
MASTER'S DEGREE TRAINING PROGRAM

Application-oriented program

Major: Business Administration

Item No.: 8340101

1	Name of Program	Business Administration
2	Code	8340101
3	Management Unit	Faculty of Business Administration – Marketing
4	Entrance Standards	
4.1	Relevant majors that do not require additional coursework	International Business (Foreign Trade), Tourism and Travel Service Business, Trade, Business Administration, Marketing Management.
4.2	Relevant majors requiring additional coursework	Accounting, Corporate Accounting, Auditing, Finance, Banking, Corporate Finance, Development Economics, Agricultural Economics, Natural Resources and Environmental Economics
4.3	General Requirements	Graduated from university (or equivalent or higher) in an appropriate major; Have a foreign language proficiency level 3/6 according to the 6-level Foreign Language Proficiency Framework for Vietnam or equivalent.
5	General objectives	The application-oriented Master of Business Administration training program equips deep, broad and advanced practical and theoretical knowledge, mastering the basic principles and theories to identify, build and solve management problems systematically in the field of Business Administration.
5.1	Specific goals	a. Provide knowledge about administration, business environment and management and operation of information systems to design, implement and manage business in a scientific and professional way.
5.2		b. Providing relevant interdisciplinary knowledge such as business law, finance, accounting, information technology, scientific research methods, etc. for learners to practice governance and organizational management,
5.3		c. Knowledge of project formulation, application of management systems on digital platforms, 4.0 technology to production and business.
6	Output Standards	
6.1	Knowledge	a. General knowledge: Applying philosophy and English knowledge to work practice

		<p>b. Sector knowledge: Apply practical knowledge and advanced theory to identify, build and solve management problems systematically in the field of business administration.</p> <p>c. Specialized knowledge: Use relevant interdisciplinary knowledge such as business law, finance, accounting, banking, human resource management, etc. for the practice of governance and management of organizations and enterprises, applying 4.0 technology to production and business, improving the corporate governance system.</p> <p>d. Scientific research knowledge: Skills to carry out independent scientific research topics.</p>
6.2	Skill	<p>a. Have skills in analyzing, synthesizing, evaluating and systematizing data and information to come up with solutions to handle business problems scientifically, helping businesses adapt to the industrial revolution 4.0, ...</p> <p>b. Skills in organizing, administering and managing professional activities in advanced management such as people management skills, cooperation with others, negotiation and negotiation, ideas for solving complex problems, analytical thinking, innovation, creativity, orientation, etc leadership, influence, and forecasting.</p>
6.3	Attitudes/Levels of autonomy and personal responsibility	Comply with state regulations and laws, live and work responsibly with the community and society, respect the moral values of the nation
6.4	Foreign languages before defending a thesis	Students achieve foreign language proficiency level 4/6 according to the 6-level Foreign Language Proficiency Framework for Vietnam or equivalent
7	Training program structure	<ul style="list-style-type: none"> - General Knowledge: <ul style="list-style-type: none"> ▪ Philosophy: 3 credits; ▪ Foreign language (English level B2): Graduation requirements - Basic knowledge of the industry and major: 35 credits - Elective Major: 13 credits - Graduation project: 9 credits.
8	Additional knowledge modules for the required disciplines in Section 4.2	<ul style="list-style-type: none"> - Number of modules: 5 ; Total Credits: 10 TC - Names of modules <ol style="list-style-type: none"> 1. Microeconomics – 2 BC 2. Macroeconomics – 2 TC 3. Management – 2 Credits 4. Statistical Principles – 2 TC 5. Accounting Principles – 2 TC
9	Entrance exam subjects (if choosing the exam form)	<ol style="list-style-type: none"> 1. Economics 2. Management
10	Admission conditions	Graduated from a university in a suitable major, with good grades

	(if choosing the form of admission)	Have a foreign language proficiency of 3/6 (B1) according to the 6-level Foreign Language Proficiency Framework for Vietnam or equivalent
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List of correct majors, suitable majors, close majors, and additional modules

List of disciplines that are correct, close to majors Business Administration	Additional modules	Number of Credits
1. Correct or appropriate industry: International business (foreign trade), Tourism and travel service business, Trade, Business Administration - Marketing, Marketing Management, etc.	Not	-
2. Close disciplines: Accounting, Corporate Accounting, Auditing, Finance - Credit, Banking, Corporate Finance, Development Economics, Agricultural Economics, Natural Resources and Environment Economics.	1. Organizational Behavior 2. Marketing Management 3. Management	2 2 2
3. Other disciplines, other than Economics and Business Administration: Candidates who have graduated from universities in other disciplines, other than Economics and Business Administration	1. Organizational Behavior 2. Marketing Management 3. Management 4. Human Resource Management 5. Financial Management	2 2 2 2 2

TRAINING PROGRAM

Total Credits: 60 TC

Training period: 2 years

TT	Module Name	Number of Credits			
		Total	Theory	Practice	Number of Self-Study Lessons
Part 1: General Knowledge (3 TC)					
1	Philosophy	3	3		90
2	Foreign Language (English Level B2)	Graduation requirements			
Part 2: Basic Knowledge and Required Majors (35 TC)					
3	Scientific research methods in business	2	2		60
4	Management Economics	3	3		90
5	Organizational behavior	3	2	1	90
6	International Business Administration	3	3		90
7	Financial Management	3	2	1	90
8	Human Resource Management	3	2	1	90
9	Logistics Management	3	2	1	90
10	Strategic Management	3	2	1	90
11	Marketing Research	3	2	1	90
12	Quantitative Methods	3	2	1	90
13	Professional Internship	6		6	180
Part 3: Elective Major Knowledge (13 TC – choose from 15 modules)					
13	Sales Management	2	1	1	60
14	Advanced Quality Management	2	2		60
15	International Business Law	2	2		60
16	Social Responsibility and Business Ethics	3	2	1	90
17	Risk Management	3	2	1	90
18	Project Management	3	2	1	90
19	Negotiation skills	2	1	1	60
20	Enterprise System Management	3	2	1	90
21	Change Governance	2	2		60
22	Marketing Management	3	2	1	90
23	Economic development	3	2	1	90
24	Brand Management	3	2	1	90
25	Management Accounting	3	2	1	90
26	Creative Thinking System for Managers	2	2		90
27	International Marketing	3	2	1	90
Part 4: Scientific Research					
28	Graduation Project	9		9	
	Total	60			

THE MATRIX OF RELATIONS BETWEEN TRAINING OBJECTIVES AND OUTPUT STANDARDS

Training objectives (5)	Output Standards (6)							
	Knowledge (6.1)				Skills (6.2)		Level of autonomy and responsibility (6.3)	Foreign Languages (6.4)
	a	b	c	d	a	b		
a					2	2	3	3
b		3	3	2	3	3		
c		3	3	2	3	3		

MATRIX OF RELATIONSHIPS BETWEEN MODULES AND OUTPUT STANDARDS

MODULES	Output Standards (6)							
	Knowledge (6.1)				Skills (6.2)		Level of autonomy and responsibility (6.3)	Foreign Languages (6.4)
	a	b	c	d	a	b		
Philosophy							3	
Foreign Language (English)								3
Scientific research methods in business				3		3		
Management Economics	3	2	3					
Organizational behavior	3	3	2	3			3	
International Business Administration	3	2	2					
Financial Management	3	3	3	3				
Human Resource Management	3	3	3	3	3		3	
Logistics Management	3	3	2					
Strategic Management	3	3	3	3	3		3	
Marketing Research	2	3	3	3				
Sales Management	3	3	3	2			3	
Advanced Quality Management	3	3		3				
International Business Law	2	3					3	
Social Responsibility and Business Ethics	2				2		2	
Risk Management	3		3	3	3			
Project Management	3		3	3				
Negotiation skills					3		3	
Corporate Governance	3	3	3	3				

MODULES	Output Standards (6)							
	Knowledge (6.1)				Skills (6.2)		Level of autonomy and responsibility (6.3)	Foreign Languages (6.4)
	a	b	c	d	a	b		
Change Governance	3	3	2	3	3			
Marketing Management	3	3	2	3				
Economic development			3					
Internship					3	3		
Management Accounting	3	3	3	3				
Creative Thinking System			3		3	3		
International Marketing	3	3	3	2				

TEACHING PLAN

Semester 1	Semester 2	Semester 3	Semester 4
Philosophy (3 TC)	Change Management (2 TC)	QT Business Law (2 TC)	Professional Practice (6 TC)
Management Economics (3 Credits)	Marketing Management (3 TC)	Organizational behavior (3 TC)	Research Methods (2 TC)
Financial Management (3 TC)	Human Resource Management (3 TC)	Risk Management (3 TC)	Graduation Scheme (9 TC)
Strategic Management (3 TC)	International Business Administration (3 Credits)	Logistics Management (3 TC)	
Marketing Research (3 TC)	Quantitative Analysis (3 TC)	Management Accounting (3 TC)	

Can Tho, August 22, 2024

Rector
(signed, full name, stamped)

Department Of Academic Affairs

Faculty Of Graduate Studies

Faculty of Business Administration – Marketing