apply economic principles to analyze micro- and macroeconomic issues, supported by foundational knowledge in accounting, finance, and market economics, to underpin advanced studies and practice in business management.

SO4: Demonstrate comprehensive knowledge of organizational planning, operations, and management in human resources, production, quality assurance, marketing, and strategic business planning.

SO5: Understand advanced concepts in digital transformation, data analytics, and emerging technologies (e.g., AI, blockchain) to drive innovation and efficiency in business operations

SO6: Acquire knowledge of global supply chain management, international trade regulations, and cross-border business strategies to penetrate complex global markets.

b. Skills

Specialization Skills

SO7: Analyze and address operational challenges in business systems, proficiently executing tasks in production, human resources, marketing, and operations management.

SO8: Design, implement, monitor, and evaluate strategic plans, business operations, marketing campaigns, and sales initiatives with agility and precision.

Soft Skills

SO9: Demonstrate leadership, cross-cultural communication, foreign language proficiency, and advanced digital literacy to excel in diverse, globalized workplaces.

c. Capacity for autonomy and responsibility

SO10: Adhere to legal and ethical standards, demonstrate social responsibility, and promote sustainable business practices that contribute to societal well-being and community development

1.5 Teaching and learning methods/strategies and assessment methods

1.5.1 Teaching and learning methods/strategies

The teaching methods are presented in the table below

Methods and form of teaching)	Purpose
Presentation	Provide students with a systematic and logical foundation of the subject matter
Discussion	- Through the question and answer process between teachers and students to clarify the content of knowledge in the subject
Assignment	- Help students understand clearly and apply the course content to practical issues.
Self-study, reading of reference materials	Help learners enhance their self-study and self-research abilities

1.5.2 Grading scale, form, assessment criteria, and weight of scores

No.	Form	%	Assessment criteria	Maximum score
1	Attendance	10	- Proactivity, the level of preparation for lessons, and participation in activities during class time. - Attendance is mandatory	10
2	Individual assignment	15	Product quality delivered	10
3	Progress assessment	15	According to the answers, the grading scale of the instructor.	10
4	Final exam	60	According to the answers, the grading scale	10

2 Program duration: 4 years

3 Required total credits

Required total credits: 128 credits (excluding the Physical Education and Defense and security education courses), distributed as follows:

Knowledge	Obligatory knowledge	Elective knowledge	Total
General knowledge	28	2	30
Professional knowledge	78	20	98
Fundamental knowledge	32	6	38
Specialized knowledge	42	8	50
Graduation internship	4		4
Graduation thesis/Alternative courses		6	6
Total	106	22	128

4 Eligible candidates for admission: High school graduates

5 Curriculum, graduation requirements

5.1 Curriculum

Implement the regulations for undergraduate and college training under the credit-based system and the current training regulations of Nam Can Tho University.

5.2 Graduation requirements

Accumulate enough credits and workload of the training program to reach 128 credits;

The overall average GPA of the courses must be 2.0 or higher;

Meet the output standards for English and IT proficiency according to the regulations of the school.

Meet the output standards for soft skills and professional skills;

Have a certificate in National Defense-Education and Physical Education.

6 Program structure

6.1 General knowledge

No.	Course code	Course name	Number of credits	Theory	Practice	Category
A	(Political theory)					
1.	0101000889	Marxist-Lenin Philosophy	3	3		<i>Compulsory</i>
2.	0101000641	Political Economics	2	2		<i>Compulsory</i>

No.	Course code	Course name	Number of credits	Theory	Practice	Category
3.	0101000890	Scientific Socialism	2	2		Compulsory
4.	0101000869	History of the Communist Party of Vietnam	2	2		Compulsory
5.	0101000900	Ho Chi Minh's Thought	2	2		Compulsory
B	Social Sciences and Humanities					
6.	0101000891	General Law	2	2		Compulsory
7.	0101000650	Applied Psychology in Business	2	2		Compulsory
8.	0101000898	Business communication	2	2		Compulsory
9.	0101000651	Customer Behavior	2	2		Compulsory
10.	0101000881	General logic	2	2		Students choose to study 2 credits elective courses
11.	0101000613	General Psychology	2	2		
C	Mathematics - Information Technology - Natural Sciences					
12.	0101000641	Advanced Mathematics	3	3		Compulsory
13.	0101000645	Probability Theory and Statistics	3	3		Compulsory
14.	0101000896	Computer Science	3	2	1	Compulsory
D	Physical education					
15.	0101000872	Physical Education 1 (*)	3			Compulsory
16.	0101000873	Physical Education 2 (*)				Compulsory
17.	0101000874	Physical Education 3 (*)				Compulsory
E	National Defense Education					
18.	0101000871	Defense and security education (*)	8			Compulsory

(*) Prerequisite courses, not included in the cumulative GPA calculation

6.2 Professional knowledge

No.	Course code	Course name	Number of credits	Theory	Practice	Category
Fundamental knowledge						

No.	Course code	Course name	Number of credits	Theory	Practice	Category
19.	0101000610	Microeconomics	3	3		Compulsory
20.	0101000611	Macroeconomics	3	3		Compulsory
21.	0101000692	Principle of Management	3	3		Compulsory
22.	0101000710	Marketing Basic	3	3		Compulsory
23.	0101000725	Principle of Accounting	3	3		Compulsory
24.	0101000735	Economic Law	2	2		Compulsory
25.	0101000780	Theory of Finance and Money	3	3		Compulsory
26.	0101000790	Econometrics	3	3		Compulsory
27.	0101000800	Management Information System	2	2		Compulsory
28.	0101000883	Marketing Research	3	3		Compulsory
29.	0101000894	Projects Management	2	2		Compulsory
30.	0101000582	Professional Practice	2		2	Compulsory
Elective course of basic knowledge						
31.	0101000626	Organizational Behavior	2	2		Students choose to study 6 credits elective courses
32.	0101000628	Corporate Culture And Business Ethics	2	2		
33.	0101000752	E-commerce	2	2		
34.	0101000773	Tax	2	2		
35.	0101000647	Public relations	2	2		
36.	0101000756	Psychology and the Art of Leadership	2	2		
Specialized knowledge						
37.	0101000770	Human Resource Management	2	2		Compulsory
38.	0101000857	Strategic Management	3	3		Compulsory
39.	0101001588	Total Quality Management	2	2		Compulsory

No.	Course code	Course name	Number of credits	Theory	Practice	Category
40.	0101000585	Production Management	3	3		<i>Compulsory</i>
41.	0101000615	Sales Management	2	2		<i>Compulsory</i>
42.	0101000774	Marketing Management	3	3		<i>Compulsory</i>
43.	0101000791	Brand Management	3	3		<i>Compulsory</i>
44.	0101000814	Business Activity Analysis	3	3		<i>Compulsory</i>
45.	0101000847	Management Accounting	3	3		<i>Compulsory</i>
46.	0101000792	Specialized English 1	3	3		<i>Compulsory</i>
47.	0101000793	Specialized English 2	3	3		<i>Compulsory</i>
48.	0101000775	Research Methods In Economics	2	2		<i>Compulsory</i>
49.	0101000788	Start-up and Innovation	3	1	2	<i>Compulsory</i>
50.	0101000793	Transformation	2	2		<i>Compulsory</i>
51.	0101000832	Digital Competency	3	3		<i>Compulsory</i>
52.	0101001645	Applications of Artificial Intelligence	2	2		<i>Compulsory</i>
<i>Elective course of specialized knowledge</i>						
53.	0101001650	Stock Market	2	2		<i>Students choose to study 8 credits elective courses</i>
54.	0101001637	Financial Management	3	3		
55.	0101001042	Financial Accounting	3	3		
56.	0101001649	International Payment	2	2		
57.	0101000668	Establishing and evaluating investment projects	3	3		
58.	0101000824	(International Economics	2	2		
<i>Graduation internship</i>						

No.	Course code	Course name	Number of credits	Theory	Practice	Category
59.	010100083 9	Final internship	4		4	<i>Compulsory</i>
Graduation thesis/Alternative courses						
60.	010100066 6	Graduation Thesis	6		6	<i>Alternative courses</i>
Alternative courses						
61.	010100158 7	E-Marketing	3	3		<i>Alternative courses</i>
62.	010100078 5	International Business Management	3	3		<i>Alternative courses</i>

7 Tentative teaching plan

7.1 Semester 1

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	Computer Science	3	60	30	30	<i>Compulsory</i>
2	Advanced Mathematics	3	45	45	-	<i>Compulsory</i>
3	National Defense Education	8	165	75	90	<i>Compulsory</i>
4	Physical education 1	1	30	-	30	<i>Compulsory</i>
<i>Total</i>		15	300	150	150	

7.2 Học kỳ 2 (Semester 2)

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	Marxist-Lenin Philosophy	3	45	45	-	<i>Compulsory</i>
2	Probability Theory and Statistics	3	45	45	-	<i>Compulsory</i>
3	Physical education 2	1	30		30	<i>Compulsory</i>
4	Political Economics	2	30	30	-	<i>Compulsory</i>
5	Scientific Socialism	2	30	30	-	<i>Compulsory</i>
<i>Total</i>		11	180	150	30	

7.3 Semester 3

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	Microeconomics	3	45	45	-	<i>Compulsory</i>
2	General Law	2	30	30	-	<i>Compulsory</i>

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
3	Applied Psychology in Business	2	30	30	-	<i>Compulsory</i>
4	Ho Chi Minh's Thought	2	30	30	-	<i>Compulsory</i>
5	Logic	2	30	30	-	<i>Students choose 2 credits</i>
6	General Psychology	2	30	30	-	
	Total	11	165	165		

7.4 Semester 4

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	Macroeconomics	3	45	45	-	<i>Compulsory</i>
2	Business communication	2	30	30	-	<i>Compulsory</i>
3	Marketing Basic	3	45	45	-	<i>Compulsory</i>
4	Physical education 3	1	30	-	30	<i>Compulsory</i>
5	Transformation	2	30	30	-	<i>Compulsory</i>
	Total	11	180	150	30	

7.5 Semester 5

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	Principle of Accounting	3	45	45	-	<i>Compulsory</i>
2	Principle of Management	3	45	45	-	<i>Compulsory</i>
3	Customer behavior	2	30	30	-	<i>Compulsory</i>
4	Digital Competency	3	45	45	-	<i>Compulsory</i>
5	Organizational Behavior	2	30	30	-	<i>Students choose 2 credits</i>
6	Psychology and the Art of Leadership	2	30	30	-	
	Total	13	195	195		

7.6 Semester 6

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	History of the Communist Party of Vietnam	2	30	30	-	<i>Compulsory</i>
2	Human Resource Management	3	45	45	-	<i>Compulsory</i>

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
3	Applications of Artificial Intelligence	2	30	30	-	<i>Compulsory</i>
4	Economic Law	2	30	30	-	<i>Compulsory</i>
5	Sales management	2	30	30	-	<i>Compulsory</i>
	<i>Total</i>	11	165	165	-	

7.7 Semester 7

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	Specialized English 1	3	45	45	-	<i>Compulsory</i>
2	Econometrics	3	45	45	-	<i>Compulsory</i>
3	Theory of Finance and Money	3	45	45	-	<i>Compulsory</i>
4	Business activity analysis	3	45	45	-	<i>Compulsory</i>
	<i>Total</i>	12	180	180		

7.8 Semester 8

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	Marketing. Marketing Research	3	45	3	-	<i>Compulsory</i>
2	Management Accounting	3	45	45	-	<i>Compulsory</i>
3	Specialized English 2	3	45	45	-	<i>Compulsory</i>
4	International Payment	2	30	30	-	<i>Students choose 2 credits</i>
5	Stock market	2	30	30	-	
6	International Economics	2	30	30	-	
	<i>Total</i>	11	165	165		

7.9 Semester 9

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	Management Information System	2	30	30	0	<i>Compulsory</i>
2	Brand management	3	45	45	0	<i>Compulsory</i>
3	Production management	3	45	45	0	<i>Compulsory</i>
4	Strategic management	3	45	45	0	<i>Compulsory</i>
	<i>Total</i>	11	165	165		

7.10 Semester 10

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	Professional Practice	2	60	0	60	<i>Compulsory</i>
2	Total Quality Management	2	30	30	0	<i>Compulsory</i>
3	Financial Management	3	45	45	0	<i>Students choose to study 6 credits elective courses</i>
4	Financial Accounting	3	45	45		
	Establishing and evaluating investment projects	3	45	45	0	
5	E-commerce	2	30	30	0	
6	Corporate culture and business ethics	2	30	30	0	
7	Tax	2	30	30	0	
	Public relations	2	30	30	0	
	<i>Total</i>	10	180	120	60	

7.11 Semester 11

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	Start-up and Innovation	2	30	30	-	<i>Compulsory</i>
2	Research methods in economics	2	30	30	-	<i>Compulsory</i>
3	Projects Management	2	30	30	-	<i>Compulsory</i>
4	Marketing Management	3	45	45	-	<i>Compulsory</i>
	<i>Total</i>	9	135	135		

7.12 Semester 12

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	Final internship	4	120	0	120	<i>Compulsory</i>
2	Graduation thesis	6	180	0	180	<i>Compulsory</i>
3	E-Marketing	3	45	45	-	<i>Alternative courses</i>
4	International Business Management	3	45	45	-	<i>Alternative courses</i>
	<i>Total</i>	10	390	90	300	

(*) If students do not meet the requirements to complete their graduation thesis, they will take alternative courses.

8 Guidelines for Program Implementation

8.1 Faculties and departments

The faculty responsible for academic management is in charge of reviewing and taking the lead in drafting detailed syllabi for course modules within the foundational, major, and specialized knowledge blocks, adhering to the credit allocation specified in this program. Provide a list of textbooks, lecture materials, and reference documents for all course modules to the University's Library and keep them stored at the faculty office. At the beginning of each semester, coordinate with relevant units within the University to implement the training plan according to the schedule.

Assign lecturers with at least a master's degree (in the same or related field) to teach theoretical course modules, and provide them with detailed syllabi to ensuring they follow the University's overall teaching plan.

The academic advising team must thoroughly understand the entire credit-based training program to guide students in registering for course modules.

8.2 Lecturers

When assigned to teach one or more course modules, lecturers must thoroughly study the detailed syllabi to prepare lectures and appropriate teaching aids and materials.

Lecturers must prepare comprehensive lecture materials, textbooks, and learning resources and provide them to students for pre-class preparation.

Organize seminars, with a focus on facilitating group learning and guiding students in writing essays and projects. Lecturers should define their teaching methodologies, which may include in-class presentations, leading discussions, addressing problems during class or in simulation rooms, and instructing students on writing reports.

Focus on fostering students' self-study and research skills throughout the teaching, practical training, and internship processes.

Pay attention to the logical delivery and understanding of knowledge blocks, specify prerequisite course modules for mandatory modules, and prepare lecturers to meet the teaching requirements for elective modules.

8.3 *Students*

Students are required to consult with academic advisors to choose course modules that align with their academic progress. They should study the lesson materials beforehand to better understand the lectures. They must ensure full attendance in class to receive guidance from lecturers. Students should be proactive in self-study and research, actively participate in group learning, and attend all seminars.

Actively and proactively utilize online resources and the University's library to support self-study, research, and and for their graduation internships. Strictly follow examination, testing, and assessment regulations.

Regularly participate in extracurricular activities, such as youth union events and cultural, sports, and arts activities, to develop communication skills and gain insights into society and human values.

8.4 *Facilities and equipment for teaching, practice, and internships*

The system of theoretical classrooms is equipped with traditional teaching tools and additional teaching aids (e.g., projectors).

Computer labs are installed with software to support basic IT training.

Simulation rooms are equipped with tools to support hands-on training.

RECTOR	DEPARTMENT OF ACADEMIC AFFAIRS	FACULTY
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