

TRAINING PROGRAM

(Issued together with Decision No. /QĐ-ĐHNCT dated of

The Rector of Nam Can Tho University)

Program Name: **International Business Training Program**

Education Level: **Undergraduate**

Major: **International Business**

Program Code: **7340120**

Mode of Study: **Full-time undergraduate program**

1. DESCRIPTION OF THE TRAINING PROGRAM**1.1 About the training program**

The international business training program aims to train Bachelor of International Business to have sufficient knowledge, professional skills, political qualities, ethics, Professional demeanor and good health to be able to work effectively in fields related to production and business activities in enterprises.

1.2 General information about the training program

Program Name	International Business
Program Name (English)	International Business
Training discipline code	7340120
Training Institution	Nam Can Tho University
Name of diploma	Bachelor of International Business
Education level	University
Number of credits required	131
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">- Accumulated a sufficient number of modules and the volume of the training program reached 131 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 of National Defense - Security Education and Physical Education.
Job Placement	<ul style="list-style-type: none"> - Working in multinational companies, foreign trade forwarding, import and export business; - Market research specialist, international market expansion strategist; - International consultant, trade promotion; - Create your own business or find your own business opportunities in the context of global integration.
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

Bachelor's training in International Business with political and ethical qualities; have professional knowledge, professional practice skills, the ability to develop strategies and plans, make decisions to solve problems to meet the requirements of international entrepreneurs; have the ability to adapt to the working environment in enterprises with international business activities in the context of international economic integration.

1.3.2 Specific objectives

M1. Equip them with general knowledge of the basic principles of Marxism-Leninism, have basic knowledge of natural sciences, social sciences and humanities, foreign languages suitable to the training discipline, and be able to absorb basic knowledge and professional knowledge well.

M2. Equipped with general knowledge of business administration to be able to take on management positions in corporate companies with international business activities. Able to perform import and export business operations, build import and export business strategies, and analyze international marketing.

M3. Professional skills and effective working skills necessary such as teamwork, presentation, communication, foreign language skills in professional activities, etc. so

that after graduating from school, it is easy to adapt to a dynamic working environment and develop a career in the future.

M4. Students are aware of and properly apply the principles of professional ethics and behave responsibly towards society.

1.4 Output Standards

1.4.1 About Knowledge

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

PLO2: Apply knowledge of management, basic marketing, econometrics, and monetary-financial theory to analyze financial reports and competitive strategies of multinational corporations.

PLO3: Analyze and evaluate the effectiveness of international business operations, including supply chain management, logistics, international payments, and global marketing.

PLO4: Develop and propose international business strategies, import-export plans, or innovative entrepreneurial solutions in the context of global economic integration.

1.4.2 About skills

PLO5: Apply professional skills such as drafting international trade contracts, conducting business negotiations, managing transportation and insurance, and operating in e-commerce.

PLO6: Utilize communication, presentation, and professional reporting skills in both Vietnamese and English in international business contexts.

PLO7: Collaborate effectively in team settings, organize, and lead research activities or international business projects.

PLO8: Engage in self-directed learning and independent research, and systematically collect information related to international business.

1.4.3 Autonomy and responsibility

PLO9: Demonstrate awareness of and adherence to professional ethical standards, and act responsibly toward society and the environment in the context of international business.

PLO10: Exhibit adaptability to the dynamic international business environment and propose innovative solutions.

2. VOLUME OF KNOWLEDGE OF THE WHOLE COURSE: 131 credits (excluding physical education and defense and security education modules), allocated as follows:

Volume of knowledge	TC No.
General Education Knowledge Block	39
Professional Education Knowledge Block	92
Basic knowledge of the industry	41
Specialized Knowledge	41
Final Internship	4
Graduation thesis/Alternative courses	6
Total Volume	131

3. ENROLLMENT OBJECTIVES:

Graduated from high school or equivalent, enrolled nationwide.

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 Vocational Skills.

4.3 How to evaluate

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.

5. PROGRAM CONTENT: 131 TC

5.1 General education knowledge: 39 TC

5.1.1 Political reasoning

STT	Module Name	TC	LT	TH
1	Marxist-Leninist philosophy	3	3	
2	Marxist-Leninist 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	
Total		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 Psychology	2	2	
4	General Sociology	2	2	
5	General logic	2	2	
Total		6	6	

5.1.3 Humanities – arts

STT	Module Name	TC	LT	TH
1	Business Communication	2	2	
2	Customer behavior	2	2	
Total		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	
Total		12	12	

5.1.5 Mathematics – Informatics – Natural Sciences:

STT	Module Name	TC	LT	TH
1	Probability Theory and Mathematical Statistics	3	3	

STT	Module Name	TC	LT	TH
2	Basic Informatics	3	2	1
Total		6	5	1

5.1.6 Physical Education: 3 TC

5.1.7 Defense and Security Education: 8 TC

5.2 Professional education knowledge: 92 TC

5.2.1 Fundamental knowledge: 41 TC

STT	Module Name	TC	LT	TH
Compulsory		35	35	
1	Microeconomics	3	3	
2	Macroeconomics	3	3	
3	Marketing Research	3	3	
4	Research Methods in Business	2	2	
5	Human Resource Management	3	3	
6	Management	3	3	
7	Accounting principles	3	3	
8	Marketing Basics (learn in English)	3	3	
9	Econometrics	3	3	
10	Business English 1	3	3	
11	Monetary and financial theories	3	3	
12	International Economy	3	3	
Elective (choose 06 credits)		6	6	
13	Tax	3	3	
14	Economic Law	2	2	
15	Business Analytics	3	3	
16	Management Accounting	3	3	
17	Organizational behavior	2	2	
18	Psychology and the art of leadership	2	2	
Total		41	41	

5.2.2 Specialized knowledge: 41 TC

STT	Module Name	TC	LT	TH
Compulsory		35	33	2
1	International Business	3	3	
2	External Economics	3	3	
3	International Investment	3	3	

STT	Module Name	TC	LT	TH
4	Transport and foreign trade insurance	3	3	
5	International Business Negotiation	3	3	
6	Foreign Trade Operations	3	3	
7	E-commerce	2	2	
8	Business English 2	2	2	
9	Logistics in foreign trade	3	3	
10	Sales Management	2	2	
11	International Payments	3	3	
12	Import and Export Business Practices	2		2
13	Innovation and Entrepreneurship	3	3	
Elective (choose 06 TC)		6	4	2
14	Economic Information System	2	2	
15	International Business Law	2	2	
16	Product Quality Management	2	2	
17	Project Management	2	2	
18	Purchasing and Inventory Management	2	2	
19	International Marketing	3	3	
20	Marketing Management	3	3	
21	Foreign Trade and Logistics Practice	2		2
22	Financial Management of Multinational Companies	3	3	
Total		41	37	4

5.2.3 Final Internship and Thesis Project: 10 TC

STT	Module Name	TC	LT	TH
1	End-of-Course Internship	4		4
2	Graduation thesis	6		6
Equivalent Module				
2.1	E-Marketing	3	3	
2.2	Risk Management in Business	3	3	
2.3	Strategic Management	3	3	
2.4	Direct Marketing	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	Defense and security education	8	165	5	75	3	90
2	Physical Education 1	1	30			1	30

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
3	Basic English 1	3	45	3	45		
4	Basic Informatics	3	45	2	30	1	30
	Elective	2	30	2	30		
5	General Psychology	2	30	2	30		
6	General Sociology	2	30	2	30		
7	General logic	2	30	2	30		
	Total	8	120	8	120		

7.2 Semester 2

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	Physical Education 2	1	30			1	30
2	General Law	2	30	2	30		
3	Marxist-Leninist Philosophy	3	45	3	45		
4	Basic English 2	3	45	3	45		
5	Microeconomics	3	45	3	45		
	Total	11	165	11	165		

7.3 Semester 3

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	Marxist-Leninist Political Economy	2	30	2	30		
2	Scientific Socialism	2	30	2	30		
3	Probability Theory and Mathematical Statistics	3	45	3	45		
4	Basic English 3	3	45	3	45		
	Total	10	150	10	150		

7.4 Semester 4

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	Physical Education 3	1	30			1	30
2	Basic English 4	3	45	3	45		
3	Business Communication	2	30	2	30		
4	Applied psychology in business	2	30	2	30		
5	Macroeconomics	3	45	3	45		
	Total	10	150	10	150		

7.5 Semester 5

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	Marketing Basics	3	45	3	45		
2	Accounting principles	3	45	3	45		
3	Management	3	45	3	45		
	Total	9	Jan35	9	Jan35		

7.6 Semester 6

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	Customer behavior	2	30	2	30		
2	Business English 1	3	45	3	45		
3	Econometrics	3	45	2	30		
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	Monetary and financial theories	3	45	3	45		
2	Monetary and financial theories	2	30	2	30		
3	Marketing Research	3	45	3	45		
4	Human Resource Management	3	45	3	45		
	Elective	3	45	3	45		
5	Management Accounting	3	45	3	45		
	Total	11	165	11	165		

7.8 Semester 8

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	Business English 2	2	30	2	30		
2	International Economics	3	45	3	45		
3	External Economic Relations	3	45	3	45		
	Elective	3	45	3	45		
4	Business Operations Analysis	3	45	3	45		
5	Taxation	3	45	3	45		
	Total	11	165	11	165		

7.9 Semester 9

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	Foreign Trade Operations	3	45	3	45		
2	International Investment	3	45	3	45		
3	International Trade Transportation and Insurance	3	45	3	45		
4	History of the Communist Party of Vietnam	2	30	2	30		
	Total	11	165	11	165		

7.10 Semester 10

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	International Business	3	45	3	45		
2	Negotiation in International Business	3	45	2	30	1	30
3	Research Methods in Business	2	30	2	30		
4	E-Commerce	2	30	2	30		
	Elective	3	45	3	45		
5	International Marketing	3	45	3	45		
6	Marketing Management	3	45	3	45		
	Total	13	195	12	180	1	30

7.11 Semester 11

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	Logistics in Foreign Trade	3	45	3	45		
2	International Payment	3	45	3	45		
3	Import-Export Business Practice	2	60			2	60
4	Elective	5	105				
4	Foreign Trade and Logistics Practice	2	60			2	60
5	Financial Management in Multinational Corporations	3	45	3	45		
	Total	13	255	9	135	4	120

7.12 Semester 12

STT	Module Name	Total		Theory		Practise	
		TC	Period	TC	Period	TC	Period
1	Innovation and Entrepreneurship	3	45	2	30	1	30
2	Final Internship	4	120			4	120
3	Graduation Thesis (or Thesis-substitute Course)	6	180			6	180
4	E-Marketing	3	45	3	45		
5	Strategic Management	3	45	3	45		
6	Risk Management in Business	3	45	3	45		
7	Direct Marketing	3	45	3	45		
	Total	13	345				

8. Guidance on implementation of the program

8.1 Conversion Lesson

01 credit (CRS) = 15 theoretical lessons
= 30 - 45 discussion periods
= 30 hours of personal preparation
= 40 - 90 hours of on-site internship
= 45 - 60 hours of essays, graduation thesis

8.2 Interconnectedness

The university-level training program has paid attention to interconnection, ensuring that learners after graduating from university can study at the Master's and Doctoral levels.

8.3 Develop a detailed outline of subjects

On the basis of the training program, lecturers compile a detailed outline according to the regulations of the Ministry of Education and Training and the University with some points to note:

The detailed implementation of subjects must ensure the logic of imparting and absorbing knowledge, it is necessary to stipulate the prerequisite subjects of the next subject in the training program.

Content: Except for the elective knowledge, the remaining subjects are compulsory. The content in the outline is the core content of the subject. It is possible to add content or duration to a certain subject, the additional time is taken from the duration of the self-study subject of the corresponding knowledge block;

Elective knowledge: Students choose subjects on the basis of the accumulated number of credits prescribed for the group of elective subjects to ensure the accumulation of a sufficient number of credits. Every year, the optional knowledge section can be changed and supplemented to meet the requirements of updating and integration. In addition, there is also a practical subject at enterprises to help students get acquainted with the reality of enterprises from the 2nd year, which is expected to be implemented in the 5th or 6th semester of the course. Depending on the needs of enterprises, the Faculty will have a plan to deploy for each specific class group if taking this subject will be reduced by 1 subject in the elective knowledge section;

Regarding the requirements for the number of exercises (if any) of the subjects prescribed by the lecturer to help students master theoretical knowledge and practice necessary skills;

All subjects must have textbooks, lecture sets, reference materials, instructional materials,... Depending on the content of the subjects, the lecturer determines the teaching method accordingly.

8.4 Orientation of teaching methods

The program is compiled in the direction of innovating teaching and learning methods at university: reducing the number of theoretical hours, spending more time for students to do their own research, reading materials, discussing, doing assignments and internships.

The knowledge block of the program is in line with the framework that the Ministry of Education and Training has stipulated for the 4.0-year university-level education program.

8.5 Reference international standard program documents

International Business training programs of some universities international:

- Northeastern University (USA);
- Curtin Singapore University (Singapore);
- Monash University (Australia);

International Business training programs of some domestic universities:

- Foreign Trade University (Vietnam).
- Can Tho University (Vietnam)

9. Detailed course outline (*attached to the program*)

Rector
(signed, full name, stamped)

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