

Course structure from K51

FINANCE AND BANKING MAJOR – APPLIED FINANCE SPECIALIZATION			
Block		Characteristics	Credits
Foundation Units		8 courses – 4 credits per course	32
1	Academic & Professional skills	4	
2	Mathematics for Business	4	
3	Statistics for Business	4	
4	Business Law	4	
5	Principles of Economics	4	
6	Principles of Marketing	4	
7	Principles of Accounting	4	
8	Principles of Management	4	
Research Units		4 courses – 4 credits per course	16
9	Business Research Methods	4	
10	Business Analytics & AI applications	4	
11	Problem solving in organization	4	
12	Research design	4	
Core Units		4 courses – 4 credits per course	16
13	Corporate Finance	4	
14	Financial Institutions and Markets	4	
15	Applied Econometrics	4	
16	Bank Management	4	
Specialized Units		8 courses – 3 credits per course	24
17	Financial Accounting	3	
18	Managerial Accounting	3	
19	Financial Modelling and Business Valuation	3	
20	Derivatives & Financial Risk Management	3	
21	Portfolio Management	3	
22	International Financial Management	3	
23	FinTech and Digital Banking	3	
24	Ethical and Professional Standards	3	
Startup		4 credits	4
25	Startup Experience	4	
Internship / advanced research		6 credits	6
26	Capstone Experience	6	

Course structure from K51

Elective specialized units		Choose 2 out of 6 courses – 3 credits per course	6
27	Cross-disciplinary course 1	3	
28	Cross-disciplinary course 2	3	
29	Strategic Management	3	
30	Mergers, Acquisitions, and Corporate Restructuring	3	
31	Behavioral Finance	3	
32	Auditing	3	
Thesis		10 credits	10
Political theory units		11 credits	11
33	Marxist-Leninist Philosophy	3	
34	Marxist-Leninist Political Economics	2	
35	History of Communist Party of Vietnam	2	
36	Ho Chi Minh Ideology	2	
37	Scientific Socialism	2	
Physical Education		3 credits	3
38	Physical Education 1	1	
39	Physical Education 2	2	
National Defense Education		-	
Total Credits		128	

Course structure from K51

BUSINESS ADMINISTRATION MAJOR – SUSTAINABLE DIGITAL MANAGEMENT SPECIALIZATION			
Block		Characteristics	Credits
Foundation Units		8 courses – 4 credits per course	32
1	Academic & Professional skills	4	
2	Mathematics for Business	4	
3	Statistics for Business	4	
4	Business Law	4	
5	Principles of Economics	4	
6	Principles of Marketing	4	
7	Principles of Accounting	4	
8	Principles of Management	4	
Research Units		4 courses – 4 credits per course	16
9	Business Research Methods	4	
10	Business Analytics & AI applications	4	
11	Problem solving in organization	4	
12	Research design	4	
Core Units		4 courses – 4 credits per course	16
13	Management Information System	4	
14	International Business	4	
15	Organizational Behavior	4	
16	Corporate Finance	4	
Specialized Units		8 courses – 3 credits per course	24
17	Project Management	3	
18	Human Resource Management	3	
19	Strategic Marketing Management	3	
20	Strategic Digital Transformation	3	
21	Strategic Management	3	
22	Supply Chain Management	3	
23	CRM and Customer Experience Management	3	
24	E-Commerce Management and Platforms	3	
Startup		4 credits	4
25	Startup Experience	4	
Internship / advanced research		6 credits	6
26	Capstone Experience	6	

Course structure from K51

Elective specialized units		Choose 2 out of 6 courses – 3 credits per course	6
27	Cross-disciplinary course 1	3	
28	Cross-disciplinary course 2	3	
29	Digital Marketing	3	
30	Consumer Behavior	3	
31	Financial Institutions and Markets	3	
32	Marketing Technology	3	11
Thesis		10 credits	
Political theory units		11 credits	
33	Marxist-Leninist Philosophy	3	
34	Marxist-Leninist Political Economics	2	
35	History of Communist Party of Vietnam	2	
36	Ho Chi Minh Ideology	2	3
37	Scientific Socialism	2	
Physical Education		3 credits	
38	Physical Education 1	1	3
39	Physical Education 2	2	
National Defense Education		---	128
Total Credits			



Course structure from K51

MARKETING MAJOR – MARKETING SPECIALIZATION			
Block		Characteristics	Credits
Foundation Units		8 courses – 4 credits per course	32
1	Academic & Professional skills	4	
2	Mathematics for Business	4	
3	Statistics for Business	4	
4	Business Law	4	
5	Principles of Economics	4	
6	Principles of Marketing	4	
7	Principles of Accounting	4	
8	Principles of Management	4	
Research Units		4 courses – 4 credits per course	16
9	Business Research Methods	4	
10	Business Analytics & AI applications	4	
11	Problem solving in organization	4	
12	Research design	4	
Core Units		4 courses – 4 credits per course	16
13	Consumer Behavior	4	
14	Organizational Behavior	4	
15	Strategic Marketing Management	4	
16	Social Media Analytics in Marketing	4	
Specialized Units		8 courses – 3 credits per course	24
17	Brand and Product Management	3	
18	Digital Customer Experience	3	
19	Digital Marketing	3	
20	Green Marketing	3	
21	Services Marketing	3	
22	Retail Marketing Management	3	
23	Marketing Channel Management	3	
24	Marketing Technology	3	
Startup		4 credits	4
25	Startup Experience	4	
Internship / advanced research		6 credits	6
26	Capstone Experience	6	

Course structure from K51

Elective specialized units		Choose 2 out of 6 courses – 3 credits per course	6
27	Cross-disciplinary course 1	3	
28	Cross-disciplinary course 2	3	
29	Global Marketing Management	3	
30	CRM and Customer Experience Management	3	
31	Marketing Communications	3	
32	Marketing Planning Project	3	
Thesis		10 credits	10
Political theory units		11 credits	11
1	Marxist-Leninist Philosophy	3	
2	Marxist-Leninist Political Economics	2	
3	History of Communist Party of Vietnam	2	
4	Ho Chi Minh Ideology	2	
5	Scientific Socialism	2	
Physical Education		3 credits	3
1	Physical Education 1	1	
2	Physical Education 2	2	
National Defense Education		-	
Total Credits		128	

Course structure from K51

ACCOUNTING MAJOR – DIGITAL APPLIED ACCOUNTING SPECIALIZATION		
Block		Credits
Foundation Units		8 courses – 4 credits per course
1	Academic & Professional skills	4
2	Mathematics for Business	4
3	Statistics for Business	4
4	Business Law	4
5	Principles of Economics	4
6	Principles of Marketing	4
7	Principles of Accounting	4
8	Principles of Management	4
Research Units		4 courses – 4 credits per course
9	Business Research Methods	4
10	Business Analytics & AI applications	4
11	Problem solving in organization	4
12	Research design	4
Core Units		4 courses – 4 credits per course
13	Financial Accounting	4
14	Corporate Finance	4
15	Applied Econometrics	4
16	Managerial Accounting	4
Specialized Units		8 courses – 3 credits per course
17	Auditing	3
18	Financial Modelling and Business Valuation	3
19	Financial Reporting Standards	3
20	Taxation	3
21	Advanced Auditing	3
22	Accounting Information Systems	3
23	Ethical and Professional Standards	3
24	Derivatives & Financial Risk Management	3
Startup		4 credits
25	Startup Experience	4
Internship / advanced research		6 credits
26	Capstone Experience	6

Course structure from K51

Elective specialized units		Choose 2 out of 6 courses – 3 credits per course	6
27	Cross-disciplinary course 1	3	
28	Cross-disciplinary course 2	3	
29	Financial Institutions and Markets	3	
30	Strategic Management	3	
31	FinTech and Digital Banking	3	
32	Portfolio Management	3	10
Thesis		10 credits	
Political theory units		11 credits	11
1	Marxist-Leninist Philosophy	3	
2	Marxist-Leninist Political Economics	2	
3	History of Communist Party of Vietnam	2	
4	Ho Chi Minh Ideology	2	
5	Scientific Socialism	2	3
Physical Education		3 credits	
1	Physical Education 1	1	
2	Physical Education 2	2	-
National Defense Education		-	
Total Credits		128	

Course structure from K51

INTERNATIONAL BUSINESS MAJOR – INTERNATIONAL BUSINESS SPECIALIZATION		
Block		Credits
Foundation Units		8 courses – 4 credits per course
1	Academic & Professional skills	4
2	Mathematics for Business	4
3	Statistics for Business	4
4	Business Law	4
5	Principles of Economics	4
6	Principles of Marketing	4
7	Principles of Accounting	4
8	Principles of Management	4
Research Units		4 courses – 4 credits per course
9	Business Research Methods	4
10	Business Analytics & AI applications	4
11	Problem solving in organization	4
12	Research design	4
Core Units		4 courses – 4 credits per course
13	International Trade Compliance	4
14	International Business	4
15	International Economics	4
16	Globalization and Corporate Responsibility	4
Specialized Units		8 courses – 3 credits per course
17	Feasibility of International Markets	3
18	Global Business Strategy	3
19	Supply Chain Management	3
20	International Sales and Marketing	3
21	International Trade Finance	3
22	Global Products and Services	3
23	Managing in the Global Environment	3
24	Import & Export Strategy and Application	3
Startup		4 credits
25	Startup Experience	4
Internship / advanced research		6 credits
26	Capstone Experience	6

Course structure from K51

Elective specialized units		Choose 2 out of 6 courses – 3 credits per course	6
27	Cross-disciplinary course 1	3	
28	Cross-disciplinary course 2	3	
29	Ecommerce	3	
30	Management Information System	3	
31	International Transport and Logistics	3	
32	International project management	3	
Thesis		10 credits	10
Political theory units		11 credits	11
1	Marxist-Leninist Philosophy	3	
2	Marxist-Leninist Political Economics	2	
3	History of Communist Party of Vietnam	2	
4	Ho Chi Minh Ideology	2	
5	Scientific Socialism	2	
Physical Education		3 credits	3
1	Physical Education 1	1	
2	Physical Education 2	2	
National Defense Education		-	
Total Credits		128	