MINISTRY OF EDUCATION & TRAINING	SOCIALIST REPUBLIC OF VIETNAM
NAM CAN THO UNIVERSITY	**Independence - Freedom - Happiness**

UNDERGRADUATE TRAINING PROGRAM

BACHELOR OF MULTIMEDIA COMMUNICATION

(Promulgated under Decision No. /QD-ĐHNCT dated May 2025 of

Rector of Nam Can Tho University)

Program Name: **Multimedia Communication**

Education level: **Full-time university**

Training major: **Multimedia Communication**

Code: **7320104**

Type of training: **Regular**

1. Description of the training program

1.1. Introduction to the training program

The training program in Multimedia Communication trains the Bachelor of Multimedia Communication to have sufficient knowledge, skills, political qualities, ethics, professional manners and good health to be able to work effectively in fields related to Multimedia Communication. Having a progressive spirit on the basis of full awareness of the role and social position of mass media.

1.2. General information about the training program

Program Name (Vietnamese)	Multimedia Communication
Program Name (English)	Multimedia Communications
Training discipline code	7320104
Degree Schools	Nam Can Tho University
Name of diploma	Bachelor of Multimedia Communication
Education level	University

Number of credits required	**132**
Form of training	Regular
Training Period	4 years
Enrollment Targets	High school graduates
Rating Scale	4
Graduation Requirements	- Accumulate a sufficient number of modules and the volume of the training program to reach 132 credits; - The cumulative GPA of the whole course is 5.0 or higher (on a scale of 10); - 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; - Possess a certificate of National Defense and Security Education and complete the prerequisite modules.
Job Placement	- Editors, administrators of electronic newspapers, digital communication channels, digital marketing. - Designers, advertising consultants, packaging designers, product brands, logo designers, advertising filmmakers, etc. or a brand identity system (at advertising agencies, PR). - Event Specialists/Directors, Live and Online Communications Specialists. - Production managers, television editors, reporters (multimedia media); processing sound and images before broadcasting, designing television contents (at television companies and film production companies).

	- Lecturers teaching at universities, colleges, intermediate schools, etc. training in Multimedia Communication.
Advanced learning	It is possible to continue studying for a Master's degree at home and abroad.
Referral Programs	Undergraduate training program in Multimedia Communication, University of Information and Communication Technology, Can Tho University of Engineering and Technology, Hanoi University, Vietnam Women's Academy
Update time	03/2025

1.3. Training objectives

1.3.1. General objectives

- To train human resources with bachelor's degrees with full health, solid knowledge and professional capacity to meet social requirements and needs of learners, in line with the process of industrialization and modernization of the country.

- Having moral qualities, the ability to self-study and self-research in order to achieve output standards of knowledge, skills and capacity for autonomy and responsibility.

- To train human resources who are capable of working at mass media agencies such as print newspapers, radio stations, television stations, electronic newspapers, news agencies, and economic organizations; have a progressive spirit on the basis of full awareness of the social role and position of mass media.

1.3.2. Specific objectives

M1: To equip the general knowledge, grassroots and specialized in communication and apply this knowledge to the implementation of communication solutions in accordance with the actual situation.

M2: Knowthe basic concepts and theories of mass communication (the role of media journalism in social life, the basic functions of media, etc.) to be able to become a professional communicator.

M3: Meet the requirements of expertise, professional skills, soft skills, and foreign languages to adapt to the working environment.

M4: Organize and proficiently implement professional skills in communication, thereby developing creative capacity in the professional field.

M5: Ability to work in a team, thereby developing executive capacity, human resource management, and working environment.

M6: Having political qualities, professional ethics, a sense of serving the people, meeting the requirements of building and defending the Socialist Fatherland of Vietnam.

M7: Ability to work independently, self-study, self-research or further study in the field of communication.

1.4. Output standards of the training program

About Knowledge

PO1 Generalization of theoretical systems and specialized tools in the field of integrated communication

PO2 Presents the basic knowledge of social sciences and humanities, political science and law in communication.

PO3 Applying information technology knowledge in a multimedia and digital professional environment.

PO4 Apply knowledge of communication project management to ensure effective communication campaigns**.**

About skills

PO5 Design and produce multimedia content using appropriate technical tools and means to improve the effectiveness of multimedia projects.

PO6 Develop a feasible business plan for the media and community project.

PO7 Assessing the causes and proposing possible alternatives in unknown or changing situations of the communication project

PO8 Communicate problems and solutions to others in the workplace; convey and disseminate knowledge and skills in performing specific or complex tasks.

PO9 Meets the requirements for foreign language and informatics proficiency according to the Ministry's regulations

Autonomy and responsibility

PO10 Orientation to make professional conclusions; work independently or in groups in professional activities, professional practice, and take personal and team responsibility.

PO11 Proactively update their knowledge and convincingly defend their professional views in the field of multimedia communication.

PO12 Plan, coordinate, manage resources, evaluate and improve the effectiveness of communication activities.

1.5 Teaching-learning methods/strategies and assessment test methods

1.5.1. Teaching and learning methods/strategies

Teaching methods are presented in the following table:

Methods and forms of teaching organization	Purpose
Give a talk	Provide students with a system of basic knowledge of the subject in a scientific and logical way.
Discuss	Through questions and answers between lecturers and students to clarify the knowledge content in the subject.
Exercises	Help students understand and know how to apply the subject content to practical problems.
Study lessons, read references	Helping learners strengthen their self-study and self-research capacity

Improving and enhancing the quality of teaching

The training program is reviewed periodically every 2 years with the direction of adjustment to meet the requirements of stakeholders (students, alumni, employers, experts, etc.) on the quality of the training program.

Every year, the Faculty develops a plan for teachers, especially young teachers, to exchange and share knowledge and teaching methods to improve teachers' capacity. Regularly collect feedback from students on the quality, talent, and responsibility of lecturers.

1.5.2. Scale, form, evaluation criteria and weighting of points

TT	Form	%	Evaluation Criteria	Maximum Points
1	Attendance	10	Initiative, level of activity in preparing lessons, participating in activities during class.	10
			Time to attend the compulsory session.	
2	Periodic Tests	30	According to the answers, the teacher's scale.	10
3	HP Final Exam	60	According to the answers, the teacher's scale.	10

2. Training period

Training Duration: 4 years

3. Full-course knowledge volume

The volume of knowledge of the whole course: **132** credits (excluding the modules of Physical Education and National Defense and Security Education), distributed as follows:

KNOWLEDGE BLOCK	Knowledge compulsory	Elective Knowledge	Sum
General Education Knowledge	**37**	**2**	**39**
Professional Education Knowledge	**78**	**15**	**93**
- Industry background knowledge	38	2	40
- Specialized knowledge	36	7	43
- Graduate Internship	4	-	4
- Graduation thesis/Alternative courses		6	6
Total Volume	**115**	**17**	**132**

4. Enrollment subjects

Admission is based on the results of the national high school graduation exam or the transcript of the learning process at the high school level according to a combination of subjects by discipline and admission nationwide.

5. Training process and graduation conditions

5.1. Training process

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 content

6.1. General education knowledge

Stt	Module Code	Module Name	TC No.	LT	TH	Genre
A	**Political Reasoning**		**11**			
1	0101000889	Marxist–Leninist philosophy	3	3		BB
2	0101000641	Political Economy	2	2		BB
3	0101000890	Scientific Socialism	2	2		BB
4	0101000900	Ho Chi Minh Thought	2	2		BB

Stt	Module Code	Module Name	TC No.	LT	TH	Genre
5	0101000869	History of the Communist Party of Vietnam	2	2		BB
B	Social Sciences and Humanities		4			
6	0101000891	General Law	2	2		BB
7	0101000881	General logic	2	2		TC
8	0101000903	General Sociology	2	2		TC
9	0101000894	General Psychology	2	2		TC
C	Foreign language		18			
10	0101000861	Basic English 1	3	3		BB
11	0101000862	Basic English 2	3	3		BB
12	0101000863	Basic English 3	3	3		BB
13	0101002348	Basic English 4	3	3		BB
14	0101000165	Intermediate English 1	3	3		BB
15	0101001546	Intermediate English 2	3	3		BB
D	*Mathematics – Informatics – Natural Sciences*:		6			
16		Applied statistics in economics	3	3		BB
17	101000896	Basic Informatics	3	2	1	BB
E	Physical Education		3*			
18	*101000872*	*Physical Education 1 (*)*	*1*		1	BB
19	*101000873*	*Physical Education 2 (*)*	*1*		1	BB
20	*101000874*	*Physical Education 3 (*)*	*1*		1	BB
F	*Defense Education*		*8**			
21	101000871	*Defense and security education (*)*	*8*	5	3	BB

(*) Conditional modules, not counting the cumulative GPA

6.2. *Volume of professional education knowledge*

TT	Module Code	Module Name	TC No.	LT	TH	Genre
Basic knowledge of the industry			**38+2**			
22		History of World Civilization	2	2		BB
23		Culture of Southeast Asian countries	2	2		BB
24	0101000595	Vietnamese Cultural Establishments	2	2		BB
25	0101001860	Basic Graphics	3	2	1	BB
26	0101001861	Color Layout	2	2		BB
27		General Fine Arts	2	2		BB
28	0101001800	Introduction to Communication	2	2		BB
29	0100074301	Media Law	2	2		BB
30	0101002122	Multimedia Languages	3	3		BB
31	0101001994	Photography Techniques	2	2		BB
32		Audio and video editing	2	1	1	BB
33		2D/3D rendering	3	2	1	BB
34	0101000769	Crisis management and handling	3	3		BB
35	0101002125	Media Script	2	2		BB
36		Communication skills	2	2		BB
37	0101002166	Start-up, innovation	2	2		BB
38		Digital Transformation	2	2		BB
Elective Module 1			**2**			

TT	Module Code	Module Name	TC No.	LT	TH	Genre
39		Theory and language of communication	2	2		TC
40	0101002111	Communication Psychology	2	2		TC
41	0101000592	Media Masses	2	2		TC
Specialized Knowledge Section			36+7			
42	0101002137	Communication Technology	2	2		BB
43	0101001992	Computer Graphics	3	2	1	BB
44	0101002131	2D Graphics App	2	1	1	BB
45	0101001331	The Art of Public Speaking	3	2	1	BB
46	0101002132	Editorial of journalistic works	3	2	1	BB
47		Specialized English for Communication and Communication	3	3		BB
48		Practical Topics of TT	3		3	BB
49	0101000806	Event organization	3	2	1	BB
50	0101002134	Industrial design and design protection	2	2		BB
51	0101002138	Multimedia Project Management	2	2		BB
52	0101007977	Web Design	2	1	1	BB
53	0101002060	Signage design	2	1	1	BB
54	0101002143	TVC Project	3	3		BB
55	0101002130	Multimedia Games	3	2	1	BB
Major Elective Module 1			**2**			
56	0101002135	Design and user experience	2	2		TC

TT	Module Code	Module Name	TC No.	LT	TH	Genre
57	0101000847	E-commerce	2	2		TC
Specialized Elective Module 2			**5**			
58	0101002139	Cinematography and Television	2	2		TC
59	0101002140	Building 2D Cartoons	2	1	1	TC
60	0101002141	Animation Editing	3	2	1	TC
61	0101002142	3D Model Control	3	2	1	TC
Graduate Internship			**4**			
62	0101002147	Graduation Internship	4		4	BB
Graduation thesis/Alternative courses			**6**			
63	0101002146	Graduation Thesis Course	6		6	TC
Alternative subjects for graduation thesis (choose 2 out of 3 subjects)						
64	0101002145	Virtual Reality Technology	3	2	1	TC
65	0101000995	Cloud Computing	3	2	1	TC
66		Content Management System	3	2	1	TC
67	0101000793	Brand Management	3	3		TC

7. Teaching plan (tentative)

7.1. Semester 1

TT	Module Name	TC No.	Total Episodes	Number of Lessons		Type
				LT	TH	
1	Philosophy	3	45	45		BB
2	*Physical Education 1*	*1*	*30*	*0*	*30*	*REGISTRATION*

TT	Module Name	TC No.	Total Episodes	Number of Lessons LT	Number of Lessons TH	Type
3	Introduction to Multimedia Media	2	30	30		BB
4	Basic English 1	3	45	45		BB
5	Basic Informatics	3	60	30	30	BB
6	Basic Graphics	3	60	30	30	BB
7	*Defense and security education*	*8*	*165*	*75*	*90*	*REGISTRATION*
8	Communication skills	2	30	30		BB
	Total Credits Accumulated	**16**				

7.2. Semester 2

TT	Module Name		TC No.	Total Episodes	Number of Lessons LT	Number of Lessons TH	Type
1	Political Economy		2	30	30		BB
2	*Physical Education 2*		*1*	*30*		*30*	*REGISTRATION*
3	Basic English 2		3	45	45		BB
4	Applied statistics in economics		3	45	45		BB
5	Color Layout		2	30	30		BB
6	General Fine Arts		2	30	30		BB
7	General logic	Select 1 module (2 credits)	2	30	30		TC
8	General Sociology		2	30	30		TC
9	General Psychology		2	30	30		TC

TT	Module Name		TC No.	Total Episodes	Number of Lessons		Type
10	General Law		2	30	30		BB
11	Communication Psychology	Select 1 module (2 credits)	2	30	30		TC
12	Media Masses		2	30	30		TC
13	Theory and language of communication		2	30	30		TC
	Total Credits Accumulated		**18**				

7.3. Semester 3

TT	Module Name	TC No.	Total Episodes	Number of Lessons		Type
				LT	TH	
1	Scientific Socialism	2	30	30		BB
2	*Physical Education 3*	*1*	*30*		*30*	*REGISTRATION*
3	Basic English 3	3	45	45		BB
4	Photography Techniques	2	30	30		BB
5	Computer Graphics	3	60	30	30	BB
6	Vietnamese Cultural Establishments	2	30	30		BB
7	Media Law	2	30	30		BB
8	Crisis management and handling	3	45	45		BB
	Total Credits Accumulated	**17**				

7.4. Semester 4

TT	Module Name	TC No.	Total Episodes	Number of Lessons		Type
				LT	TH	
1	History of the Communist Party of Vietnam	2	30	30		BB
2	Culture of Southeast Asian countries	2	30	30		BB
3	Basic English 4	3	45	45		BB
4	Multimedia Languages	3	45	45		BB
5	2D/3D rendering	3	60	30	30	BB
6	Media Script	2	30	30		BB
7	Signage design	2	30	30		BB
	Total Credits Accumulated	**17**				

7.5. Semester 5

TT	Module Name	TC No.	Total Episodes	Number of Lessons		Type
				LT	TH	
1	Ho Chi Minh Thought	2	30	30		BB
2	Multimedia Games	3	60	30	30	BB
3	Audio and video editing	2	45	15	30	BB
4	2D Graphics App	2	45	15	30	BB
5	Editorial of journalistic works	3	60	30	30	BB
6	History of World Civilization	2	30	30		BB
7	Intermediate English 1	3	45	45		BB
	Total Credits Accumulated	**17**				

7.6. Semester 6

TT	Module Name		TC No.	Total Episodes	Number of Lessons		Type
					LT	TH	
1	The Art of Public Speaking		3	45	45		BB
2	Digital Transformation		2	30	30		BB
3	Event organization		3	60	30	30	BB
4	Industrial design and design protection		2	30	30		BB
5	Multimedia Communication Technology		2	30	30		BB
6	Intermediate English 2		3	45	45		BB
7	Design, user experience	Select 1 module (2 credits)	2	30	30		TC
8	E-commerce		2	30	30		TC
	Total Credits Accumulated		**17**				

7.7. Semester 7

TT	Module Name	TC No.	Total Episodes	Number of Lessons		Type
				LT	TH	
1	Innovative start-ups	2	30	30		BB
2	Specialized English for multimedia communication	3	45	45		BB
3	Practical Topics of multimedia communication	3	90		90	BB
4	Multimedia Project Management	2	30	30		BB
5	Web Design	2	45	15	30	BB

TT	Module Name		TC No.	Total Episodes	Number of Lessons		Type
					LT	TH	
6	Cinematography and Television	Choose 2 modules (5 credits)	2	30	30		TC
7	Building 2D Cartoons		2	30	30		TC
8	Animation Editing		3	60	30	30	TC
9	3D Model Control		3	60	30	30	TC
	Total Credits Accumulated		**17**				

7.8. Semester 8

TT	Module Name		TC No.	Total Episodes	Number of Lessons		Type
					LT	TH	
1	Project of Television Video Commercials		3	45	45		BB
2	Graduate Internship		4	120		120	BB
4	Virtual Reality Technology	Choose Graduation Thesis or 2 alternative modules*)	3	60	30	30	TC
5	Cloud Computing		3	60	30	30	TC
6	Brand Management		3	45	45		TC
7	Content Management System		3	60	30	30	TC
8	Graduation Thesis Course		6	180		180	TC
	Total Credits Accumulated		**13**				

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

8. Guidance on 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 Instructors

- 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 to make essays, projects, presentations in class, guide discussions, solve problems in class, in the laboratory 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.

8.3 For students

- You must consult with your academic advisor to select modules in accordance with 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.

- Proactively 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 Facilities and equipment for teaching, practice and internship

- Theoretical classroom system with traditional equipment, equipped with additional teaching support tools (projector).

- Computer laboratories are equipped with software for basic informatics training. The Multimedia Communication Practice Room is equipped with appropriate machines, equipment and tools.

Principal	**Training Management Department**	**Faculty of Economics**
(signed, full name, stamped)		