INDUSTRIAL UNIVERSITY OF HO CHI MINH CTITY
FACULTY OF BUSINESS ADMINISTRATION
DEPARTMENT OF MARKETING

Industrial University of Ho Chi Minh City

EXPECTED LEARNING OUTCOMES 2026

Programme learning outcomes	Programme learning outcomes (SO/PI):
1	Apply foundational knowledge in basic sciences, social sciences, politics, and law to advance one's professional career
2	Critically analyse and synthesise information to make effective problem-solving decisions by applying knowledge and expertise in the field and specialisation.
3	Propose plans, strategies, and solutions to real-world business challenges in the context of international integration, drawing upon knowledge and expertise in the field and specialisation
4	Develop research projects relevant to the field and specialisation by collecting, analysing, and synthesising information to propose solutions or management implications
5	Apply IT skills to analyze and optimize business processes, enhancing efficiency and productivity.
6	Practice and enhance professional competencies by engaging in hands-on activities and assignments within the specialized domain.
7	Develop the necessary skills for lifelong learning and personal development
8	Comply with all applicable laws and ethical guidelines in the conduct of professional activities
9	Comply with sustainable development requirements in production and business activities, adapting to the practical conditions in Vietnam