

TRAINING PROGRAM

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

Program Title: **Bachelor of Business Administration Program**

Education Level: **Undergraduate**

Major: **Business Administration**

Program Code: **7340101**

Mode of Study: **Full-time Formal Education**

1 TRAINING PROGRAM DESCRIPTION

1.1 About the training program

The training program in business administration trains bachelors with knowledge, skills, autonomy and self-responsibility in the fields of human resources, marketing, finance, corporate governance and entrepreneurship. At the same time, the program also provides learners with knowledge in business administration, management and trade promotion. The training program helps learners have political qualities, ethics, professional manners, and meet the needs of society.

1.2 General information about the training program

Program Name (Vietnamese)	Quản trị kinh doanh
Program Name (English)	Business administration
Code	7340101
Training Institution	Nam Can Tho University
Name of diploma	Bachelor of Business Administration
Education level	University
Number of Crs required	127
Form of training	Full-time
Training Period	4 years
Enrollment Targets	High school graduates
Rating Scale	10
Graduation Requirements	<ul style="list-style-type: none">- Accumulating a sufficient number of modules and the volume of the training program reached 127 credits;- The cumulative GPA of the whole course is 5.0 or higher;

	<ul style="list-style-type: none"> - Meet the output standards of English and Informatics proficiency according to the general regulations of the University. - Meet the output standards of Soft Skills and Vocational Skills; - Have a certificate in National Defense and Security Education and Physical Education.
Job Placement	<ul style="list-style-type: none"> - Employees and experts in business organizations; - Marketing, sales, customer care, market research specialists; - Middle management and development to senior level when converging all the necessary conditions of experience, bravery and ability in enterprises.
Advanced learning	It is possible to continue to study master's and doctoral degrees at home and abroad.
Reference program when building	Overseas training programs; Training programs of Ho Chi Minh City University of Economics and Vietnam National University Ho Chi Minh City.
Update time	12/2024

1.3 Training objectives

1.3.1 General objectives

The goal of the Bachelor of Business Administration program is to equip students with solid knowledge to be able to run/manage businesses, knowledge and management capacity to meet the requirements of employment in business and to be able to study higher levels of business administration.

Learners after completing the training program in Business Administration have good political and moral qualities, understand business ethics standards; have a responsibility to society, a deep understanding of the country's economic development and socio-economic issues and economic development policies.

1.3.2 Specific objectives

- **M1**: Perform, organize, and manage tasks related to production and business in business organizations and other organizations.

- **M2**: Professional knowledge in business administration, marketing, sales, human resources, quality, marketing,... to meet the requirements of work such as administration, business management, trade promotion,...

- **M3**: Skills in analyzing and evaluating problems related to the operation of production and business systems in enterprises and organizations.

- **M4:** Communication skills, negotiation - negotiation, handling and solving problems arising in the process of operating the system of enterprises and organizations.

- **M5:** Skills to perform operational work related to production, human resources, marketing, sales, customer care, after-sales,...

- **M6:** Skills in planning, organizing, executing, inspecting, and controlling issues related to strategies, business plans, marketing, and sales.

- **M7:** Highly independent thinking, awareness and problem solving. At the same time, have knowledge and ability in scientific research.

- **M8:** Dynamic, progressive, creative, disciplined, industrial manners, compliance with professional ethics and responsibility to society.

1.4 Output Standards

1.4.1 Knowledge

PLO1: Acquire foundational knowledge in Marxist-Leninist political science, social sciences, legal principles, scientific methods, information technology, and general education to foster critical thinking, lifelong learning, and career readiness.

PLO2: Apply fundamental disciplinary knowledge to analyze business operations.

PLO3: Analyze and evaluate the effectiveness of management functions (strategy, human resources, marketing, production, finance) within the context of the business environment.

PLO4: Develop and propose creative and feasible business strategies, marketing plans, or entrepreneurial models.

1.4.2 Skill

PLO5: Apply fundamental business administration skills such as planning (human resources, sales, finance), task organization, resource coordination, and the use of management support tools.

PLO6: Apply principles of effective communication and negotiation in both Vietnamese and English in common business contexts.

PLO7: Collaborate effectively in teams, organize, and lead activities within business projects.

PLO8: Apply effective self-learning methods, conduct basic independent research, and systematically collect and analyze information to solve business administration-related problems.

1.4.3 Autonomy and self-responsibility

PLO9: Demonstrate awareness of and appropriate behavior in accordance with professional ethical principles, and show responsibility toward society and the environment in business activities.

PLO10: Exhibit adaptability to changes in the business environment, proactively engage in learning, and propose innovative and practical improvement ideas.

2. TOTAL COURSE KNOWLEDGE: 130 credits (excluding credits from Physical Education and National Defense Education), allocated as follows:

KNOWLEDGE BLOCK	Credits No.
General Education Knowledge	39
Professional Education Knowledge	91
Industry background knowledge	40
Specialized Knowledge	41
- Graduate Internship	4
- Graduation thesis/Alternative courses	6
Total Volume	130

3. ENROLLMENT SUBJECTS:

Applicants must have a high school diploma or equivalent.

4. TRAINING PROCESS AND GRADUATION CONDITIONS

4.1 Training process

Strictly implement the Regulation on full-time university and college training according to the current credit system and training regulations of Nam Can Tho University.

4.2 Graduation Requirements:

Students who complete the training program are considered for graduation and recognized for graduation according to the training regulations according to the credit system.

Achieve English and Informatics proficiency according to the general regulations of the University.

Obtained the certificate of National Defense and Security Education; Physical education; Soft Skills and Professional skills.

5. PROGRAM CONTENT

5.1 General education knowledge: 42 credits

5.1.1 Political reasoning

STT	Module Name	TC	LT	TH
1	Philosophy	3	3	
2	Political Economy	2	2	
3	Scientific Socialism	2	2	
4	History of the Communist Party of Vietnam	2	2	
5	Ho Chi Minh Thought	2	2	
Sum		11	11	

5.1.2 Social Sciences

STT	Module Name	TC	LT	TH
Compulsory Modules		4	4	
1	General Law	2	2	
2	Applied psychology in business	2	2	
Elective modules (choose 1 of 3 modules)		2	2	
3	General logic	2	2	
4	General Sociology	2	2	
5	General Psychology	2	2	
Sum		6	6	

5.1.3 Humanities – arts

STT	Module Name	TC	LT	TH
1	Business Communication	2	2	
2	Customer behavior	2	2	
Sum		4	4	

5.1.4 Foreign Languages

STT	Module Name	TC	LT	TH
1	Basic English 1	3	3	
2	Basic English 2	3	3	
3	Basic English 3	3	3	
4	Basic English 4	3	3	
Sum		12	12	

5.1.5 Mathematics – Informatics – Natural Sciences

STT	Module Name	TC	LT	TH
1	Advanced Math	3	3	
2	Probability Theory and Mathematical Statistics	3	3	
3	Basic Informatics	3	2	1
Sum		9	8	1

5.1.6 Physical Education: 3 credits

5.1.7 Defense and Security Education: 8 credits

5.2 Professional education knowledge: 93 credits

5.2.1 Basic knowledge: 42 credits

STT	Module Name	TC	LT	TH
Compulsory		34	34	
1	Microeconomics	3	3	
2	Macroeconomics	3	3	
3	Management	3	3	
4	Marketing Basics (learn in English)	3	3	
5	Accounting principles	3	3	
6	Economic Law	2	2	
7	Monetary and financial theories	3	3	
8	Econometrics	3	3	
9	Management Information System	2	2	
10	Marketing Research	3	3	
11	Setting up and appraisal of investment projects	3	3	
12	Professional Practice	2		2
Elective (choose 06 credits)		8	8	
13	Organizational behavior	3	3	
14	Financial Management	3	3	
15	E-commerce	2	3	
16	Tax	2	2	
17	Public Relations	2	2	
18	Psychology and the art of leadership	2	2	
Total		42	42	

5.2.2 Specialized knowledge: 41 credits

STT	Module Name	TC	LT	TH
Compulsory		35	33	2
1	Human Resource Management	2	2	
2	Strategic Management	3	3	
3	Quality Management	2	2	
4	Production Management	3	3	
5	Sales Management	2	2	
6	Marketing Management	3	3	
7	Brand Management	3	3	
8	Business Analytics	3	3	
9	Management Accounting	3	3	
10	Specialized English 1 (Business Administration)	3	3	
11	Specialized English 2 (Business Administration)	3	3	
12	Research Methods in Economics	2	2	
13	Innovation and Entrepreneurship	3	1	2
Elective (choose 06 credits)		6	4	2
14	Stock Market	2	2	
15	Corporate Culture and Business Ethics	2	2	
16	Financial Accounting	3	3	
17	International Payments	2	2	
18	Supply Chain Management	3	3	
19	Change Governance	3	3	
20	International Economy	2	2	
21	Project Management	2	2	
22	Inventory and Sample Management	2	2	
Total		41	37	4

5.2.3 Final internship and graduation thesis writing: 10 credits

STT	Module Name	TC	LT	TH
1	End-of-Course Internship	4		4
2	Graduation thesis	6		6
Thesis Substitute				
2.1	E-Marketing	3	3	
2.2	International Business Administration	3	3	
Total		10		

7. TEACHING PLAN (TENTATIVE)

7.1 Semester 1

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	Basic English 1	3	45	3	45		
2	Defense and security education	8	165	5	75	3	90
3	Physical Education 1	1	30			1	30
4	Basic Informatics	3	45	2	30	1	30
5	Advanced Math	3	45	3	45		
	Total	9	135	9	135		

7.2 Semester 2

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	Marxist-Leninist Philosophy	3	45	3	45		
2	Probability theory and statistics	3	45	3	45		
3	Basic English 2	3	45	3	45		
4	Physical Education 2	1	30			1	30
5	Political Economy	2	30	2	30		
6	Scientific Socialism	2	30	2	30		
	Total	13	195	13	195		

7.3 Semester 3

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	Microeconomics	3	45	3	45		
2	General logic	2	30	2	30		
3	General Law	2	30	2	30		
4	Applied psychology in business	2	30	2	30		
5	Ho Chi Minh Thought	2	30	2	30		
	Total	11	165	11	165		

7.4 Semester 4

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	Macroeconomics	3	45	3	45		
2	Basic English 3	3	45	3	45		
3	Marketing Basics	3	45	3	45		
4	Physical Education 3	1	30			1	30
	Total	9	135	9	135		

7.5 Semester 5

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	Accounting principles	3	45	3	45		
2	Management	3	45	3	45		
3	Organizational behavior	3	45	3	45		
4	Customer behavior	2	30	2	30		
	Total	11	165	9	165		

7.6 Semester 6

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	History of the Communist Party of Vietnam	2	30	2	30		
2	Human Resource Management	3	45	3	45		
3	Basic English 4	3	45	3	45		
4	Economic Law	2	30	2	30		
	Total	10	150	10	150		

7.7 Semester 7

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	Specialized English 1 (Business Administration)	3	45	3	45		
2	Sales Management	2	30	2	30		
3	Econometrics	3	45	2	30	1	30
4	Monetary and financial theories	3	45	3	45		
	Total	11	165	10	165		

7.8 Semester 8

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	Marketing Research	3	45	3	45		
2	Business Analytics	3	45	3	45		
3	Management Accounting	3	45	3	45		
4	Financial Accounting	3	45	3	45		
	Total	12	180	12	180		

7.9 Semester 9

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	Specialized English 2 (Business Administration)	3	45	3	45		
2	Management Information System	2	30	2	30		
3	Research Methods in Economics	2	30	2	30		
4	Quality Management	2	30	2	30		
5	Production Management	3	45	3	45		
	Total	12	180	12	180		

7.10 Semester 10

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	Strategic Management	3	45	3	45		
2	Setting up and appraisal of investment projects	3	45	3	45		
	Elective	6	90	6	90		
3	Stock Market	2	30	2	30		
4	E-commerce	2	30	2	30		
5	Corporate Culture & Business Ethics	2	30	2	30		
	Total	12	180	12	180		

7.11 Semester 11

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	Marketing Management	3	45	3	45		
2	Professional Practice (Business Administration)	2	60			2	60
3	Brand Management	3	45	3	45		
	Elective	6	90	6	90		
4	Financial Management	3	45	3	45		
	Total	11	195	9	135	2	60

7.12 Semester 12

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	Starting a business	2	30				
2	End-of-Course Internship	4	120			4	120
3	Graduation thesis (or alternative course)	6	180			6	180
4	E-Marketing	3	45	3	45		
5	International Business Administration	3	45	3	45		
	Total	12					

()If students are not eligible to take the graduation thesis, they will study alternative modules.*

8. GUIDELINES FOR IMPLEMENTATION OF THE PROGRAM

8.1 For Faculties and Departments:

The Faculty of Professional Management is responsible for reviewing and presiding over the compilation of detailed outlines of modules in the basic knowledge block of branches, disciplines and specialties according to the credit volume of this program. Provide a list of textbooks, lectures and references of all modules to the University's Library and keep them at the Faculty Office. At the beginning of each semester, coordinate with the units of the University to implement the training plan on schedule.

Assign lecturers with a master's degree or higher (in the same discipline or related major) to teach theoretical modules, provide detailed outlines of modules to lecturers to ensure that they are in accordance with the general teaching plan of the University.

Academic advisors must thoroughly understand the entire training program according to the credit system to guide students to register for modules.

8.2 For lecturers:

When lecturers are assigned to teach one or more modules, it is necessary to carefully study the content of the detailed outline of the modules in order to prepare lectures and appropriate teaching materials and materials.

Lecturers must fully prepare lectures, textbooks, learning materials and provide them to students to prepare before going to class.

Organizing seminars, focusing on organizing group learning and guiding students to make essays, projects, lecturers to determine transmission methods; give

presentations in class, guide discussions, solve problems in class, in the simulation room, and guide students to write harvests.

Pay attention to the development of students' ability to self-study and self-research throughout the teaching process and guide internships and practices.

Attention should be paid to the logical sequence of delivering and acquiring knowledge blocks, clearly defining prerequisite courses for compulsory modules, and preparing qualified instructors to meet the teaching requirements of elective courses.

8.3. For students

You must consult the advice of your academic advisor to select the module to suit your progress. You must study the lesson on your own before going to class to easily absorb the lecture. It is necessary to ensure sufficient time to go to class to listen to the lecturer's lecture instructions. Self-discipline in self-study and self-research, and actively participate in group learning, fully attend seminars.

Actively and actively exploit resources on the internet and in the university's library to serve self-study, self-research and graduation projects. Strictly implement the regulations on examinations, examinations and assessments.

Regularly participate in union activities, culture-beauty to practice communication skills, understanding society and people.

8.4. Material foundations and equipment in service of teaching, practice and practice.

The system of theoretical classrooms with traditional equipment, equipped with teaching aids (projectors), amplification.

The computer lab is equipped with software for basic informatics training, applied informatics for designing and simulating processes.

The specialized program in Business Administration is designed in a single major.

Rector
(signed, full name, stamped)

**Department Of
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