

**TRAINING PROGRAM OF
BACHELOR OF BUSINESS ADMINISTRATION**

(Issued under Decision No. 469/QĐ-ĐHTĐ, dated 20th, August 2021

by Rector of Tay Do University)

A. GENERAL INFORMATION

1. Name of training Program	: Business Administration
2. Degree	: Undergraduate
3. Training Codes	: 7340101
4. Admission candidates	: Graduated from high school or equivalent
5. Training time	: 3,5 years
6. Training form	: Formal
7. Required credits	: 141
8. Scale	:
9. Diploma	: Bachelor
10. Working position	: work in business, start own business
11. Possibility for further education	: can study for master's degree

B. TRAINING OBJECTIVE AND LEARNING OUTCOMES

I. Objectives of the program

1. General objectives

The credit-based training program in Business Administration aims to train Bachelors of Business Administration to have sufficient professional knowledge, professional skills, political qualities, ethics, professional manners and good health to be able to work well in jobs related to business administration in enterprises and organizations.

2 Specific objectives

Bachelor of Business Administration must meet the standards of knowledge, skills, attitude and be able to undertake jobs related to the training industry as follows:

Knowledge:

G1. Learners are equipped with basic knowledge of political law, mathematics, social sciences, nature, finance, accounting...

G2. Learners are equipped with in-depth knowledge both theoretical and practical in different fields of business administration to plan, execute, administer and manage tasks related to production – business activities in enterprises/organizations in an ever-changing environment.

G3. Learners are equipped with knowledge to solve problems in enterprises/organizations related to production – business activities.

Skills:

G4. Skills in analyzing, evaluating and performing operational work related to production – business activities in enterprises/organizations.

G5. Skills in communication, negotiation - negotiation, handling and solving problems arising during the operation of the system of the enterprise/organization.

G6. Skills in planning, organizing, operating, checking and controlling issues related to strategy, business plan, marketing, sales.

G7. Good use of foreign languages and information technology to serve the job.

G8. Thinking, perceiving, and problem-solving are highly independent.

G9. Learners can start their own businesses and create jobs for others.

□ **Attitude:**

G10. Dynamic, progressive, creative, disciplined and industrial.

G11. Comply with the provisions of law, professional ethics and responsibility to society.

II. LEARNING OUTCOMES

1 Knowledge

1.1 General knowledge

LO1. Systematically grasp the basics of political theory, knowledge of mathematics, social knowledge, natural sciences to apply in learning and research in the field of economics;

LO2. Good at using of foreign languages and information technology.

1.2 Professional knowledge

LO3. Master the basic knowledge of the field of economics, market and in-depth knowledge of business administration and related fields such as accounting, finance, marketing ...;

LO4. Perform executive activities and manage tasks related to production – business activities in departments of the enterprise/organization;

LO5. Identify, analyze and effectively solve problems arising in departments in the enterprise/organization; Analyzing, evaluating, developing and monitoring business plans and strategies in enterprises/organizations.

2. Skills

2.1 Soft skills

LO6. Effectively use soft skills (communication, teamwork, writing - reading and presentation, presentation, negotiation, ...) in practical work;

LO7. Good use of foreign languages equivalent to level 3/6 of Vietnam's foreign language proficiency framework and informatics equivalent to advanced information technology skills standards.

2.2 Professional skills

LO8. Collect, process, analyze and evaluate information to solve problems related to activities in the enterprise/organization;

LO9. Apply management skills in the implementation of operational activities related to activities in the enterprise/organization;

LO10. Carry out the planning, organization, implementation, inspection and control of issues related to activities in the enterprise/organization;

LO11. Good ability to improvise in a changing environment, flexible, improvisational, flexible with a variety of conditions and circumstances;

LO12. The ability to self-direct, draw professional conclusions and be able to defend personal views;

LO13. Can plan, coordinate, manage resources, evaluate and improve the efficiency of activities.

2.3 Level of autonomy and responsibility

LO14. Have good moral character; have a sense and sense of civic responsibility;

LO15. Lead, start a business, create jobs for yourself and others.

III. The content of studying program (name and credit for each subject): 141 credits

Total credit		141
1	General knowledges	46
2	Professional knowledges	83
	- General Knowledge	25
	- Compulsory Knowledge	49
	- Optional knowledge	18
3	- Graduation Intership	12
	- Graduation thesis – Business Administration (or do the minor graduated thesis and study 02 alternative subjects)	

1 General Knowledge (46 credits)

Number	Code	Subject	Credits	Note
1	0301001769	Marxist - Leninist philosophy	3	
2	0301001825	Marxist - Leninist political economics	2	
3	0301001826	Scientific Socialism	2	
4	0301001827	History of Vietnamese Communist Party	2	
5	0301000665	Ho Chi Minh's ideology	2	
6	0301000667	Introduction to laws	2	
7	0301000292	Economic law	2	
8	0301000946	English for the TOEIC Test 1	4	
9	0301000947	English for the TOEIC Test 2	4	
10	0301001673	Basic information	3	
11	0301001035	Physical Education 1 – Basic volleyball	1	
12	0301001036	Physical Education 1 - Basic football		
13	0301001037	Physical Education 1 - Basic Badminton		
14	0301000660	Physical Education 2 - Advanced volleyball 1	1	
15	0301001038	Physical Education 2 - Advanced football 1		

16	0301001039	Physical Education 2 - Advanced Badminton 1		
17	0301001030	Physical Education 3 - Advanced volleyball 2	1	
18	0301000661	Physical Education 3 - Advanced football 2		
19	0301000662	Physical Education 3 - Advanced Badminton 2		
20	0301000650	Defense and Security Education	8	
21	0301002101	Advanced Mathematics	3	
22	0301001080	Mathematical Economics	3	
23	0301001403	Statistical Probability Business	3	

2. Professional Knowledge: 83 credits

Number	Code	Subject	Credits	Note
Compulsory Knowledge: 74 credits				
1	0301002410	Microeconomic	3	
2	0301002411	Macroeconomic	3	
3	0301002557	International Economy	3	
4	0301002412	Principles of Accounting	3	
5	0301001051	Principles of Marketing	3	
6	0301001078	Management	3	
7	0301000687	Taxation	2	
8	0301001830	Research methods in business	2	
9	0301002533	Quantitative analysis in business	3	
10	0301000935	English of Business Administration 1	3	
11	0301000936	English of Business Administration 2	3	
12	0301000335	Marketing research	3	
13	0301002556	Psychology and Behavior customer	3	
14	0301000454	Marketing Management	3	
15	0301002534	Brand Management	3	
16	0301000440	Strategic Management	3	
17	0301001660	Project establishment and analysis	3	
18	0301000456	Human Resource Management	3	
19	0301002561	Quality Management	3	
20	0301001649	Financial management	3	
21	0301002558	Production Management	3	
22	0301002560	International Payment	3	
23	0301001831	Professional practice - Business Administration	4	
2. Optional Knowledge: 18 credits				
1	0301000438	Sales Management	3	
2	0301000490	Psychology & Arts of Leadership	2	
3	0301000376	Commercial franchise	2	
4	0301002559	Corporate culture & Business ethics	3	

5	0301001832	Marketing communications	3	
6	0301000445	Information system Management	2	
7	0301002562	Supply Management and Logistics	3	
8	0301000787	Change Management	2	
9	0301001404	Internet Marketing	3	
10	0301001833	Application Marketing	3	
11	0301000314	International Marketing	2	
12	0301000161	Organizational Behavior	3	
13	0301001834	Communication in business	2	
14	0301001835	Industrial marketing	2	
15	0301000863	Corporate Management	2	
16	0301001836	Starting a business	2	
17	0301001837	Import and export operation	3	
18	0301001779	Business Operations Analysis	2	
19	0301002564	Risk Management	3	
20	0301002566	International Business Management	2	
			12	

3. Graduation Internship: 12 credits

1. Graduation Internship				
	0301001755	Graduation Internship - Business Administration	4	
2. Graduation thesis				
1	0301002563	1.1 Graduation thesis - Business Administration	8	
		1.2 The minor graduated thesis and study (02 alternative subjects)		
2	0301002565	2.1 The minor graduated thesis - Business Administration	4	
		2.2 Alternative subjects (Students choose 2 subjects from the optional subjects)	4	