

MINISTRY OF EDUCATION AND TRAINING
LAC HONG UNIVERSITY



POSTGRADUATE PROGRAMME SPECIFICATION
*(Issued in conjunction with Decision No:/QD-DHLH, day ... month ... year ...
20..... by the Rector of Lac Hong University)*

Field of Study:	BUSINESS ADMINISTRATION
Programme Code:	8340101
Level of Training:	Master's Degree
Training Orientation:	Research
Applicable Cohort:	2024

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POSTGRADUATE TRAINING PROGRAM

A. INTRODUCTION

The Master's Programme in Business Administration at Lac Hong University is designed to train professionals with comprehensive knowledge and practical skills to address real-world business challenges, meeting the workforce demands of the Fourth Industrial Revolution. Launched in 2009, the programme continuously evolves to provide a robust foundation in areas such as strategic management, marketing, finance, human resource management, and digital business transformation.

With a mission to deliver high-quality education, conduct applied research, and transfer advanced business practices, the programme is committed to cultivating competent and ethical business leaders. The Faculty nurtures talented individuals at both undergraduate and postgraduate levels, equipping them to contribute effectively to Vietnam's industrialisation, modernisation, and global integration efforts.

The programme focuses on equipping students with the knowledge and skills to manage and develop business strategies across various industries. Students benefit from a balanced curriculum that integrates theoretical learning with practical applications through case studies, real-world projects, and applied research, ensuring graduates are well-prepared to navigate dynamic business environments.

To date, over 500 graduates have completed the Master's Programme in Business Administration at Lac Hong University, reflecting its consistent growth and commitment to producing high-caliber business professionals for the labor market.

With state-of-the-art facilities, including modern classrooms and access to advanced business simulation tools, along with a team of experienced faculty, the programme ensures the delivery of high-quality human resources, contributing to economic development and digital transformation across multiple sectors.

B. STRUCTURE AND CONTENT OF PROGRAMME

Field of Study: **Business Administration**

Program Code: **8340101**

Level of Training: **Master's Degree**

Training Orientation: **Research**

Applicable Cohort: **2024**

1. Duration of study: 24 months

2. Programme Objectives and Programme Learning Outcomes (PLOs)

2.1. Programme educational objectives (PEOs)

Graduates of the Master of Business Administration programme, within 3–5 years after graduation, are expected to

PEOs	Educational Objective
PEO1	Become professionals capable of analyzing and applying business administration research to address practical problems and meet societal needs.
PEO2	Develop innovative business strategies by leveraging leadership skills and advanced technologies, contributing to the industrialization and modernization of the country.
PEO3	Develop professional ethics, social responsibility, and global integration mindset, making positive contributions to the sustainable development of the community

PEOs	LHU's vision and missions
PEO 1: Become professionals capable of analyzing and applying business administration research to address practical problems and meet societal needs.	Lac Hong University is a leading educational institution for quality human resource development, applied scientific research, technology transfer
PEO 2: Develop innovative business strategies by leveraging leadership skills and advanced technologies, contributing to the industrialization and modernization of the country.	The University cultivates proficient and virtuous talents to advance the national industrialization and modernization in the context of international integration.
PEO 3: Develop professional ethics, social responsibility, and global integration mindset, making positive contributions to the sustainable development of the community.	Contribute to talent development, with the capacity to advance knowledge and community service to meet social needs.

2.2 Mapping between PEOs and the vision and mission of LHU

PEOs	Mission	Vision
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	LHU is a leading educational institution for quality human resource development, applied scientific research, technology transfer to meet social needs.	Community service	The University cultivates proficient and virtuous talents to advance the national industrialisation and modernisation in the context of international integration.	LHU aims to become a leading university in applied sciences in Vietnam by 2030
PEO 1	X			X
PEO 2		X		
PEO 3			X	

2.3 Programme Educational Objectives with the National Qualifications Framework

PEOs	National Qualifications Framework												
	1.1	1.2	1.3	2.1	2.2	2.3	2.4	2.5	3.1	3.2	3.3	3.4	
PEO1	X	X	X										
PEO2				X	X	X	X	X					
PEO3									X	X	X	X	

Remark:

- 1.1 Advanced, in-depth, and extensive practical and theoretical knowledge; firm grasp of fundamental principles and theories in the research field of the major.
- 1.2 Relevant interdisciplinary knowledge.
- 1.3 General knowledge of governance and management.
- 2.1 Skills in analysing, synthesising, and evaluating data and information to formulate scientific solutions to problems.
- 2.2 Skills in communicating knowledge through research, discussing professional and scientific issues with peers and others.
- 2.3 Skills in organising, governing, and managing advanced professional activities.
- 2.4 Skills in research, development, and creative application of technology in academic and professional fields.
- 2.5 Foreign language proficiency equivalent to Level 4/6 of the Vietnamese Foreign Language Competency Framework.
- 3.1 Conduct research and propose significant innovations.

3.2 Adapt, self-direct, and guide others.

3.3 Draw expert-level conclusions on issues within the professional domain.

3.4 Manage, evaluate, and improve professional activities.

2.4 Programme learning outcomes – PLOs

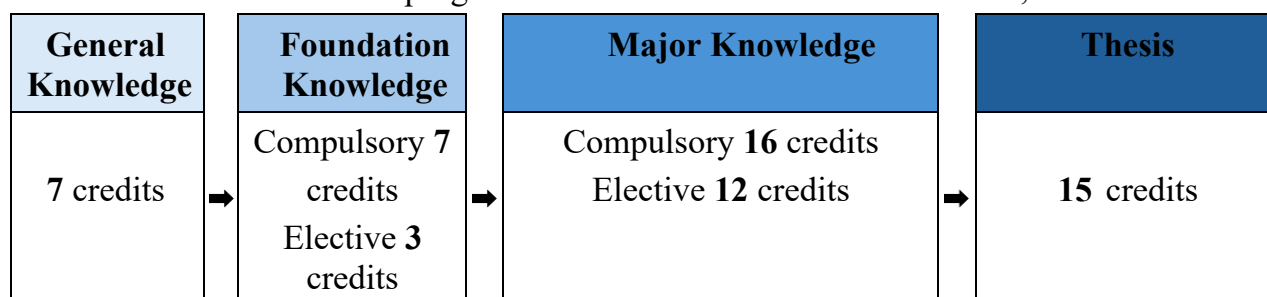
- Bloom's Taxonomy is applied across three domains: Knowledge, Skills, and Attitude to formulate the learning outcomes (LOs).
- Each LO statement begins with an action verb. The verb used must reflect the level of competency to be achieved.

Programme Learning Outcomes (PLOs)		PEO 1	PEO 2	PEO 3
PLO1	Apply advanced theoretical and practical knowledge in the field of business administration.	X		
PLO2	Analyze data and information scientifically to optimize business solutions.	X		
PLO3	Develop innovative business strategies by analyzing the business environment and effectively utilizing organizational resources.		X	
PLO4	Organize professional knowledge to communicate effectively.		X	
PLO5	Demonstrate social responsibility, professional ethics, and academic integrity.			X

3. Total Programme Credits

3.1. Structure

Total credits for the entire programme: 60 credits for the Master's level;



3.2 Curriculum

			Number of Credits	Ye

No.	Course Code	Course Name	Total	Theory	Practical/ Lab/ Discussion	ar
I	General Knowledge		7	5	2	
1	900801	Philosophy	4	3	1	1
2	900803	English	3	2	1	1
II	Foundation Knowledge		10	7	3	
	Compulsory		7	5	2	
3	938801	Research Methodology	4	3	1	1
4	938802	Management	3	2	1	1
	Elective (Select 1 out of 2)		3	2	1	
5	938803	Economics law	3	2	1	1
6	938804	Microeconomics	3	2	1	1
III	Major Knowledge		28	20	8	
	Compulsory		16	12	4	
7	938805	Strategic management	4	3	1	2
8	938806	Marketing management	4	3	1	2
9	938807	Financial management	4	3	1	2
10	938808	Production and operations management	4	3	1	2
	Elective (Select 4 out of 6)		12	8	4	
11	938809	Quantitative research in management	3	2	1	2
12	938810	Human resource management	3	2	1	2
13	938811	Quality management	3	2	1	2
14	938812	Entrepreneurship management	3	2	1	2
15	938813	Project management	3	2	1	2
16	938814	Enterprise risk management	3	2	1	2
IV	Graduation		15		15	
17	938800	Master's Thesis	15		15	2
	Total		60	32	28	

4. Course objectives and course learning outcomes (CLOs)

Course	Objective description	Course learning outcomes	
1. 900801 - Philosophy	Philosophy is a compulsory subject within the general knowledge framework at the postgraduate level. It aims to cultivate a scientific materialist worldview, a revolutionary outlook on life, and a dialectical materialist methodology in learners. The course enables students to understand the role of philosophy—particularly Marxist-Leninist philosophy—in social life, while also applying philosophical principles to the analysis and resolution of issues in business management and the social sciences. Learners will develop critical thinking skills, professional ethics, and a sense of social responsibility in their specialised work.	CLO1	Apply philosophical principles, especially those of Marxist-Leninist philosophy, to the analysis and resolution of issues in business management and social practice.
		CLO2	Demonstrate a sense of responsibility in teamwork and uphold academic integrity in course-related reporting.
2. 900803 - English	The postgraduate English Language course aims to equip postgraduate students with the ability to use English in academic and professional settings. With an entry requirement equivalent to IELTS 4.0, TOEIC 400, or TOEFL 400, students will enhance their language skills (grammar, vocabulary, listening, speaking, reading, writing) to a B1 level (IELTS 4.5, TOEIC 500, TOEFL 450). The course content is tailored to professional and academic needs, enabling students to communicate, comprehend specialised documents, and write basic academic texts in English.	CLO1	Analyse English-language materials on new materials and structural construction for group members in file and spoken formats.
		CLO2	Design a scientific paper in English and answer questions related to the topic of study in spoken form.
3. 938801 -	This course equips students with	CLO1	Analyse data and

Research methodology	the knowledge and skills for scientific research in the fields of economics and management. The content covers the scientific research process, problem formulation, developing research questions and hypotheses, using theory, collecting and analysing data, as well as writing a research proposal and a scientific paper. The course helps students develop analytical thinking, skills in communicating research findings, and an awareness of professional ethics in scientific research.		information scientifically to design research and optimise business solutions.
		CLO2	Develop and communicate a research proposal and scientific paper clearly and effectively.
		CLO3	Demonstrate social responsibility, professional ethics, and academic integrity throughout the research process and in presenting results.
4. 938802 - Management	This course provides postgraduate students in Business Administration with in-depth knowledge of management activities, essential management skills for a manager, and successful management experiences from companies in Vietnam and globally. Upon completion, students will be able to resolve common management issues and apply effective management skills to real-world business practice.	CLO1	Apply knowledge of management principles in the operational management of an enterprise.
		CLO2	Demonstrate a sense of responsibility in teamwork and academic integrity in course reports.
5. 938803 - Economics law	This course examines the fundamental issues of Vietnamese economics law, as well as some technical aspects of applying law in economic management. It covers important legal frameworks of Vietnamese economics law, such as: laws on business entities, investment law, basic contract law, and commercial dispute resolution.	CLO1	Apply knowledge of economics law in the operational management of an enterprise.
		CLO2	Demonstrate a sense of responsibility in teamwork and academic integrity in course reports.
6. 938804 - Microeconomics	This course is designed to help students grasp fundamental and advanced economic principles in	CLO1	Apply microeconomic theories to analyse/explain or make optimal economic

	both general Economics and Microeconomics. The course delves into market issues such as supply-demand, elasticity, and the behaviour of consumers and firms (Production - Cost - Profit), as well as market structures and their operation.		decisions in consumption, production, and business activities within enterprises.
		CLO2	Actively and positively engage in learning activities to solve problems.
7. 938805 - Strategic Management	This course systematises and enhances fundamental knowledge of strategic management in the current business context. It focuses on several strategic management topics of interest to many managers, which undergraduate students may not have studied in sufficient depth to recognise the importance of collaboration with stakeholders in the process of planning, implementing, and evaluating an organisation's strategy in today's constantly changing and complex business environment.	CLO1	Analyse and evaluate macroeconomic factors, the industry environment, and internal corporate capabilities to identify key strategic issues.
		CLO2	Coordinate strategic models (e.g., value chain, VRIO framework, BCG matrix, GE matrix, etc.) to determine appropriate corporate-level and business-unit-level strategies for the specific context of the enterprise.
		CLO3	Develop a strategy implementation plan, including steps for execution, monitoring, evaluation, and adjustment in a changing context.
8. 938806 - Marketing Management	This course provides students with the knowledge and skills to plan marketing strategies based on market demand analysis and forecasting; understand consumer and organisational behaviour, and identify business opportunities. Students will apply the knowledge learned to formulate a mixed marketing strategy to help the company enhance its competitive advantage in the marketplace.	CLO1	Analyse data and information scientifically in marketing management to resolve issues arising in practice.
		CLO2	Develop a marketing strategy to propose effective marketing management solutions.
		CLO3	Organise professional information to communicate trends and changes in marketing management practices.

9. 938807 - Financial Management	This course equips students with specialised knowledge of corporate financial management, enabling them to conduct research in finance: growth theory, long-term investment, working capital management, capital structure, dividends, and company valuation. The knowledge from this course will support and assist managers in making correct decisions for the strategic planning of the organisation.	CLO1	Analyse the financial situation of a company using financial techniques and models.
		CLO2	Develop a business strategy by analysing financing methods, analysing in-depth theory on capital structure to determine the optimal capital structure for the company, dividend policy, and working capital management.
		CLO3	Develop a business strategy by analysing theories related to corporate finance.
10. 938808 - Production and Operations Management	This course provides fundamental concepts on organising the production process within a business and planning tasks such as: Demand forecasting, capacity planning, material requirements planning, etc. It also aims to develop operational management skills such as: Production scheduling, facility layout, and evaluating the efficiency of a company's production.	CLO1	Analyse data and information scientifically in production to resolve issues arising in practice.
		CLO2	Develop a production plan to schedule production resources appropriately.
		CLO3	Organise professional information to communicate trends and changes in the production operational environment.
11. 938809 - Quantitative Research in Management	This course equips students with the knowledge and skills to apply quantitative methods for data analysis and decision-making in business management. The content includes statistical techniques, decision analysis models, linear programming, regression analysis, risk simulation, and methods for presenting quantitative analysis reports. The course helps students develop scientific analytical thinking, proficiency in using data analysis software	CLO1	Analyse data and information scientifically to make decisions and optimise business management solutions.
		CLO2	Develop and present quantitative analysis reports clearly and effectively to support management decision-making.

	(SPSS, SEM), and skills in communicating research results clearly and effectively, thereby optimising management solutions.		
12. 938810 - Human Resource Management	This course provides postgraduate students with in-depth and systematic knowledge of the strategic role of human resources in modern organisations. Based on a comprehensive approach to HR functions such as: HR planning, recruitment, training and development, performance appraisal, and compensation and benefits management, students will enhance their ability to analyse, design, and propose HR policies that align with the organisation's strategy.	CLO1	Analyse models, theories, and current trends in human resource management to assess the strategic role of human resources in promoting organisational effectiveness, developing competitive advantage, and creating sustainable value.
		CLO2	Develop human resource management solutions to effectively address HR issues arising in a changing and culturally diverse environment.
		CLO3	Evaluate and commit to practicing professional ethics, fairness, transparency, and social responsibility in human resource management decisions; actively promote humanistic values and foster a positive and respectful work environment within the organisation.
13. 938811 - Quality Management	This course provides students with advanced knowledge of quality management and its role in the sustainable development of organisations in today's fiercely competitive environment. Students will have the opportunity to learn about effective quality management practices in advanced countries around the world. Through this course, students will have many	CLO1	Apply modern quality management methods to the production or service provision process of a specific enterprise to continuously improve and enhance product/service quality, help reduce production costs, and improve the operational efficiency of the enterprise.
		CLO2	Demonstrate a sense of

	opportunities to discuss and identify quality management issues at their workplace, share knowledge and experiences in quality management, and thereby be able to apply the knowledge from the course to solve quality management problems and orient the implementation of a suitable quality management system at their own organisation.		responsibility for effective teamwork, the ability to present through written documents and images, critical thinking skills, and a capacity for lifelong learning.
14. 938812 - Entrepreneurship Management	This course provides advanced knowledge to help students understand how to prepare the necessary and sufficient conditions to successfully establish and operate a new enterprise. The course also equips students with the skills to develop a business plan for their idea, implement the plan, and adjust it to suit changes in the business environment. Additionally, the course aims to foster an entrepreneurial spirit and raise awareness of the responsibilities of an entrepreneur towards the economic development of the country.	CLO1	Apply management methods to establish a business plan, assess the feasibility, and operate a new enterprise effectively.
		CLO2	Demonstrate an entrepreneurial spirit with social responsibility to seek legitimate profits.
15. 938813 - Project Management	This course covers key topics such as: (1) the characteristics and main aspects of a business project, the basic contents of a business project, the role and necessary qualities of a project manager, and the purposes, bases, requirements, and process of establishing a business project; (2) Project appraisal and investment decision-making, analysing and establishing a business project according to 3 aspects: Technical, financial, and	CLO1	Analyse the investment effectiveness of a project and manage the project successfully.
		CLO2	Establish the progress of an investment project using Microsoft Project software.

	economic; (3) Choosing the organisational structure for project management; (4) Managing the time and progress of a project, allocating resources, managing costs, and managing risks of a business project.		
16. 938814 - Enterprise risk management	This course equips students with the necessary knowledge and skills to identify, analyse, control, and finance risks in business operations. The content includes concepts, risk classification, the risk management process, methods for identification, measurement, control, risk financing, and practical applications in business. The course helps students develop scientific analytical thinking, the ability to apply risk management methods in practice, and the skills to build effective risk management strategies, contributing to minimising losses and capitalising on development opportunities for the business.	CLO1	Analyse data and information scientifically to identify, measure, and assess risks within the enterprise.
		CLO2	Apply risk management methods in practice to control, finance risks, and build effective risk management strategies.
17. 938800 - Master's Thesis	The graduation thesis in the Business Administration major, research-oriented, is a scientific application project designed to bridge theory and practice, with the core objective of developing learners' problem-solving abilities in real-world business contexts. The thesis is structured to enable students to apply their specialised knowledge in a scientific and creative manner to effectively identify, analyse, and address practical business issues. It serves as evidence that the learner has acquired the requisite knowledge and competence to	CLO1	Analyse the current context of the research problem.
		CLO2	Propose new contributions/solutions for the subject organisation.
		CLO4	Demonstrate proficiency in using data analysis software.
		CLO5	Work independently, demonstrating a commitment to lifelong learning.

	resolve a discipline-specific problem and thereby fulfil the requirements of the academic programme. Moreover, the process of organising and implementing the scientific application within the thesis reflects the learner's sense of responsibility, scientific rigour, autonomy, creativity, and professional confidence.		
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5. Mapping CLOs to PLOs

Course	Program Learning Outcomes (PLOs)				
	PLO1	PLO2	PLO3	PLO4	PLO5
	3/6	4/6	4/5	4/5	5/5
Philosophy	CLO1				CLO2
English	CLO1			CLO2	
Research methodology		CLO1		CLO2	CLO3
Management	CLO1				CLO2
Economics law	CLO1				CLO2
Microeconomics	CLO1				CLO2
Strategic management		CLO1	CLO2	CLO3	
Marketing management		CLO1	CLO2	CLO3	
Financial management		CLO1	CLO2	CLO3	
Production and operations management		CLO1	CLO2	CLO3	
Quantitative research in management		CLO1		CLO3	
Human resource management		CLO1	CLO2		
Quality management			CLO1		CLO2
Entrepreneurship management			CLO1		CLO2
Project management		CLO1		CLO2	
Enterprise risk management		CLO1	CLO2		

Master's thesis	CLO1	CLO2		CLO3	CLO4
	6	10	8	9	8

6. Teaching methods and assessment methods

6.1 Teaching methods:

Adopts a student-centred approach, positioning learners as the central subject of the training process, encouraging their active participation and effort in learning activities; provides effective guidance to help students achieve the learning outcomes of each course, each component, and the programme.

T1: Lecture

T2: Problem-solving

T3: Case study

T4: Discussion

6.2 Mapping Teaching Methods to PLOs

Code	Teaching Methods	PLO1	PLO2	PLO3	PLO4	PLO5
T1	Lecture	X		X		
T2	Problem-solving		X	X		X
T3	Case study		X		X	
T4	Discussion	X			X	X

6.3 Mapping Modules to Teaching Methods

Course	Teaching Methods			
	T1	T2	T3	T4
1. Philosophy	X			X
2. English	X		X	
3. Research methodology	X	X		X
4. Management	X		X	X
5. Economics law	X		X	
6. Microeconomics	X	X		
7. Strategic management	X	X		X
8. Marketing management	X		X	X
9. Financial management	X	X		X
10. Production and operations management	X	X		X
11. Quantitative research in management	X	X		

12. Human resource management	X		X	X
13. Quality management	X	X		X
14. Entrepreneurship management	X		X	X
15. Project management	X	X		X
16. Enterprise risk management	X	X		X
17. Master's thesis		X	X	

7. Assessment methods

7.1 List of assessment methods

A1. Short answer test

A2. Written test

A3. Presentation

A4. Essay

7.2 Mapping Assessment Methods to PLO

Code	Assessment methods	PLO1	PLO2	PLO3	PLO4	PLO5
A1	Short answer test	X	X	X	X	X
A2	Written test			X		
A3	Presentation	X			X	X
A4	Essay	X	X		X	

7.3 Mapping Course to Assessment Methods

Course	Assessment Methods			
	A1	A2	A3	A4
1. Philosophy	X	X	X	
2. English	X	X		
3. Research methodology	X		X	X
4. Management	X		X	X
5. Economics law	X		X	X
6. Microeconomics	X	X	X	
7. Strategic management	X		X	X
8. Marketing management	X		X	X
9. Financial management	X		X	X
10. Production and operations	X		X	X

management				
11. Quantitative research in management	X		X	X
12. Human resource management	X		X	X
13. Quality management	X		X	X
14. Entrepreneurship management	X		X	X
15. Project management	X		X	X
16. Enterprise risk management	X		X	X
17. Master's thesis			X	X

8. Thesis Defense Requirements

- . Has completed all courses in the training programme and achieved a cumulative course average of at least 5.5 out of 10;
- a. Has submitted the thesis defense registration dossier by the deadline announced by the Faculty of Postgraduate Studies;
- b. Has no complaints or allegations regarding the scientific content of the thesis at the time of review;
- c. Meets the master's thesis formatting and presentation requirements as stipulated by the University;
- d. Has fulfilled all tuition fee obligations as required by the University.

9. Graduation Requirements

- . Has completed all required coursework of the training programme and successfully defended the thesis;
- a. Has submitted to the Faculty of Postgraduate Studies an electronic copy of the fully revised thesis for use as reference material in the library and for archival purposes;
- b. Has submitted a bound hard copy of the thesis, together with a revision report detailing changes made according to the committee's feedback, certified by the supervisor and the Committee Chair as compliant with the committee's conclusions;
- c. Has met the foreign language proficiency requirement specified by the programme's exit standards prior to graduation review, evidenced by one of the following: A diploma or certificate at a level equivalent to Level 4 of the Vietnamese 6-level Foreign Language Proficiency Framework, or another equivalent certificate recognized by the Ministry of Education and Training; A bachelor's degree or higher in a foreign language; A bachelor's degree or higher in another field in which the entire programme was conducted in a foreign language.

10. Graduate Career Opportunities

Upon graduation, students will be capable of:

- Serving in enterprise leadership or technical roles (e.g., CTO, CIO, CEO, Senior Engineer, etc.);

- Conducting research in research & development departments;
- Developing plans and project proposals, and organizing, directing, and managing IT projects in organizations and enterprises;
- Performing effectively in R&D roles;
- Teaching at universities specializing in Information Technology;

C. COURSE DESCRIPTION

900801 – PHILOSOPHY

This is a compulsory course in the general knowledge block of the graduate program. It aims to cultivate a scientific materialist worldview, revolutionary human outlook, and dialectical materialist methodology. The course helps learners understand the role of philosophy, especially Marxist-Leninist philosophy, in social life and apply philosophical principles to analyze and solve problems in business management and social sciences. Students will develop critical thinking, professional ethics, and social responsibility.

References:

1. Ministry of Education and Training (2020). *Philosophy Textbook (for non-philosophy graduate students and doctoral candidates)*. Hanoi: Vietnam Education Publishing House.
2. Audi, R. (Ed.). (2022). *The Cambridge Dictionary of Philosophy* (3rd ed.). Cambridge University Press.

900803 – ENGLISH

This course is designed to equip graduate students with English language skills for academic and professional settings. With an entry level equivalent to IELTS 4.0, TOEIC 400, or TOEFL 400, students will improve their language skills (grammar, vocabulary, listening, speaking, reading, writing) to an intermediate level (B1 – IELTS 4.5, TOEIC 500, TOEFL 450). The content is tailored to professional and academic needs, enabling students to communicate, read specialized materials, and write basic academic texts in English.

References:

1. Edward de Chazal (2014). *English for Academic Purposes*. Oxford University Press.
2. Colm Downes (2008). *Cambridge English for Job-hunting*. Cambridge University Press.
3. Stephen Bailey (2018). *Academic Writing: A Handbook for International Students* (5th ed.). Routledge.
4. Eric H. Glendinning & Beverly Holmström. *Listening and Speaking for Academic Purposes*. Oxford University Press.

938801 – RESEARCH METHODOLOGY

This course equips students with the knowledge and skills required for scientific research in economics and management. Topics include the research process, formulating research problems, questions, and hypotheses, using theory,

data collection and analysis, and writing research proposals and academic articles. The course promotes analytical thinking, research communication skills, and ethical conduct in research.

References:

1. Đinh Phi Hồ (2021). *Research Methods in Economics and Writing Theses and Dissertations*. Financial Publishing House.
2. Saunders, M., Lewis, P., & Thornhill, A. (2023). *Research Methods for Business Students* (9th ed.). Pearson Education.

938802 – MANAGEMENT

This course provides in-depth knowledge of management practices and essential managerial skills. It includes successful case studies from Vietnamese and global enterprises. Upon completion, students will be able to solve common management problems and apply effective management techniques in real-world business settings.

References:

1. Trần Kim Dung (2023). *Strategic Management*. Labor Publishing House.
2. Nguyễn Thành Độ (2022). *Management Studies*. National Economics University Publishing House.
3. Vũ Minh Đức & Vũ Huy Thông (2021). *Modern Management Studies*. National Economics University Publishing House.

938803 – ECONOMICS LAW

This course explores fundamental issues in Vietnamese business law and certain technical aspects of applying law in economic management. Key topics include legal entities, investment law, contract law, and dispute resolution in commercial activities.

References:

1. National Economics University (2022). *Textbook on Economic Law*. NEU Publishing House.
2. Nguyễn Thị Dung (2023). *Monograph on Business Law*. Judicial Publishing House.

938804 – MICROECONOMICS

This course introduces basic and advanced economic principles in general and microeconomics in particular. It covers key market issues such as supply and demand, elasticity, consumer and firm behavior (production, costs, profit), market structures, and their operations.

References:

1. Nguyễn Hồng Nga (2023). *Advanced Microeconomics*. Vietnam National University HCMC Publishing House.
2. Tô Trung Thành (2022). *Advanced Microeconomics*. NEU Publishing House.

3. Mankiw, N. Gregory (2020). *Principles of Economics* (10th ed.). Worth Publishers.

938805 – STRATEGIC MANAGEMENT

This course examines the process of formulating and implementing strategies to help firms achieve long-term objectives and sustain competitive advantage. It includes external (PEST, Porter's Five Forces) and internal (resource analysis, core competencies, value chain) environment analysis, followed by SWOT analysis and strategic formulation at corporate, business unit, and functional levels. It also addresses strategy execution, leadership, resource allocation, organizational structure, and evaluation and control. Special emphasis is placed on flexibility in the context of globalization, digital transformation, and fierce competition.

References:

1. Nguyễn Văn Dũng (2021). *Strategic Management – Theory and Case Studies*. Financial Publishing House.
2. Barney, J.B., & Hesterly, W.S. (2021). *Strategic Management and Competitive Advantage* (7th ed.).
3. Parnell, J. (2022). *Strategic Management: Theory and Practice* (7th ed.).

938806 – MARKETING MANAGEMENT

This course provides students with the knowledge and skills to formulate marketing strategies based on market demand analysis and forecasting, understanding consumer and organizational behavior, and identifying business opportunities. Students will apply their learning to develop integrated marketing strategies that enhance competitive advantage.

References:

1. Ngô Thị Ngọc Huyền (2020). *Marketing Management*. Hồng Đức Publishing House.
2. Lê Thế Giới & Nguyễn Xuân Lãn (2022). *Value-Oriented Marketing Management*. Labor and Social Publishing House.
3. Kotler, P., Keller, K.L., & Chernev, A. (2023). *Marketing Management* (16th ed.).

938807 – FINANCIAL MANAGEMENT

This course offers advanced knowledge in corporate financial management, enabling students to conduct research on growth theories, long-term investment, working capital management, capital structure, dividends, and company valuation. These skills support strategic business decision-making.

References:

1. Brigham, E.F., & Ehrhardt, M.C. (2020). *Financial Management: Theory and Practice*. Cengage Learning.
2. Brigham, E.F. (2024). *Financial Management*. University of Florida, Cengage Learning Asia.

3. Kon, A., Ang, S.-K., Brigham, E.F., & Ehrhardt, M.C. (2014). *Financial Management – Asia Edition*. Cengage Learning Asia.
4. Nguyễn Quang Thu (2017). *Basic Financial Management*. Ho Chi Minh City University of Economics Publishing House.

938808 – PRODUCTION AND OPERATIONS MANAGEMENT

This course provides fundamental concepts related to organizing the production process in businesses. Key topics include demand forecasting, capacity planning, material requirements planning, production scheduling, facility layout, and evaluation of production efficiency. The course also focuses on developing practical operational management skills.

References:

1. Đồng Thị Thanh Phương (2000). *Production and Service Management*. Ho Chi Minh City Open University Publishing House.
2. Nguyễn Thanh Liêm & Nguyễn Quốc Tuấn (2023). *Production Management*. Finance Publishing House, Ho Chi Minh City.
3. Industrial Technology University (2022). *Production Management Textbook*.

938809 – QUANTITATIVE RESEARCH IN MANAGEMENT

This course equips students with the knowledge and skills to apply quantitative methods in data analysis and decision-making in business management. It includes statistical techniques, decision analysis models, linear programming, regression analysis, risk simulation, and quantitative reporting. Students will also develop scientific analytical thinking, data analysis software skills (SPSS, Excel), and the ability to clearly communicate research results to optimize management solutions.

References:

1. Đinh Phi Hồ (2021). *Research Methods in Economics and Writing Theses and Dissertations*. Financial Publishing House.
2. Saunders, M., Lewis, P., & Thornhill, A. (2023). *Research Methods for Business Students* (9th ed.). Pearson Education.

938810 – HUMAN RESOURCE MANAGEMENT

This course offers in-depth and systematic knowledge of the strategic role of human resources in modern organizations. Students will examine core HR functions such as planning, recruitment, training and development, performance appraisal, compensation, and benefits. The course emphasizes the alignment of HR with business strategy, corporate culture, organizational performance, and sustainable development. Real-world case studies provide opportunities to apply theory in dynamic, multicultural, and innovation-driven environments.

References:

1. Đặng Đình Đào, Nguyễn Đức Diệp, Nguyễn Thị Diệu Chi (2020). *Human Resource Management in Logistics in Vietnam*. Dân Trí Publishing House.

2. Hồng Duyên (2023). *Getting HR Right from the Start*. Dân Trí Publishing House.
3. Dessler, G. (2020). *Human Resource Management* (16th ed.). Pearson Education.
4. Armstrong, M. (2021). *Armstrong's Handbook of Human Resource Management Practice* (15th ed.). Kogan Page.

938811 – QUALITY MANAGEMENT

This course provides the necessary knowledge to manage product quality across all stages, from initiation to the end of the production-consumption cycle. It covers quality in work processes, services, departments, and individual contributions, ensuring comprehensive quality in products and services delivered to customers.

References:

1. Đỗ Thị Đông & Đặng Ngọc Sự (2022). *Quality Management Textbook*. NEU Publishing House, Hanoi.
2. Bùi Nguyên Hùng & Nguyễn Thúy Quỳnh Loan (2021). *Quality Management Textbook*. Vietnam National University, Ho Chi Minh City.
3. Montgomery, D.C. (2013). *Statistical Quality Control: A Modern Introduction* (7th ed.). John Wiley & Sons, Asia.

938812 – ENTREPRENEURSHIP MANAGEMENT

This course provides advanced knowledge to help students prepare the necessary conditions for successfully founding and operating a new business. It also equips students with the skills to develop action plans for business ideas, execute those plans, and adapt to changes in the business environment. Furthermore, the course aims to foster entrepreneurial spirit and raise awareness of the entrepreneur's responsibility to national economic development.

References:

1. Dương Công Doanh (2023). *Textbook on Startup Business Formation*. National Economics University Publishing House.
2. Nguyễn Thị Phương Linh & Nguyễn Thị Phương Lan (2023). *Textbook on Startup Planning*. National Economics University Publishing House.
3. Vũ An Dân (2022). *Textbook on Business Startups*. Hanoi Open University Publishing House.

938813 – PROJECT MANAGEMENT

Key topics of this course include: (1) characteristics and core aspects of business projects, project components, the role and essential qualities of a project manager, and project planning purposes, bases, requirements, and procedures; (2) project appraisal and investment decision-making, with technical, financial, and economic analyses; (3) selection of project governance models; and (4) time and schedule management, resource allocation, cost control, and risk management in business projects.

References:

1. Levlanov, M. (2024). *Project Management Industry Specifics*, pp. 1–164. PC Technology Center. DOI: 10.15587/978-617-8360-03-0

2. Davies, A., Lenfle, S., Loch, C.H., Midler, C. (2023). *Handbook on Innovation and Project Management*, pp. 1–448. Edward Elgar Publishing Ltd. DOI: 10.4337/9781789901801

938814 – ENTERPRISE RISK MANAGEMENT

This course equips students with essential knowledge and skills to identify, analyze, control, and finance risks in business operations. Topics include risk concepts and classifications, the risk management process, risk identification, measurement, control, financing methods, and practical applications in enterprises. The course fosters scientific analytical thinking and equips students with the ability to apply risk management methods in real contexts and to develop effective strategies to minimize losses and seize development opportunities.

References:

1. Nguyễn Thanh Lâm (2023). *Enterprise Risk Management Lecture Notes*. Lac Hong University (Internal circulation material).
2. Nguyễn Thị Liên Diệp, Võ Tấn Phong, Ngô Quang Huân, Trần Anh Minh (2023). *Enterprise Risk Management – COSO Integrated Framework Approach*. Hồng Đức Publishing House. ISBN: 978-604-79-2716-6.

Dong Nai, day month..... year 2024

DEAN

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