UNDERGRADUATE PROGRAM
BACHELOR OF ELECTRONIC COMMERCE

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

Name of program: Electronic Commerce

Level: Full-time university

Major: Electronic Commerce

Code: 7340122

Type of education: Regular

1. Program description

1.1. Introduction to the program

The Electronic Commerce program aims to train graduates who are equipped with the necessary knowledge, professional skills, political ethics, professional demeanor, and good health to work effectively in fields related to Electronic Commerce activities.

1.2. General information about the program

Name of program	Electronic Commerce
Program code	7340122
Degree-granting institution	Nam Can Tho University
Degree	Bachelor of Electronic Commerce
Level	Undergraduate
The number of required credits	134
Type of education	Full-time
Program duration	4 years
Eligible candidates for admission	High school graduates
Grading scale	4
Graduation requirements	- Complete the required number of credits (134) - Cumulative GPA of 5.0 or higher. - Meet English and IT proficiency standards as per the university's regulations

	- Complete soft skills and professional skills requirements. - Obtain a certificate in National Defense Education and meet other required courses.
Job opportunities	- E-commerce Consultant: Develop policies for e-commerce growth and manage IT projects related to e-commerce - IT-E-commerce Specialist: Build e-commerce platforms, online business systems in enterprises such as banking, telecommunications, and government agencies - Teaching and Research: Teaching and researching e-commerce at universities and colleges nationwide. - Entrepreneurship: Starting and managing an online business with the knowledge and tools acquired during the program. - Online Business Director: After gaining professional experience, graduates can aim for positions like Online Business Director.
Postgraduate study options	Graduates can pursue master's and doctoral programs domestically or abroad.
Reference program	Similar programs at institutions like the University of Economics in Hanoi, University of Economics and Law, Post and Telecommunications Academy, and Xiamen University of Technology.
Update time	4/2025

1.3. Program goals

1.3.1. General goals

PO: The program trains electronic commerce professionals who meet the demands of economic and social development in the era of international integration. Graduates will have good political ethics, professional skills, and health, as well as a strong foundation in economics, business, and information technology, with specialized knowledge in electronic commerce. They will be capable of participating in strategic planning, policy-making, and managing e-commerce operations in businesses applying e-commerce. Students graduating from this program can work in businesses, socio-economic organizations that apply e-commerce, and have the ability to develop into other training disciplines and related fields at a higher level.

1.3.2. Specific goals

- **PO1:** Provide foundational and in-depth knowledge in e-commerce, including analysis and design of online business systems, accounting, marketing, electronic payments, web technologies, and international transactions.

- **PO2:** Equip students with specialized skills to organize and develop IT applications supporting electronic transactions, e-commerce, and digital security for both domestic and international business integration.

- **PO3:** Design, operate, and utilize web-based tools to develop businesses, enhance enterprise competitiveness, foster development, entrepreneurship, and innovation.

- **PO4:** Prepare students for managerial roles, where they can plan, build, and manage e-commerce operations in enterprises and government agencies.

- **PO5:** Develop students with political ethics, good health, and professionalism.

1.4. Student learning outcomes

a. Knowledge

- **SO1:** Understand general education in law, socio-economics, politics, and information technology.

- **SO2:** Master foundational knowledge in economics, management, and business operations.

- **SO3:** Master information technology and communications, with specialized skills in organizational operations and e-commerce applications.

- **SO4:** Apply supplementary knowledge to expand business and management expertise and to further study related disciplines or graduate programs..

b. Skills

- **SO5:** Basic skills in designing and organizing business operations related to e-commerce.

- **SO6:** Ability to apply and utilize e-commerce software.

- **SO7:** Skills in teamwork, public speaking, and public relations.

- **SO8:** Proficiency in English and IT as per the university's standards.

c. Capacity for autonomy and responsibility

- **SO9:** Ability to work in teams and develop relationships with peers and partners.

- **SO10:** Ability to plan, manage time and resources, prioritize tasks, and execute projects efficiently.

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 scientific and systematic knowledge to students.
Discussion	Clarify subject content through lecturer-student Q&A.
Assignment	Help students apply learned knowledge to practical issues.
Self-study, reading of reference materials	Enhance students' self-research and learning capacity.

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

No.	Form	%	Assessment criteria	Maximum score
1	Attendance	10	- Initiative, level of activity in preparing lessons, participating in activities during class. - Time to attend the compulsory session.	10
2	Indididual assignment	30	According to the answers, the teacher's scale.	10
3	Progress assessment			
4	Final exam	60	According to the answers, the teacher's scale.	10

2. Program duration: 4 years

3. Required total credits

Required total credits: 134 credits (excluding the Physical Education and Defense and security education courses), distributed as follows:

Knowledge	Obligatory knowledge	Elective knowledge	Total
General knowledge			
Professional knowledge			
- Fundamental knowledge			
- Specialized knowledge			
- Graduation internship			
- Graduation thesis/Alternative courses			
Total			

4. Eligible candidates for admission

Admission nationwide based on the results of the national high school graduation examination or high school transcript review based on subject combinations relevant to the major.

5. Curriculum, graduation requirements

5.1. Curriculum

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

5.2. Graduation requirements

- Students who complete the training program are considered for graduation and recognized for graduation according to Article 27 of the regulation on training according to the credit system.

- Achieve English and Informatics proficiency according to the general regulations of the University and the Ministry of Education and Training.

- Obtained the certificate of National Defense and Security Education; Physical education; Soft Skills and Vocational Skills.

- Assessment of departmental grades and module grades shall comply with the University's training regulations.

- The ranking of the school year and graduation ranking shall be carried out in accordance with the training regulations of the University.

6. Program structure

6.1. General knowledge

No.	Course code	Course name	Number of credits	Theory	Practice	Category
A	**Political theory**					
1.	0101000889	Maxist – Leninist Philosophy	3	3		BB
2.	0101000641	Marxist-Leninist Political Economy	2	2		BB
3.	0101000890	Scientific Socialism	2	2		BB
4.	0101000900	Ho Chi Minh Thought	2	2		BB
5.	0101000869	History of the Communist Party of Vietnam	2	2		BB
B	**Social Sciences and Humanities**					

No.	Course code	Course name	Number of credits	Theory	Practice	Category
6.	0101000891	General Law	2	2		BB
7.	0101000881	General logic	2	2		TC
8.	0101000894	General Psychology	2	2		TC
C	**Foreign languages**					
9.	0101000861	Basic English 1	3	3		BB
10.	0101000862	Basic English 2	3	3		BB
11.	0101000863	Basic English 3	3	3		BB
12.	0101002348	Basic English 4	3	3		BB
13.	0101000165	Intermediate English 1	3	3		BB
14.	0101001546	Intermediate English 2	3	3		BB
D	**Mathematics - Information Technology - Natural Sciences**					
15.	0101000805	Advanced Mathematics	3	3		BB
16.	0101000899	Probability and Statistics	3	3		BB
17.	0101000883	Basic Computer Science	3	2	1	BB
E	**Physical education**					
18.	1010008872	Physical Education 1(*)	1		1	BB
19.	1010008873	Physical Education 2(*)	1		1	BB
20.	1010008874	Physical Education 3(*)	1		1	BB
F	**National Defense Education**					
21.	1010008871	Defense and security education (*)	8	5	3	BB

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

BB: Compulsory

TC: Elective

6.2. Professional knowledge

No.	Course code	Course name	Number of credits	Theory	Practice	Category
Fundamental knowledge						
22.		Basic Programming	3	2	1	BB
23.		Microeconomics	3	3		BB
24.		Macroeconomics	3	3		BB
25.		Principles of Accounting	3	3		BB
26.		Taxation	3	3		BB
27.		Principles of Operating Systems	3	2	1	BB
28.		Management Information Systems	3	2	1	BB
29.		Principles of Management	3	2	1	BB
30.		E-commerce Law	3	3		BB
31.		Introduction to E-commerce	3	2	1	BB
32.		Basic Marketing	3	3		BB
33.		Theory of Finance and Monetary Systems	3	3		BB
34.		Digital Transformation	2	2		BB
35.		Applications of Artificial Intelligence	2	2		BB
Elective course of basic knowledge (choose 2 module – 4 credits)						
36.		Teamwork Skills	2	2		TC*
37.		E-commerce Entrepreneurship	2	2		TC
38.		Problem-Solving Techniques and Thinking Skills	2	2		TC
39.		International Business	2	2		TC
40.		Fundamentals of Logistics and Supply Chain Management	2	2		TC

No.	Course code	Course name	Number of credits	Theory	Practice	Category
41.		Consumer Behavior	2	2		TC*
Specialized knowledge						
42.		Computer Networks	3	2	1	BB
43.		Database Management Systems	3	2	1	BB
44.		Financial Accounting	3	3		BB
45.		Electronic Customer Relationship Management (E-CRM)	3	3		BB
46.		Electronic Payments	3	2	1	BB
47.		Digital Marketing	3	3		BB
48.		E-commerce Security and Safety	3	2	1	BB
49.		English for E-commerce	3	3		BB
50.		E-commerce Website Design	3	2	1	BB
51.		Network Administration	3	2	1	BB
52.		Research Methods in Economics	2	2		BB
53.		Start-up, innovation	2	2		BB
Elective course of specialized knowledge (Choose 4 module – 8 credits)						
54.		Distribution Channel Management	2	2		TC
55.		Strategic Management	2	2		TC
56.		Human Resource Management	2	2		TC*
57.		Marketing Management	2	2		TC*
58.		Sales Management	2	2		TC

No.	Course code	Course name	Number of credits	Theory	Practice	Category
59.		Supply Chain Management	2	2		TC
60.		Mobile Application Development	2	2		TC
61.		Business Communication	2	2		TC*
62.		Business Performance Analysis	2	2		TC*
63.		Social Marketing	2	2		TC
Graduation internship						
64.		Graduation Internship	4		4	BB
Graduation thesis/Alternative courses						
65.		Graduation Thesis E-Commerce	6		6	TC
Alternative courses						
66.		Web Application Development	3	2	1	TC
67.		Economic Forecasting and Data Analysis	3	3		TC
68.		International Payments	3	2	1	TC

(*) Planned elective module for teaching
BB: Compulsory
TC: Elective

7. Tentative teaching plan

7.1. Semester 1

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	Marxism-Leninism Philosophy	3	45	45		BB
2	Basic English 1	3	45	45		BB
3	Introduction to Law	2	30	30		BB
4	Basic Computer Science	3	60	30	30	BB
5	Advanced Mathematics	3	45	45		BB
6	Microeconomics	3	45	45		BB
7	Physical Education 1 (*)	*1*	*30*		*30*	*ĐK*

No.	Course name		Number of credits	Total periods	Class periods		Category
					Theory	Practice	
8	Introduction to Psychology	Choose 1 module 2 credits	2	30	30		TC
	Introduction to Logic		2	30	30		TC
	Total		**17**				

7.2. Semester 2

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	Marxist-Leninist Political Economy	2	30	30		BB
2	Basic English 2	3	45	45		BB
3	Probability and Statistics	3	45	45		BB
4	Basic Programming	3	60	30	30	BB
5	Macroeconomics	3	45	45		BB
6	Physical Education 2	1	30		30	ĐK
7	National Defense Education (*)	8	165	75	90	ĐK
8	Digital Transformation	2	30	30	0	BB
	Total	**16**				

7.3. Semester 3

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	Scientific Socialism	2	30	30		BB
2	Basic English 3	3	45	45		BB
3	Theory of Finance and Monetary Systems	3	45	45		BB
4	Introduction to E-commerce	3	45	45		BB
5	Basic Marketing	3	45	45		BB
6	Principles of Management	3	45	45		BB
7	Applications of Artificial Intelligence	2	30	30	0	BB
8	Physical Education 3 (*)	1	30		30	ĐK
	Total	**19**				

7.4. Semester 4

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	History of the Communist Party of Vietnam	2	30	30		BB

No.	Course name		Number of credits	Total periods	Class periods		Category
					Theory	Practice	
2	Principles of Operating Systems		3	60	30	30	BB
3	Principles of Accounting		3	45	45		BB
4	E-commerce Law		3	45	45		BB
5	Basic English 4		3	45	45		BB
6	Management Information Systems		3	45	45		BB
7	Consumer Behavior	Choose 1 module 2 credits	2	30	30		TC
	Fundamentals of Logistics and Supply Chain Management		2	30	30		TC
	International Business		2	30	30		TC
	Total		**19**				

7.5. Semester 5

No.	Course name		Number of credits	Total periods	Class periods		Category
					Theory	Practice	
1	Ho Chi Minh's Thought		2	30	30		BB
2	Computer Networks		3	60	30	30	BB
3	Database Management Systems		3	60	30	30	BB
4	Taxation		3	45	45		BB
5	Intermediate English 1		3	45	45		BB
6	Start-up, innovation		2				
7	Thinking and Problem-Solving Methods	Choose 2 module 6 credits	2	30	30		TC
	Teamwork Skills		2	30	30		TC
	Business Communication		2	30	30		TC
	Social Media Marketing		2	30	30		TC
	Total		**20**				

7.6. Semester 6

No.	Course name		Number of credits	Total periods	Class periods		Category
					Theory	Practice	
1	Financial Accounting		3	45	45		BB
2	Digital Marketing		3	45	45		BB
3	Electronic Customer Relationship Management (E-CRM)		3	45	45		BB
4	Research Methods in Economics		2	30	30		BB
5	Intermediate English 2		3	45	45		BB
6	Strategic Management	Choose 2 module	2	30	30		TC
	Human Resource Management		2	30	30		TC

No.	Course name		Number of credits	Total periods	Class periods		Category
					Theory	Practice	
	Marketing Management	s 4 credits)	2	30	30		TC
	Sales Management		2	30	30		TC
	Supply Chain Management		2	30	30		TC
	Total		**18**				

7.7. Semester 7

No.	Course name		Number of credits	Total periods	Class periods		Category
					Theory	Practice	
1	E-commerce Security and Safety		3	60	30	30	BB
2	Electronic Payments		3	60	30	30	BB
3	English for E-commerce		3	45	45		BB
4	E-commerce Website Design		3	60	30	30	BB
5	Network Administration		3	45	45		BB
6	Business Performance Analysis	Choose 1 module 2 credits)	2	30	30		TC
	Distribution Channel Management		2	30	30		TC
	Mobile Application Development		2	30	15	30	TC
	Supply Chain Management		2	30	30		TC
	Total		**17**				

7.8. Semester 8

No.	Course name		Number of credits	Total periods	Class periods		Category
					Theory	Practice	
1	E-commerce Internship		4	120		120	BB
2	Graduation Thesis		6	180		180	BB
3	International Payments	Choose Graduation thesis or 2 modules 6 credits	3	45	45		TC
4	Web Application Development		3	45	45		TC
5	Economic Forecasting and Data Analysis		3	45	45		TC
	Total		**10**				

(*)Prerequisite courses, not included in the cumulative GPA calculation
(**) If students do not meet the requirements to complete their graduation thesis, they will take alternative courses
BB: Compulsory
TC: Elective

8. Guidelines for Program Implementation

8.1 Faculties and departments

The responsible Faculty/Department shall review and oversee the compilation of detailed module outlines for foundational discipline, core discipline, and specialized knowledge blocks according to this program's credit structure. Provide a list of textbooks, course materials, 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 Lecturers

Lecturers assigned to teach need to carefully study the content of the module outline to prepare lectures and appropriate teaching materials and supplies.

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 in writing essays, completing projects, giving in-class presentations; facilitate discussions, problem-solving sessions in class and labs; and guide students in writing reflective reports/summaries.

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

It is necessary to pay attention to the logical flow of knowledge transfer and acquisition, specify prerequisites for compulsory modules, and prepare lecturers to meet the teaching requirements of elective modules.

8.3 Students

Students should consult with their academic advisor to select modules in accordance with their progress. Students should study the lesson on their 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. Proactively and actively exploit resources on the Internet and in the university's library to serve self-study, self-research and graduation projects. Strictly adhere to regulations regarding examinations, tests, and assessments.

Regularly participate in student organization activities, cultural, sports, and artistic events to practice communication skills, understanding society and people.

8.4 Facilities and equipment for teaching, practice, and internships

Lecture rooms with traditional equipment, equipped with additional teaching support tools (projector).

Computer laboratories are equipped with software for basic informatics training. Specialized Multimedia Communication labs/studios are equipped with appropriate machines, equipment and tools.

RECTOR	DEPARTMENT OF ACADEMIC AFFAIRS	FACULTY