

**TRAINING PROGRAM OF**  
**MASTER OF BUSINESS ADMINISTRATION APPLICATION ORIENTATION**  
*(Issued under Decision No. 655/ QĐ-ĐHTĐ dated December 09/12/2021*  
*of the Rector of Tay Do University)*

**A. GENERAL INFORMATION**

1. Name of training program:	Master of Business Administration Application Orientation
2. Degree:	Postgraduate
3. Training codes:	8340101
4. Admission candidates:	- Graduated from a university - Studying a business management undergraduate training program (or equivalent level or higher)
5. Training time:	18 months (lasts no more than 3,5 years)
6. Training form:	Formal
7. Required credits:	60 credits
8. Scale	
9. Diploma:	Master of Business Administration
10. Working position:	- Researcher and lecturer in the field of Business Administration at universities and colleges; - Officials and employees in businesses; Experts in institutes and research centers on Business Administration.
11. Possibility for further education:	Can study for PhD

**B. TRAINING OBJECTIVE AND LEARNING OUTCOMES**

**I. Training Objectives**

**1. General objectives**

Application-oriented training programs help learners improve their professional knowledge and skills; have the ability to work independently and creatively; have the ability to design products, apply research results, detect and organize the implementation of complex work in professional activities, promote and effectively use specialized knowledge in the performance of specific jobs, suitable to actual conditions, in order to

provide high-quality, differentiated training, develop a team of intellectual - Creative - Dynamic - Innovation managers, able to adapt to the 4.0 revolution and digitalization of economic organizations in the Mekong Delta, both national and multinational corporations.

## **2. Specific objectives**

### **2.1 Knowledge**

- Provide in-depth and advanced knowledge of business administration compared to bachelor's level in theoretical aspects associated with the 4.0 revolution and digitalization, quantitative analysis techniques, Associated with modern management models to quickly apply in selecting candidates and recruiting the right people for businesses...

- Knowledge of management, business and enterprise environment and management and administration of information systems to design, implement and manage scientifically and professionally business data systems in order to quickly apply in selecting candidates and recruiting the right people for businesses... are also included in the program to help learners consolidate basic knowledge and have knowledge of comprehensive corporate governance.

- Interdisciplinary knowledge such as Business Law, finance, accounting, banking, IT, scientific methods, ... also designed for learners to practice management and management of organizations and businesses such as planning projects, how to attract capital, ..., at the same time helping to change the perception from leaders to employees of organizations and enterprises, continuously improve the quality management system, apply more management systems on digital platforms, apply 4.0 technology to production and business, improve the management system for enterprises

### **2.2 Skills**

- Provide skills in researching, analyzing, synthesizing, evaluating and systematizing data and information to provide solutions to solve problems of enterprises scientifically, helping businesses adapt to the fourth industrial revolution as suitable solutions from time to time, market for Marketing, sales, ...

- Equip banks with advanced business administration research skills such as the art of managing people, corporate governance models in the 4.0 revolution, digitalization, negotiation and negotiation skills, solving complex business problems, analytical thinking, etc innovation, creativity, creating opportunities for advancement, direction, leadership, influence and forecasting;

- Skills in researching, developing and using technologies creatively in the academic and professional fields such as applying technology 4.0 to production, business, services, ... also included in HP to support banks to effectively implement modern Marketing tools;

- Research-based leadership, communication and persuasive knowledge impartment, discussion of professional and scientific issues with peers and others in a multicultural

environment are also included in the program to help banks improve their communication skills, leadership and working in a multicultural environment;

- Coming to the program, learners have foreign language proficiency of Level 4 or higher according to the 6-level Foreign Language Proficiency Framework for Vietnam (ability to communicate effectively verbally and in writing using English language); skills and strategies of active lifelong learning and acceptance of the need to maintain current development in the professional field of business administration.

### **2.3. Autonomy and responsibility**

- Learners participating in the program have the ability to research and come up with important initiatives to solve practical situations such as competition, crisis...

- Comply with state regulations and laws, live and work responsibly for the community and society, respect the moral values of the nation; Adapting, self-directing and guiding others face a lot of stress, many problems arise to develop successful projects and contribute to sustainable business development.

- Learners have the ability to make expert conclusions in the field of business administration to advise organizations and businesses to operate effectively and actively manage, evaluate and improve business system management activities.

- Learners are trained to manage, evaluate and improve business system management activities.

## **II. Learning outcomes**

### **1. Knowledge**

- Raise awareness of the worldview and dialectical materialist methodology to apply to research in the business management industry and into Vietnamese practice. Proficient in applying informatics software to practical data processing and implementation of quantitative topics. Be fully aware of the position, role, functions, duties, social responsibility, qualities and ethics of business managers; Have economic knowledge to analyze and evaluate the synthesis of macro- and micro-economic phenomena, domestic and international.

- Group of specialized knowledge, Having knowledge and expertise in the main fields of operation of the enterprise (except for the field of engineering – technology): well managing the activities of enterprises, successfully leading enterprises, promoting sales, successfully seeking target markets; build and select strategic management models, human resource management models, quality management models, effective management of business projects, read and analyze financial management, business accounting, etc.

- The group of knowledge about the 4.0 revolution, digitalization, internship experience, practical, helps learners have experience, reality, wisdom, vision to change the ways of solving situations more scientifically – creatively – intellectually.

## **2. Skills**

### **2.1. Soft skills**

- Have skills in leadership, communication and persuasive knowledge based on research, discussing professional and scientific issues with peers and with others in a multicultural environment.

- Possess foreign language proficiency satisfactory according to the outcome standards of the training program before the time of graduation consideration; be evidenced by one of the foreign language diplomas or certificates equivalent to Level 4 according to the 6-level Foreign Language Proficiency Framework for Vietnam specified in the Appendix of this Regulation or other equivalent certificates announced by the Ministry of Education and Training (ability to communicate effectively verbally and in writing using language English language);

- Lifelong active learning skills and strategies and acceptance of the need to maintain current growth in the professional field of business administration

### **2.2. Professional skills**

- Ability to research, analyze and handle scientifically based practical business issues of enterprises. Have skills in applying statistical tools, quantitative analysis techniques of economics & management into practical activities. Have presentation skills, present ideas; skills in writing reports, setting up projects, and defending projects. Ability to participate in analysis and policy-making activities for state management agencies. Ability to organize, manage and administer activities at the working unit.

- Have good moral character; strictly abide by the guidelines and policies of the Party and State and regulations at working units. Have a sense of civic responsibility; have the right attitude and professional ethics; have a sense of discipline and industrial manners; Have a sense of progress, overcome difficulties; have a high spirit and responsibility in working and serving the community.

- After graduation, students can take up senior leadership positions in enterprises and socio-economic organizations, state management agencies, experts advising leaders in business, being the base of source officers for the profession of director (CEO) at enterprises, can take charge of departments of colleges and professional intermediate schools. Business Administration, lecturers, principal lecturers in universities in the field of business administration and are scientific researchers.

- Qualified to study a 2nd master's degree of related specialties.

- Qualified for PhD students majoring in Business Administration and related disciplines at domestic and foreign schools.

- Attend training courses, seminars on business of domestic and foreign organizations and enterprises to be able to update and improve knowledge as well as professional

qualifications. Implement the *philosophy of Lifelong Learning to work for life and demonstrate job advancement.*

### 3. About autonomy and responsibility

- Can self-research, make important initiatives to solve practical situations in business administration activities, ...

- Adapt to the ever-changing environment, be self-directed, and guide others to accomplish organizational goals.

- Make expert conclusions in the field of business administration to advise businesses to implement differentiated, advanced strategies that bring efficiency.

- Manage, evaluate and improve business system administration activities.

### III. The content of studying program (name and credit for each subject): 60 credits

#### 1. Amount of full-course knowledge

The application-oriented master's degree training program in Business Administration has at least 60 credits as prescribed and includes general and basic modules; compulsory specialized modules, electives and graduation schemes. The training program is structured as follows:

Sequence number	Program structure	Mass (Credits)	Proportion (%)
1	General knowledge	9	15,0
2	Industry Base Knowledge	8	13,3
3	Compulsory and elective knowledge	25	41,7
4	Internship and graduation thesis	18	30
4.1	Internships	9	15
4.2	Graduation scheme	9	15
<b>TOTAL</b>		<b>60</b>	<b>100</b>

#### 2. List of modules

Sequence number	Module code	Module name	Mass (Credits)				Number of Lessons
			Amount	Theory	Actual	Practise	
<b>Part 1: General knowledge (9 credits)</b>							
1	001166	Philosophy	3	3			90
2	001706	Foreign Language (English) Reach B2 level	6	6			180

<b>Part 2: Knowledge Base (8 credits)</b>							
3	001184	Supply Chain Management and Logistics	2	2			60
4	002187	Business science methodology	2	2		2	60
5	001170	International Business Law	2	2			60
6	002681	Entrepreneurship and creativity in business	2	1		1	60
7		<b>Internship 1</b>	<b>3</b>	<b>3</b>			<b>90</b>
<b>Part 3: Compulsory specialized knowledge (17 credits)</b>							
8	001190	Finance and accounting management for	3	2			90
9	001788	Enterprise System Administration	2	2			60
10	001186	Enterprise change management	2	2			60
11	002682	Risk management in business	2	2			60
12		<b>Internship 2</b>	<b>3</b>		<b>3</b>		<b>90</b>
13	001181	International Business Administration	2				60
14	002683	Business Project Management	3				90
15	001785	Strategic Management: Strategies and Models	3				90
16		<b>Internship 3</b>	<b>3</b>		<b>3</b>		<b>90</b>
<b>Part 3: Elective specialized knowledge (8 credits out of 20 credits in the following modules)</b>							
17	001192	Marketing Research	2	2			60
18	002684	Distribution channel management	2	2			60
19	001180	Service Production Management	2	2			60
20	002686	Modern Governance Studies	2	2			60
21	001787	Advanced Quality Management	2	2			60
22	002685	Digital Marketing.	2	2			60
23	001783	Human resource management models	2	2			60
24	002188	Conflict management	2	2			60

25	001182	Contemporary organizational behavior	2	2			60
26	001786	Social Responsibility and Business Ethics	2	2			60
	<b>Part 4: Internship and graduation scheme</b>		<b>18</b>				
		<b>INTERNSHIP TOPICS</b>	<b>9</b>		<b>9</b>		<b>270</b>
		<b>Internship 1. Students choose 1 of the</b>	<b>3</b>		<b>3</b>		<b>90</b>
	1	<b>Topic 1.</b> Analysis of business activities of enterprises and proposals to improve HOKD	3		3		90
	2	<b>Topic 2.</b> Analyze the strategic management model of enterprises and propose complete solutions	3		3		90
	3	<b>Topic 3.</b> Analyze crises arising in enterprises and propose complete	3		3		90
		<b>Internship 2. Students choose 1 of the</b>	<b>4</b>		<b>4</b>		<b>120</b>
	4	Topic 4. Analyze SP distribution channels in enterprises and propose	3		3		90
	5	Topic 5. Develop a start-up project.	3		3		90
	6	Topic 6. Analysis of Sales Management of Enterprises	3		3		90
		<b>Internship 3. Students choose 1 of the following 3 topics:</b>					
	7	Topic 7. Solutions to restore and develop businesses after covid-19	3		3		90
	8	Internship 8. Solutions to add value to customers' customers	3		3		90
	9	Internship 9. How to improve work efficiency in enterprises	3		3		90
27		<b>Graduation scheme</b>	<b>9</b>				
	<b>TOTAL</b>		<b>60</b>				