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PART 1: GENERAL INTRODUCTIONS TO THE STUDY PROGRAM

MINISTRY OF INDUSTRY AND TRADE
INDUSTRIAL UNIVERSITY OF HO CHI MINH CITY

SOCIALIST REPUBLIC OF VIETNAM
Independence - Freedom - Happiness

STUDY PROGRAM

(Promulgated pursuant to Decision No. dated of the Rector of The Industrial University of Ho Chi Minh City.)

Study Program : **MARKETING**
Level: **FULL - TIME BACCALAUREATE**
Major: **MARKETING**; Major code: **7340115**

1. Objectives

The Bachelor of Marketing program equips students with a solid foundation in marketing knowledge while developing essential skills to meet the demands of a dynamic and evolving business environment in Vietnam. Students are encouraged to foster creative thinking, problem-solving abilities, professional ethics, and a commitment to continuous learning.

Upon graduation from the Marketing program, students will be able to:

- Apply comprehensive marketing knowledge to analyze, evaluate, and develop strategic solutions for sustainable organizational growth and improved operational efficiency in diverse business environments.

- Develop and implement comprehensive marketing strategies, including digital and social media campaigns, to optimize brand communication and enhance business operations.

- Utilize practical data and scientific analysis to make informed decisions, analyze markets, and manage customer relationships, ensuring business effectiveness.

- Commit to sustainable marketing and business practices, demonstrating social responsibility and professional ethics, contributing to the sustainable development of businesses and communities.

Employment opportunities:

The marketing industry in Vietnam is experiencing rapid growth, opening up numerous attractive career opportunities for young people passionate about this field. Market expansion, digital technology advancements, and the increasing demand for brand building and promotion have created a dynamic and promising work environment for marketing professionals.

Specifically:

- The rapid economic development of Vietnam has led to an increase in domestic and foreign businesses, creating a high demand for marketing experts to help them reach and attract customers.

- The widespread use of the internet and social media has transformed how marketing and advertising are conducted, generating new opportunities for marketers knowledgeable about digital technology and online marketing.

- Businesses increasingly recognise the importance of brand building and management, leading to a greater need for marketing professionals capable of creating effective marketing campaigns and establishing strong brand images.

- The explosive growth of e-commerce requires marketers to possess knowledge and skills in online marketing, data analysis, and customer experience optimisation on online platforms.

- The increase in foreign investment in Vietnam creates job opportunities for marketers in multinational companies, demanding the ability to work in an international environment and understand global business culture.

Career options after graduation:

- Marketing Specialist in marketing, sales, communications, and market research departments within domestic and international companies

- Marketing Assistant, Product Manager, or Brand Manager at multinational corporations, startups, and non-profit organizations

- Digital Communications Specialist, Content Developer, and Advertising Strategist at advertising agencies, media companies, or in-house marketing departments

- Market Research Analyst, Marketing Data Analyst, or Marketing Strategy Consultant at market research firms or management consulting companies

- Marketing Manager or Marketing Director after gaining experience within corporations or multinational companies

- Lecturer or Researcher at educational institutions or research institutes specializing in marketing, economics, and business administration

- Ability to work in a multinational environment, confident with project management skills, teamwork, and creative thinking in solving practical marketing problems;

Foreign language competency:

In addition to the general admission criteria, applicants to the Bachelor of Marketing program are required to demonstrate English language proficiency by providing one of the following:

- A valid TOEIC score of 450 or higher.

- An equivalent foreign language certificate as outlined in the Ministry of Education and Training's Framework for Foreign Language Proficiency at Level 4/6.

2. Programme learning outcomes

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

Programme learning outcomes	Programme learning outcomes (SO/PI):
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

3. Total amount of knowledge in the curriculum

- Total credits of the training program **: 151 TC**
- Total credits not included in cumulative GPA **: 12 TC**
- Total credits to be accumulated **: 139 TC**

General education **: 42 TC**

+ Required **: 36 TC**

+ Elective **: 6 TC**

Foundational knowledge **: 45 TC**

+ Required **: 45 TC**

Specialized knowledge **: 42 TC**

+ Required **: 33 TC**

+ Elective **: 9 TC**

Internship and graduation **: 10 TC**

+ Required **: 10 TC**

- Theory credits: 112 - 117
- Practice credits: 44 - 54

4. Prospective students:

Applicants must have completed the Vietnamese National High School Graduation Examination and fulfill the admission criteria established by the Ministry of Education and Training of Vietnam

5. Educational Process and Graduation Requirements:

5.1 Educational process

Programme duration: 4 years

Type of Education: Full - time.

5.2 Graduation requirements:

To be eligible for graduation with a Bachelor of Marketing degree, students must fulfil the following requirements:

- Maintain a clean disciplinary record: Students must not be subject to criminal prosecution or disciplinary action resulting in suspension from studies until graduation assessment.

- Complete all coursework: Students must complete all required courses outlined in the curriculum.

- Achieve minimum GPA: Students must attain a cumulative grade point average (GPA) of 2.00 or higher throughout the study.

- Fulfil physical education and national defence requirements: Students must obtain physical and national defence certifications.

- Demonstrate English proficiency: Students must possess an English language certificate (TOEIC score of 450 or higher, or equivalent) or other foreign language certificates specified in the Six-Level Foreign Language Proficiency Framework for Vietnam issued by the Ministry of Education and Training.

- Possess IT proficiency: Students must obtain a certificate for an IT application.

6. Assessment approaches

7. Programme Details

7.1 Curriculum structure

No	**Course code**	**Course**	**Course objectives**	**Credit Load (Theory/Practice/Self-study)**
1. Not included in GPA				
Required				**12(5,14,24)**
1	2520405	Physical Education 1	- Trình bày được những kiến thức cơ bản của bô môn Điền kinh. - Thực hiện được những kỹ năng cơ bản môn chạy cự ly ngắn, nhảy cao. - Vận dụng được kiến thức nền để tiếp thu kiến thức các môn thể thao chuyên sâu - Thái độ chuẩn mực và trách nhiệm xã hội	2(0,4,4)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
2	2520406	Physical Education 2	- Trình bày được những kiến thức cơ bản của môn thể thao đã chọn - Thực hiện được những kỹ thuật cơ bản của môn đã chọn - Vận dụng những kiến thức đã học về: Luật thi đấu, thể thức thi đấu, cách tổ chức giải để tổ chức một giải thể thao phong trào - Thái độ chuẩn mực và trách nhiệm xã hội	2(0,4,4)
3	2520504	National Defence Education and Security	chưa có	8(5,6,16)
4	2599406	Certificate of Informatics		0(0,0,0)
5	2599451	Certificate of English Language Proficiency		0(0,0,0)
2. General education				
Required				**36(35,2,72)**
1	2511011	English 1	The course is designed to help students to: - understand sentences and frequently used expressions related to concrete topics. - interact in a simple way related to concrete topics with prompts when needed.	3(3,0,6)
2	2511012	English 2	The course is designed to help students to: - understand sentences and frequently used expressions related to more abstract-oriented topics in professional contexts. - interact in simple tasks requiring a simple and direct exchange of information on	4(4,0,8)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			familiar and professional contexts.	
3	2511013	English 3	The course is designed to: - help students understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. - help students to deal with most situations likely to arise while travelling in an area where the language is spoken. - help students to produce simple connected text on topics which are familiar or of personal interest and describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans.	4(4,0,8)
4	2511014	English 4	The course is designed to: - Help students understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. - Help students to deal with most situations likely to arise whilst travelling in an area where the language is spoken. - Help students to produce simple connected text on topics which are familiar or of personal interest and describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans. - Help students to prepare for B1 Preliminary Test (PET) or B1 VSTEP.	3(3,0,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
5	2512005	Ho Chi Minh Ideology	- Trang bị cho sinh viên những tri thức về cơ sở, quá trình hình thành, phát triển tư tưởng Hồ Chí Minh. Tư tưởng Hồ Chí Minh về độc lập dân tộc và chủ nghĩa xã hội; Đảng Cộng sản Việt Nam; Nhà nước của nhân dân, do nhân dân, vì nhân dân; Đại đoàn kết toàn dân tộc, đoàn kết quốc tế; văn hóa, đạo đức, con người. - Trên cơ sở được trang bị tri thức, sinh viên nhận thức đúng bản chất tư tưởng Hồ Chí Minh, hiểu rõ giá trị tư tưởng Hồ Chí Minh đối với con đường giải phóng dân tộc Việt Nam và những đóng góp của tư tưởng Hồ Chí Minh đối với sự tiến bộ của nhân loại. - Sinh viên tích cực bồi dưỡng phẩm chất đạo đức, rèn luyện bản lĩnh chính trị, phương pháp và phong cách theo gương Hồ Chí Minh xây dựng niềm tin, lý tưởng cách mạng cho bản thân.	2(2,0,4)
6	2512012	Philosophy of Marxism and Leninism	- Về kiến thức: Cung cấp những hiểu biết có tính căn bản, hệ thống về triết học Mác - Lênin. - Về kỹ năng: Xây dựng thể giới quan duy vật và phương pháp luận biện chứng duy vật làm nền tảng cho việc nhận thức các vấn đề, nội dung các môn học khác. - Về thái độ: Sinh viên phải nhận thức được thực chất giá trị, bản chất khoa học, cách mạng của triết học Mác - Lênin.	3(3,0,6)
7	2512013	Political Economics of	- Một là, trang bị cho sinh viên những tri thức cơ bản, cốt lõi	2(2,0,4)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
		Marxism and Leninism	của kinh tế chính trị Mác - Lênin trong bối cảnh phát triển kinh tế của đất nước và thế giới ngày nay. Đảm bảo tính cơ bản, hệ thống, khoa học, cập nhật tri thức mới, gắn với thực tiễn, tính sáng tạo, kỹ năng, tư duy, phẩm chất người học, tính liên thông, khắc phục trùng lắp, tăng cường tích hợp và giảm tải, lược bớt những nội dung không còn phù hợp hặc những nội dung mang tính kinh viện. - Hai là, trên cơ sở đó hình thành tư duy, kỹ năng phân tích, đánh giá và nhận diện bản chất của các quan hệ lợi ích kinh tế trong phát triển kinh tế - xã hội và góp phần giúp sinh viên xây dựng trách nhiệm xã hội phù hợp trong vị trí việc làm và cuộc sống sau khi ra trường. - Ba là, góp phần xây dựng lập trường, ý thức hệ tư tưởng Mác - Lênin đối với sinh viên.	
8	2512014	Scientific Socialism	- Về kiến thức, trang bị cho sinh viên những tri thức cơ bản, cốt lõi nhất của Chủ nghĩa xã hội khoa học, một trong ba bộ phận cấu thành chủ nghĩa Mác - Lênin. - Về kỹ năng, giúp cho sinh viên nâng cao năng lực hiểu biết thực tiễn và khả năng vận dụng các tri thức nói trên vào việc xem xét, đánh giá những vấn đề chính trị - xã hội của đất nước liên quan đến chủ nghĩa xã hội (CNXH) và con đường đi lên CNXH ở nước ta. - Về thái độ, giúp sinh viên có thái độ chính trị, tư tưởng đúng	2(2,0,4)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			đắn về môn học CNXH nói riêng và nền tảng tư tưởng của Đảng nói chung	
9	2512015	History of Vietnamese Communist Party	- Trang bị cho sinh viên những tri thức có tính hệ thống về quá trình ra đời, lãnh đạo Cách mạng của Đảng Cộng sản Việt Nam từ cách mạng dân tộc dân chủ nhân dân đến cách mạng xã hội chủ nghĩa. Trên cơ sở đó, sinh viên hiểu rõ chủ trương, đường lối, cương lĩnh và quá trình lãnh đạo, thực hiện đổi mới, đưa cả nước quá độ lên Chủ nghĩa xã hội của Việt Nam từ năm 1975 đến nay. - Trên cơ sở trang bị tri thức về lịch sử Đảng, giúp sinh viên nhận thức đúng đắn thực tiễn lãnh đạo của Đảng Cộng sản Việt Nam, từ đó nâng cao lòng tự hào, niềm tin của sinh viên vào sự lãnh đạo của Đảng trong quá khứ, hiện tại và tương lai. - Trang bị cho sinh viên phương pháp tư duy khoa học về lịch sử, kỹ năng lựa chọn tài liệu và khả năng vận dụng nhận thức lịch sử vào công tác thực tiễn, phê phán quan niệm sai trái về lịch sử của Đảng Cộng sản Việt Nam.	2(2,0,4)
10	2513430	Calculus	- Provide the learners with knowledge of Linear Algebra and Calculus. - Equip the learners with some computational tools and problem-solving methods that are helpful for learning other subjects.	3(3,0,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			- Apply mathematical knowledge to solve problems in economics.	
11	2513433	Research Methodology	After the course, students: - Have basic knowledge of scientific research, research methods and the sequential steps in the research process; - Acquire research skills; reading, writing and thinking skills; and - Have active learning behaviors and attitudes and research integrity awareness.	2(2,0,4)
12	2527611	Principles of Statistics	To provide students with fundamental concepts and methods in descriptive and inferential statistics. To develop students' ability to use R software for statistical functions. To foster students' professional attitudes.	3(2,2,6)
13	2531678	General laws	- Giúp cho sinh viên có sự hiểu biết và nắm bắt một cách có hệ thống những vấn đề cơ bản về nhà nước và pháp luật nói chung, các kiến thức cơ bản của một số ngành luật cụ thể trong hệ thống pháp luật Việt Nam nói riêng. - Giúp cho sinh viên có điều kiện thuận lợi hơn khi tiếp cận với các môn học khác có liên quan đến pháp luật; xây dựng ý thức sống, làm việc và thói quen xử sự phù hợp với Hiến pháp và pháp luật	3(3,0,6)
Elective				6(4-6,0-4,12)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
Group 1 - Semester 2 (Group: 1)				3(3,0,6)
1	2513434	Applied Mathematics	The course equips learners with basic and applied knowledge of probability, statistics, and data analysis. Upon completion of the course, learners will be able to apply probability rules, random variable models, descriptive statistical methods, parameter estimation, hypothesis testing, ANOVA, correlation, and linear regression to solve problems in their studies, specialized research, and practical contexts. Learners will be able to: - Apply the concepts of events, conditional probability, the law of total probability, and Bayes' theorem to calculate the probability of events. - Identify probability distributions and calculate the basic characteristics of random variables. - Summarize, present, and interpret data using descriptive statistics and statistical charts. - Construct and interpret confidence intervals for basic population parameters. - Perform and interpret the results of statistical hypothesis tests in one-sample and two-sample problems. - Analyze and interpret the results of one-way ANOVA, correlation coefficients, and simple linear regression models. - Use R software at a basic level to support probability	3(3,0,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			calculations, descriptive statistics, hypothesis testing, ANOVA, and linear regression.	
2	2513435	Numerical Analysis	The course provides students with fundamental knowledge and methods of numerical analysis to support the solution of mathematical problems when exact solutions are difficult or impossible to obtain by analytical methods. Specifically, the course enables students to: - Understand and apply error theory to evaluate the accuracy of computational results. - Use basic numerical methods to approximate solutions of nonlinear equations in one variable. - Use basic numerical methods to approximate solutions of systems of linear equations. - Construct approximate functions from tabulated data using interpolation formulas and the least squares method. - Approximate definite integrals using basic quadrature formulas. - Approximate solutions of ordinary differential equations using basic numerical methods.	3(3,0,6)
3	2513436	Complex Analysis and Laplace Transform	The course aims to equip students with fundamental knowledge and computational methods related to functions of a complex variable, the Laplace transform, and the Fourier transform. Upon	3(3,0,6)

№	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			completion of the course, students will be able to understand and apply these mathematical tools to solve selected engineering problems, especially those related to differential equations, systems of differential equations, electric circuits, signals, and the frequency domain. Specifically, the course aims to: - Provide students with basic concepts of complex numbers, the complex plane, curves, domains in the complex plane, and functions of a complex variable. Help students understand methods for computing limits, examining continuity, calculating derivatives, and verifying the analyticity of functions of a complex variable. - Equip students with knowledge of line integrals of complex functions, Cauchy's theorem, and Cauchy's integral formula. - Enable students to perform the Laplace transform and inverse Laplace transform, and apply these transforms to solve differential equations, systems of linear differential equations, and selected engineering problems. - Introduce students to Fourier series, the Fourier transform, the inverse Fourier transform, and selected applications in signal analysis, the frequency domain, and electric circuits.	

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
4	2513438	Logics	The learner will be able to: - Understand the precise concepts of judgments, judgment functions, reasoning, and proof. - Differentiate and apply the basic laws of thinking to practice; know how to present and argue logically and consistently in thought. - Assess the logical validity of a line of reasoning; distinguish between reasoning and proof; recognize some common fallacies; develop critical thinking skills, and thereby apply them effectively in real-life situations.	3(3,0,6)
Group 2 - Semester 3 (Group: 1)				3(1-3,0-4,6)
1	2501727	Using keyboard and office equipment skills	•Proficiently use 10 fingers to edit documents on the computer, forming a professional text editing style. •Proficient in the use of common office equipment.	3(2,2,6)
2	2506529	Fine Art	Học phần Hội họa cung cấp cho sinh viên: Những kiến thức cơ bản của mỹ thuật về bố cục và màu sắc. Rèn luyện những kỹ năng cơ bản về hội họa như: chép/vẽ một số tranh bằng các chất liệu đơn giản.	3(1,**4**,6)
3	2510585	Psychology	Học phần giúp sinh viên vận dụng được các kiến thức cơ bản về: Bản chất tâm lý người; Cơ sở tự nhiên và xã hội của tâm lý người; Hoạt động, giao tiếp và nhân cách; Quá trình nhận thức; Tình cảm, ý chí và hành động ý chí. Từ đó, sinh	3(2,**2**,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			viên tự tin chủ động trong học tập, cuộc sống và hoạt động nghề nghiệp	
4	2511491	Introduction to Vietnamese Culture	- Provide students with fundamental knowledge about Vietnamese culture. - Help students develop an attitude of appreciation, respect, preservation, and promotion of the traditional values of national culture.	3(3,0,6)
5	2511492	Vietnamese Language in Use	• Provide students with knowledge on characteristics and basic structure of the Vietnamese language. • Recognize and correct errors when speaking, writing, using words, and forming sentences. • Present a coherent text and be confident in speaking and writing Vietnamese.	3(3,0,6)
6	2512011	Music - Music Theory and Guitar Basics	- Nắm được nhạc lý căn bản để đọc được bản nhạc, làm nền tảng cho xướng âm và chơi các nhạc cụ. - Chơi được đàn guitar ở mức độ cơ bản. - Vận dụng được kiến thức âm nhạc để thưởng thức, cảm thụ các tác phẩm âm nhạc.	3(1,**4**,6)
7	2513439	Sociology	Upon completion of the course, learners will: Acquire basic knowledge of sociological concepts, theories, and research methods. Understand cultural differences, social mechanisms, processes of social stability and change,	3(3,0,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			and the relationships between individuals, groups/organizations, and society. Be able to analyze and evaluate various social phenomena occurring in Vietnamese society from a sociological perspective.	
8	2523996	Environment and Human	- Trang bị cho sinh viên các kiến thức về 17 mục tiêu phát triển bền vững của Liên hợp quốc (SDG), các vấn đề thời sự về môi trường toàn cầu và môi trường tại Việt Nam liên quan đến tài nguyên nước, chất lượng không khí, rác thải, năng lượng và cây xanh. - Nâng cao thái độ của sinh viên về bảo vệ môi trường và phát triển bền vững thông qua thiết kế dự án cư dân xanh IUH. - Hướng dẫn sinh viên phát triển kỹ năng về bảo vệ môi trường trong đời sống hàng ngày thông qua thực hành ủ phân compost.	3(3,0,6)
3. Foundational knowledge				
Required				**45(39,12,90)**
1	2507404	Microeconomics	Student, who passed the course satisfactorily can: - Undenrstand the demand and supply laws and market operations to establish prices and quantity sold of goods and services in the market. - Explain the behavior of maket participants to optimize their benefits. - Apply economic knowledge to analyze the impact of	3(3,0,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			government intervention policies in the market - Practice and hone problem-solving skills, public speaking skills and teamwork skills through implementation of a variety of teaching methods.	
2	2507405	Principles of Marketing	After finishing this course: + Students will acquire a solid understanding of fundamental marketing principles and the environmental factors impacting a business's marketing activities. + Students will possess comprehensive knowledge of consumer behavior, the target market selection process, and product positioning. + Students will be able to apply marketing knowledge to make informed marketing mix decisions (product, price, place, and promotion).	3(3,0,6)
3	2507409	Macroeconomics	Students will gain a basic understanding of some macroeconomic phenomena occurring both domestically and internationally. Students will understand and be able to calculate several important economic statistical indicators used in macroeconomic research and policy planning. Students will be able to apply appropriate economic models to analyze the impact of government macroeconomic policies on the economy. Students can develop self-learning, information-	3(3,0,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			gathering and processing, communication, and teamwork skills.	
4	2507417	Consumer Behavior	After completing this module, students must: - Compline and apply knowledge of Customer Behavior such as the Purchase Decision Process, factors: individual, cultural, social, psychological influencing consumer behavior with critical thinking and creativity in solving related problems. - Construct research on consumer behavior in specific markets based on collecting customer opinions, classifying and compline information to provide solutions or managerial implications to solve problems in marketing. - Propose Marketing plans through discussion and explanation of real-life situations at businesses in the context of international integration, based on knowledge of Customer Behavior, ethics and social responsibility in consumer behavior, the impact of technology and the digital environment.	3(3,0,6)
5	2507469	Marketing Research	• Students develop plans, strategies , and tactics by analyzing specific marketing case studies in the context of international integration.	3(2,**2**,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			• Students perform marketing research project which is based on collecting and analyzing relevant information to provide solutions or management implications . • Students develop professional skills through marketing research activities.	
6	2507483	Fundamentals of Management	After finishing this course, students can: - Students are able to understand basic issues related to management activities in the enterprise. - Students are able to apply knowledge of business environmental factors to solve specific business problems. - Students are able to fulfill the requirements while participating in group activities.	3(2,**2**,6)
7	2507514	Econometrics	After completing this module, students must: - Explain basic issues of econometrics in the field of economics. - Identify and analyze econometric problems. - Apply econometric theories to analyze violations of the assumptions of linear regression functions. - Based on the results of the regression model, propose appropriate solutions to the research problem - Use software in econometric research	3(2,**2**,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
8	2507529	Introduction to Marketing	After completing this course, students must be able to: – Apply English terminologies for searching materials and references relating to Marketing scenarios; – Seek to clarify English materials relating to Marketing field to support future career development.	3(3,0,6)
9	2508456	Corporate Finance	O1 – Employ financial principles to determine the time value of money, risk and return, the firm's short term finance. O2 – Evaluate financial information to make decisions regarding securities investments and short-term financial management. O3 – Propose innovative strategies to address short-term financial management. O4 – Employ information technology to enhance efficiency in financial operations. O5 – Develop communication skills and teamwork skills to optimize performance in a corporate setting.	3(3,0,6)
10	2508470	Taxation	O1 - Ability to understand current taxation policies in Vietnam and identify essential tax obligations. O2 - Ability to propose solutions to minimise the risk of tax law violations. O3 - Proficiency in using information technology to prepare tax reports.	3(3,0,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			O4 - Proficiency in both oral and written communication. O5 - Ability to work effectively in teams. O6 - Demonstrate ethical behaviour and respect for tax laws.	
11	2508773	Artificial Intelligence in Business	Học phần được xây dựng nhằm đào tạo cho người học: - Có kiến thức nền tảng về trí tuệ nhân tạo, học máy, trí tuệ nhân tạo tạo sinh và tác động của AI đối với hoạt động kinh doanh, nghề nghiệp và xã hội. - Có khả năng nhận diện và phân tích các tình huống ứng dụng AI trong marketing, bán hàng, tài chính - kế toán, nhân sự, vận hành và dịch vụ khách hàng. - Có khả năng vận dụng chu trình dự án AI và tư duy thiết kế để phác thảo đề xuất ứng dụng AI/GenAI ở mức không yêu cầu lập trình. - Có khả năng sử dụng công cụ AI tạo sinh và kỹ thuật prompt cơ bản để hỗ trợ học tập, phân tích thông tin, giao tiếp kinh doanh và nâng cao năng suất công việc. - Có khả năng đánh giá các rủi ro đạo đức, dữ liệu, quyền riêng tư, thiên lệch, an toàn thông tin và trách nhiệm giải trình khi ứng dụng AI trong kinh doanh.	3(3,0,6)
12	2510508	Communication skills		3(2,**2**,6)
13	2510646	Digital Capacity Development Skills	Upon successful completion of this course, learners will be able to:	3(2,**2**,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			• use digital tools to enhance and sustain the benefits of digital technology. • secure and operate your digital tools and environments safely. • send and understand online messages, minimizing misinformation and inappropriate emotional messages. • create digital content for audiences while respecting and using intellectual property protection measures. • Develop a Digital Intelligence Quotient (DQ) to meet the needs of businesses in the digital transformation era.	
14	2527402	Principles of Accounting	O1 - Ability to apply accounting principles and methods to measure, record, and present basic accounting entities. O2 - Ability to use Excel software to record economic transactions in documents and accounting books at a basic level. O3 - Develop professional ethics and social responsibility.	3(3,0,6)
15	2531510	Business law	Sau khi kết thúc môn học, sinh viên có được cái nhìn tổng quan về các chủ thể kinh doanh tham gia thị trường, có sự hiểu biết rõ ràng về địa vị pháp lý của từng loại chủ thể kinh doanh, có kiến thức chuyên sâu về doanh nghiệp, về hoạt động kinh doanh chuyên ngành như thương	3(2,**2**,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			mại, đầu tư, sở hữu trí tuệ và các phương thức giải quyết tranh chấp trong kinh doanh thương mại. Sinh viên có khả năng vận dụng quy định của pháp luật kinh doanh chuyên ngành trong hoạt động quản lý, điều hành doanh nghiệp cũng như trong việc xử lý các tình huống kinh doanh thương mại cụ thể liên quan đến đăng ký kinh doanh, tái cấu trúc, giải thể, phá sản doanh nghiệp – hợp tác xã, tư vấn lựa chọn các hình thức đầu tư phù hợp; giải quyết tranh chấp kinh doanh-thương mại.	
4. Specialized knowledge				
Required				**33(28,10,66)**
1	2507359	Ideas for Start-up	Sau khi hoàn thành môn học, sinh viên có thể tiếp cận các kiến thức mang tính cập nhật về ý tưởng khởi nghiệp. Từ đó, sinh viên có thể biến ý tưởng thành cơ hội kinh doanh. Trên cơ sở phân tích và phát triển các sản phẩm, môn học trang bị thêm kiến thức về tư duy nhằm giúp sinh viên phát triển ý tưởng chi tiết hơn. Đồng thời, đánh giá được tính khả thi và so sánh các phương án để lựa chọn được ý tưởng tốt nhất. sản phẩm cũng như mô hình kinh doanh tốt nhất.	3(3,0,6)
2	2507424	Brand Management	Sau khi học môn này, sinh viên có khả năng - Hiểu những kiến thức cơ bản về thương hiệu để phân tích và tổng hợp trong những tình huống thực tế;	3(3,0,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			- Vận dụng được những kiến thức về thương hiệu để phát triển dự án trong thực tế; - Sinh viên có khả năng thực hiện được dự án thương hiệu liên quan doanh nghiệp. - Sinh viên có khả năng thực hiện được các yêu cầu trong hoạt động của nhóm. - Rèn luyện kỹ năng tự nghiên cứu, trung thực trong công việc và tuân thủ các quy định về chống sao chép.	
3	2507433	Customer Relationship Management	To equip students with the necessary knowledge and skills to understand and effectively apply the principles of Customer Relationship Management (CRM) in business practice, particularly in the context of international integration. Specifically, Students will be able to : - Apply their professional knowledge to analyse and propose solutions to real-world problems related to customer relationship management. - Analyse actual CRM plans of businesses, thereby evaluating their effectiveness and applicability in the context of international integration. - Clearly and accurately present how to apply information technology to the research and implementation of CRM plans. - Develop teamwork, presentation, and problem-solving skills, thereby	3(3,0,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			enhancing their ability to work effectively in the field of customer relationship management.	
4	2507439	Service marketing	The Service Marketing course guides students: – Analyze and synthesize information with critical thinking to make decisions to solve problems of service industry enterprises/organizations based on the application of specialized knowledge of Service Marketing. – Recommend plans, strategies and practical implications of Service Marketing at service industry enterprises/organizations. – Develop research projects related to the industry and specialization based on collecting, analyzing, and synthesizing information to provide management solutions or implications.	3(3,0,6)
5	2507475	Integrated Marketing Communications	Sau khi hoàn thành khóa học: - Sinh viên nắm vững các kiến thức quan trọng của môn học liên quan đến hoạt động truyền thông marketing tích hợp của doanh nghiệp. - Sinh viên có khả năng vận dụng được kiến thức đã học để phân tích và giải quyết các vấn đề trong hoạt động truyền thông marketing tích hợp của doanh nghiệp.	3(3,0,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			- Sinh viên có khả năng thực hiện hoạt động nhóm hiệu quả.	
6	2507523	Data Analysis in Business	□ Students understand the process of designing research, classifying data, collecting and processing information in scientific research. □ Students have the ability to apply the knowledge they have learned to analyze the production and business situation of enterprises using qualitative and quantitative analysis techniques. □ Students have the ability to analyze regression models, which can be applied in practical research fields of enterprises. □ Students have the ability to summarize and write data analysis reports, evaluate the production and business situation of enterprises and propose economic implications.	3(2,2,6)
7	2507531	Strategic Marketing Simulation	Sau khi hoàn thành khóa học, sinh viên có khả năng: - Tổng quát hóa kiến thức nền tảng để triển khai chiến lược marketing cho một tổ chức. - Lựa chọn và phân tích dữ liệu để mô phỏng chiến lược Marketing dựa trên các phần mềm mô phỏng và công nghệ phù hợp với bối cảnh của doanh nghiệp. - Phát triển các kỹ năng thảo luận nhóm, làm việc nhóm, tự nghiên cứu, thuyết	3(2,**2**,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			trình, quản lý thời gian, thiết kế hoạt động nghiên cứu thị trường, lập kế hoạch cho dự án Marketing, triển khai chiến lược marketing mô phỏng, quản lý quá trình thực thi dự án, đề xuất các quyết định mang tính chiến lược.	
8	2507532	Business-to-Business Marketing	Upon successful completion of the course, students will be able to: - Analyze and evaluate business marketing environments, organizational demand, and buying behavior to address managerial issues in business-to-business markets. - Develop strategic recommendations and marketing plans for specific organizational marketing challenges in an international business context. - Demonstrate the ability to work effectively in teams and contribute to organizational projects and business activities within B2B markets.	3(2,**2**,6)
9	2507534	Product and Service Development	This course equips students with knowledge of product and service development: - Introducing an overview of new products and new product development. - Equipping students with knowledge of the design and development process for new products and services. - Building a positive attitude toward teamwork.	3(2,**2**,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			- Practicing teamwork, coordination, presentation, and public speaking skills. - Developing awareness of compliance with legal regulations and professional ethics in product and service development.	
10	2507539	International Marketing	a. Course objectives After completing this course, students will: - Master basic knowledge of international marketing. - Apply international marketing knowledge to effectively solve problems in businesses. - Be able to apply international marketing knowledge to propose international marketing strategies for Vietnamese businesses. - Develop sustainable marketing activities suitable for practical conditions in Vietnam. At the same time, students practice teamwork skills, self-study, presentation and working style during the learning and writing process.	3(2,**2**,6)
11	2507546	Analysis and Synthesis Techniques	The Analysis and Synthesis Techniques course in digital marketing guides students: - Apply basic marketing knowledge to think, analyze, and interpret data results in marketing. - Propose projects to synthesize and analyze data to produce results that can help businesses and organizations	3(3,0,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			solve problems in digital marketing. - Develop data synthesis and analysis skills in digital marketing to meet the practical needs of businesses in the context of international integration.	
Elective				9(6-9,0-6,18)
Group 1 - Semester 4 (Group: 1)				3(2-3,0-2,6)
1	2507418	Office Management and Administration	After finishing this course, students can: - Combine information technology and digital tools to support document drafting and presentation in enterprise business operations. - Develop necessary skills in office management	3(2,2,6)
2	2507492	Business Communication	- Upon completion, the course provides students with fundamental knowledge related to communication and business communication. - It equips students with essential communication skills for business operations and daily work. - It trains students in skills such as collecting, analyzing, and writing reports, business plans, product introduction letters, and exchanging information via email and text messages. - It fosters a positive attitude in students during their studies through active participation in thematic presentations, teamwork, and confidently resolving problems and	3(2,**2**,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			conflicts within the group and in daily life.	
3	2507511	Leadership	After completion of the course, students will be able to: • Present leadership theories related to an organization. • Apply leadership knowledge to solve specific activities in an enterprize. • Implement leadership-related contents in group activities.	3(2,**2**,6)
4	2507573	Change management	After completion of the course, students will be able to: • Present the basic issues related to change activities in an enterprise. • Apply change management knowledge to solve specific problems in the enterprise. • Implement the requirements during group discussion.	3(3,0,6)
5	2508452	Real estate investment and business	O1 – The ability to employ regulations and theories to understand knowledge on real estates and calculate relevant financial claims on real estates. O2 – The ability to determine value of real estates to make decision on real estates business. O3 – The ability to propose real estates investment based on the appraisal for real estates projects.	3(2,**2**,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
6	2527614	Management Accounting	O1 The knowledge regarding to costs, cost classification, costing methods; cost – volume – profit model, break-even analysis and cost structure analysis; various types of budgets, the processes and frameworks for budgeting; standard costing and variance analysis; as well as ethics and sustainability. O2 The ability to classify and estimate costs for variety of management purposes; to calculate breakeven point, target volume and sales, margin of safety, contribution margin ratio, operating leverage for planning and controlling purposes; to calculate the activity and spending variances, as well as variable manufacturing cost variances for planning and controlling purposes; to evaluate cost-volume-profit information to support managerial decision-making; and design an appropriate budget plan decision making, planning and controlling purposes. O3 The skills of utilizing Excel software to design a comprehensive budget for profit planning; communicating and presenting; as well as collaborating in a team effectively.	3(2,**2**,6)
Group 2 - Semester 5 (Group: 1)				3(2-3,0-2,6)
1	2507468	Public Relations	- Provide students with basic knowledge about the field of	3(2,**2**,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			PR and PR activities in businesses. - Students can build a plan for PR activities for businesses and perform simulations of PR activities for businesses. - Students have the ability to analyze the effectiveness of some PR activities in businesses. - Develop teamwork skills and presentation skills. - Actively cooperate in group activities and have a professional demeanor when simulating PR activities for businesses.	
2	2507516	Retail Management	Upon completion of the course: - Students will have a solid understanding of the key concepts related to retail management in businesses. - Students will be able to apply the learned knowledge to analyze and solve problems in retail management. - Students will be able to work effectively in teams.	3(2,2,6)
3	2507545	Social Marketing	- Analyze and synthesize information with critical thinking to make decisions to effectively solve business problems based on the application of specialized knowledge; - Propose plans, strategies and solve practical situations at businesses in the context of international integration based on the application of	3(3,0,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			specialized knowledge of Social Meida Marketing; - Develop professional skills in activities related to Social Media Marketing and combine specialized knowledge.	
4	2507547	Content Marketing	A. Knowledge objectives: After completing this subject, students: - Understand the concepts, meanings, practical applications and overview of marketing content. - Know how to create a content strategy and implement a strategy suitable for the business. - Master popular digital content genres and effectively apply specialized tools for production, thereby analyzing and synthesizing to draw lessons learned and optimize marketing content campaigns. content. B. Skill objectives: After completing this subject, students will: - Master popular digital content genres and effectively apply specialized tools for production. - Understand and apply digital technology to promote content. - Have teamwork skills and marketing content strategy presentation skills. - Implement effective marketing content amplification.	3(3,0,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			C. Attitude objectives: After completing this subject, students will: - Students realize the importance of marketing content activities for the survival and development of businesses. - Have a positive and responsible attitude towards assigned tasks	
5	2507683	Corporate Culture and Business Ethics	Upon completion of this course, students will be able to: 1. Apply knowledge of corporate culture, business culture, and business ethics to analyze, evaluate, and propose solutions in real-world management situations. 2. Adhere to and develop professional ethical standards and legal norms in business operations, demonstrated through appropriate attitudes and behaviors in the business environment. 3. Identify and propose sustainable and socially responsible production and business models suitable to the practical conditions in Vietnam.	3(2,**2**,6)
Group 3 - Semester 6 (Group: 1)				3(2-3,0-2,6)
1	2507460	Electronic Marketing	- Provide students basic knowledge about electronic marketing; - Build-up an electronic marketing plan; - Apply electronic marketing tools in marketing activities with using the internet;	3(3,0,6)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
			- Practice teamwork, coordination, presentation, and public speaking skills; - Develop awareness of compliance with legal, ethical, and professional regulations in marketing activities.	
2	2507544	Search Engine Marketing	- Sinh viên nắm vững kiến thức chuyên sâu về SEO, SEM và các vấn đề cốt lõi liên quan đến quá trình triển khai chiến dịch SEO và SEM. - Sinh viên vận dụng được kỹ năng lập kế hoạch và triển khai chiến dịch SEO và SEM. - Sinh viên hiểu rõ cách thức và vận dụng các kỹ năng lên ý tưởng, thiết kế, triển khai SEO và SEM đối với Doanh nghiệp. - Rèn luyện kỹ năng các kỹ năng làm việc nhóm, phối hợp, trình bày và thuyết trình. - Phát triển nhận thức về việc tuân thủ các quy định về pháp luật, đạo đức và nghề nghiệp trong các hoạt động marketing	3(3,0,6)
3	2510521	E-Retailing	- Explain what e-retailing is. Describe the operating environment of e-retailing - Describe dynamic pricing strategies. Understand the basic techniques of e-retailing - Describe ways to ensure the safety of e-retailing systems. Analyze the role of mobile retailing - Describe the process for developing e-retailing systems	3(2,2,6)
5. Internship and graduation				
Required				**10(0,20,20)**
1	2507578	Internship		5(0,10,10)

No	Course code	Course	Course objectives	Credit Load (Theory/Practice/Self-study)
2	2507579	Graduation Thesis	Mục tiêu chung: Học phần Khóa luận tốt nghiệp cung cấp cho sinh viên cơ hội thực hiện một công trình nghiên cứu độc lập và hoàn chỉnh theo hướng nghiên cứu khoa học hoặc nghiên cứu ứng dụng trong lĩnh vực Marketing. Mục tiêu cụ thể: • Xác định và luận giải vấn đề nghiên cứu có giá trị trong lĩnh vực Marketing. • Tổng hợp cơ sở lý thuyết và các nghiên cứu liên quan nhằm xây dựng nền tảng lý luận cho đề tài nghiên cứu. • Lựa chọn và áp dụng phương pháp nghiên cứu phù hợp với mục tiêu và bản chất của vấn đề nghiên cứu. • Phân tích và diễn giải kết quả nghiên cứu dựa trên dữ liệu thu thập được. • Trình bày và bảo vệ công trình nghiên cứu theo chuẩn mực học thuật bậc đại học. • Thực hiện nghiên cứu với thái độ trung thực và tuân thủ đạo đức nghiên cứu.	5(0,10,10)

7.2 Study plan

CHƯƠNG TRÌNH ĐÀO TẠO

Ngành đào tạo: **MARKETING**
Tên tiếng Anh: Marketing
Mã ngành: 7340115
Loại hình đào tạo: Tăng cường tiếng Anh
Khóa đào tạo: K22

STT	Mã môn học	Tên môn học	Mã học phần	Số tín chỉ	Học phần: học trước (a), tiên quyết (b), song hành (c)	Ghi chú
Học kỳ 1				**17**		
Học phần bắt buộc				**17**		
1	2520405	Giáo dục thể chất 1 Physical Education 1		2(0,4,4)		
2	2507404	Kinh tế vi mô Microeconomics		3(3,0,6)		
3	2507405	Marketing căn bản Principles of Marketing		3(3,0,6)		
4	2531678	Pháp luật đại cương General laws		3(3,0,6)		
5	2513430	Toán cao cấp Calculus		3(3,0,6)		
6	2512012	Triết học Mác - Lênin Philosophy of Marxism and Leninism		3(3,0,6)		
Học kỳ 2				**28**		
Học phần bắt buộc				**25**		
1	2511011	Anh văn 1 English 1		3(3,0,6)		
2	2520504	Giáo dục Quốc phòng và An ninh National Defence Education and Security		8(5,6,16)		
3	2520406	Giáo dục thể chất 2 Physical Education 2		2(0,4,4)		
4	2507409	Kinh tế vĩ mô Macroeconomics		3(3,0,6)	2507404(a)	

STT	Mã môn học	Tên môn học	Mã học phần	Số tín chỉ	Học phần: học trước (a), tiên quyết (b), song hành (c)	Ghi chú
5	2527402	Nguyên lý kế toán Principles of Accounting		3(3,0,6)		
6	2507529	Nhập môn chuyên ngành Marketing Introduction to Marketing		3(3,0,6)		
7	2507483	Quản trị học * Fundamentals of Management		3(2,**2**,6)		
Học phần tự chọn *(Sinh viên chọn 1 trong các học phần sau đây)*				**3**		
1	2513436	Hàm phức và phép biến đổi Laplace Complex Analysis and Laplace Transform		3(3,0,6)		
2	2513438	Logic học Logics		3(3,0,6)		
3	2513435	Phương pháp tính Numerical Analysis		3(3,0,6)		
4	2513434	Toán ứng dụng Applied Mathematics		3(3,0,6)		
Học kỳ 3				**25**		
Học phần bắt buộc				**22**		
1	2511012	Anh văn 2 English 2		4(4,0,8)	2511011(b)	
2	2512014	Chủ nghĩa xã hội khoa học Scientific Socialism		2(2,0,4)		
3	2507417	Hành vi khách hàng Consumer Behavior		3(3,0,6)	2507405(a)	
4	2512013	Kinh tế chính trị Mác - Lênin Political Economics of Marxism and Leninism		2(2,0,4)		
5	2507514	Kinh tế lượng * Econometrics		3(2,**2**,6)		
6	2510508	Kỹ năng giao tiếp * Communication skills		3(2,**2**,6)		
7	2527611	Nguyên lý thống kê Principles of Statistics		3(2,2,6)		

STT	Mã môn học	Tên môn học	Mã học phần	Số tín chỉ	Học phần: học trước (a), tiên quyết (b), song hành (c)	Ghi chú
8	2513433	Phương pháp luận nghiên cứu khoa học Research Methodology		2(2,0,4)		
Học phần tự chọn *(Sinh viên chọn 1 trong các học phần sau đây)*				**3**		
1	2512011	Âm nhạc – Nhạc lý và Guitar căn bản * Music - Music Theory and Guitar Basics		3(1,**4**,6)		
2	2511491	Cơ sở văn hóa Việt Nam Introduction to Vietnamese Culture		3(3,0,6)		
3	2506529	Hội Họa * Fine Art		3(1,**4**,6)		
4	2501727	Kỹ năng sử dụng bàn phím và thiết bị văn phòng Using keyboard and office equipment skills		3(2,2,6)		
5	2523996	Môi trường và con người Environment and Human		3(3,0,6)		
6	2510585	Tâm lý học đại cương * Psychology		3(2,**2**,6)		
7	2511492	Tiếng Việt thực hành Vietnamese Language in Use		3(3,0,6)		
8	2513439	Xã hội học Sociology		3(3,0,6)		
Học kỳ 4				**26**		
Học phần bắt buộc				**23**		
1	2511013	Anh văn 3 English 3		4(4,0,8)	2511012(b)	
2	2510646	Kỹ năng phát triển năng lực số * Digital Capacity Development Skills		3(2,**2**,6)		
3	2512015	Lịch sử Đảng Cộng sản Việt Nam History of Vietnamese Communist Party		2(2,0,4)		

STT	Mã môn học	Tên môn học	Mã học phần	Số tín chỉ	Học phần: học trước (a), tiên quyết (b), song hành (c)	Ghi chú
4	2531510	Luật kinh doanh * Business law		3(2,**2**,6)		
5	2507532	Marketing khách hàng tổ chức * Business-to-Business Marketing		3(2,**2**,6)	2507405(a)	
6	2507539	Marketing quốc tế * International Marketing		3(2,**2**,6)	2507405(a)	1
7	2508456	Tài chính doanh nghiệp Corporate Finance		3(3,0,6)	2527402(a)	
8	2512005	Tư tưởng Hồ Chí Minh Ho Chi Minh Ideology		2(2,0,4)	2512012(a)	
Học phần tự chọn *(Sinh viên chọn 1 trong các học phần sau đây)*				**3**		
1	2508452	Đầu tư và kinh doanh bất động sản * Real estate investment and business		3(2,**2**,6)		
2	2507492	Giao tiếp kinh doanh * Business Communication		3(2,**2**,6)		
3	2527614	Kế toán quản trị * Management Accounting		3(2,**2**,6)	2527402(a)	
4	2507511	Nghệ thuật lãnh đạo * Leadership		3(2,**2**,6)		
5	2507573	Quản trị sự thay đổi Change management		3(3,0,6)	2507483(a)	
6	2507418	Quản trị văn phòng Office Management and Administration		3(2,2,6)	2507483(a)	
Học kỳ 5				**24**		
Học phần bắt buộc				**21**		
1	2511014	Anh văn 4 English 4		3(3,0,6)	2511013(b)	
2	2507546	Kỹ thuật phân tích tổng hợp Analysis and Synthesis Techniques		3(3,0,6)	2507405(a)	
3	2507469	Nghiên cứu marketing * Marketing Research		3(2,**2**,6)		

STT	Mã môn học	Tên môn học	Mã học phần	Số tín chỉ	Học phần: học trước (a), tiên quyết (b), song hành (c)	Ghi chú
4	2507523	Phân tích dữ liệu trong kinh doanh Data Analysis in Business		3(2,2,6)	2507514(a)	1
5	2508470	Thuế Taxation		3(3,0,6)		
6	2508773	Trí tuệ nhân tạo trong kinh doanh Artificial Intelligence in Business		3(3,0,6)		
7	2507475	Truyền thông marketing tích hợp (IMC) Integrated Marketing Communications		3(3,0,6)	2507405(a)	
Học phần tự chọn *(Sinh viên chọn 1 trong các học phần sau đây)*				**3**		
1	2507545	Marketing mạng xã hội Social Marketing		3(3,0,6)	2507405(a)	1
2	2507547	Marketing nội dung Content Marketing		3(3,0,6)	2507405(a)	1
3	2507468	Quan hệ công chúng * Public Relations		3(2,**2**,6)	2507405(a)	
4	2507516	Quản trị bán lẻ * Retail Management		3(2,**2**,6)		
5	2507683	Văn hóa doanh nghiệp và Đạo đức kinh doanh * Corporate Culture and Business Ethics		3(2,**2**,6)		
Học kỳ 6				**21**		
Học phần bắt buộc				**18**		
1	2507439	Marketing dịch vụ Service marketing		3(3,0,6)	2507405(a)	
2	2507531	Mô phỏng chiến lược marketing * Strategic Marketing Simulation		3(2,**2**,6)	2507405(a) 2507483(a)	1
3	2507534	Phát triển sản phẩm và dịch vụ * Product and Service Development		3(2,**2**,6)	2507405(a)	1

STT	Mã môn học	Tên môn học	Mã học phần	Số tín chỉ	Học phần: học trước (a), tiên quyết (b), song hành (c)	Ghi chú
4	2507433	Quản trị quan hệ khách hàng Customer Relationship Management		3(3,0,6)	2507405(a)	
5	2507424	Quản trị thương hiệu Brand Management		3(3,0,6)	2507405(a) 2507483(a)	
6	2507359	Ý tưởng khởi nghiệp Ideas for Start-up		3(3,0,6)		
Học phần tự chọn *(Sinh viên chọn 1 trong các học phần sau đây)*				**3**		
1	2510521	Bán lẻ điện tử E-Retailing		3(2,2,6)		
2	2507544	Marketing công cụ tìm kiếm Search Engine Marketing		3(3,0,6)		
3	2507460	Marketing điện tử Electronic Marketing		3(3,0,6)	2507405(a)	
Học kỳ 7				**10**		
Học phần bắt buộc				**10**		
1	2507579	Khóa luận tốt nghiệp Graduation Thesis		5(0,10,10)	2507424(a) 2507531(a) 2507417(a) 2507469(a) 2507469(a) 2507523(a)	
2	2507578	Thực tập doanh nghiệp Internship		5(0,10,10)	2507531(a) 2507424(a)	
Học kỳ 8				**0**		
Học phần bắt buộc				**0**		
1	2599451	Chứng chỉ Tiếng Anh Certificate of English Language Proficiency		0(0,0,0)		
2	2599406	Chứng chỉ Tin học Certificate of Informatics		0(0,0,0)		

8. Implementation guidelines:

When implementing the training program, attention should be paid to the following issues:

8.1 For training units

8.2 For lecturers

8.3 For students

8.4 Assessment and evaluation

PART 2: DETAILED COURSE SPECIFICATIONS

COURSE SPECIFICATION

1. Course name and code: Analysis and Synthesis Techniques (2507546)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Nguyen Thi Tuc	nguyenthituc@iuh.edu.vn
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Pham Dang Nhat Nguyen	phamdangnhatnguyen@iuh.edu.vn
PhD./DSc. Nguyen Van Thanh Truong	nguyenvanthanhtruong@iuh.edu.vn
PhD./DSc. Nguyen Thi Phuong Chi	nguyenthiphuongchi@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Joseph F. Hair, Jr., University of South Alabama, Dana E. Harrison, East Tennessee State University, Haya Ajjan, Elon University, Essentials of marketing analytics, 2024. [TVL260124715]

4.2 Other supplemental materials:

[1] Caroline Florence, Data storytelling in marketing, 2024. [TVL260124713]

[2] Nasir Salari, Advanced marketing analytics, 2026. [TVL260124714]

[3] Kevin Hartman, Digital marketing analytics, 2020. [TVL240121235]

[4] Marshall Sponder, Gohar F. Khan, Digital analytics for marketing, 2018. [TVL260124717]

5. Specific course information

5.1 Course objectives

The Analysis and Synthesis Techniques course in digital marketing guides students:

- Apply basic marketing knowledge to think, analyze, and interpret data results in marketing.

- Propose projects to synthesize and analyze data to produce results that can help businesses and organizations solve problems in digital marketing.

- Develop data synthesis and analysis skills in digital marketing to meet the practical needs of businesses in the context of international integration.

5.2 Brief description of the course

The Analysis and Synthesis course in Digital Marketing belongs to the module group of the Digital Marketing specialized knowledge block of the Marketing major. The course provides students with the necessary knowledge and skills to understand and apply methods and techniques for synthesizing and analyzing data in digital marketing. The course includes a solid theoretical foundation in synthesis and analysis, focusing on application in today's digital marketing context. Students will learn from understanding the difference between data aggregation and analysis to applying specific methods and tools in a digital marketing environment. In this way, students can effectively use data aggregation and analysis tools to support strategic decisions and enhance digital marketing performance in a global corporate environment.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2507405 - Principles of Marketing(a)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Analyze and synthesize data in digital marketing with critical thinking to make decisions for effective problem solving based on the application of disciplinary and specialized knowledge. Cognitive domain – Level 4
2	Recommend strategies, plans, and tactics for digital marketing situations in the context of international integration. Cognitive domain – Level 5
3	Develop professional skills in activities related to data synthesis and analysis in digital marketing. Psychomotor domain – Level 4

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		R							
2			R						
3					R				

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Analytical Thinking in Digital Marketing Data Analysis** 1.1. Concepts of Marketing Analytics and Digital Marketing Analytics 1.2. The role of data in digital marketing decision-making 1.3. Distinguishing reporting, measurement, analytics, and insight 1.4. The marketing data analysis process 1.5. Levels of data analytics 1.6. Introduction to supervised learning and unsupervised learning in marketing 1.7. Overview of commonly used analytical methods in marketing 1.8. Ethical issues in marketing analytics	6(6/0)	1, 2, 3	L D	H
2	**Chapter 2: Digital Data, KPIs, and Data Collection in Digital Marketing** 2.1. Overview of data in digital marketing 2.2. Data sources in digital marketing 2.3. Types of data in digital marketing 2.4. Data quality and common issues 2.5. KPIs in digital marketing	6(6/0)	1, 2, 3	L D P	H

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	2.6. Setting KPIs aligned with digital marketing objectives 2.7. Data collection and data preparation for analysis 2.8. Introduction to selected digital measurement tools				
3	**Chapter 3: Descriptive Analytics, Data Visualization, and Dashboards for Digital Marketing** 3.1. The role of descriptive analytics in digital marketing 3.2. Basic descriptive metrics in marketing data analysis 3.3. Introductory data exploration 3.4. Principles of marketing data visualization 3.5. Selecting appropriate charts for different types of data 3.6. Dashboards in digital marketing 3.7. Reading, interpreting, and presenting dashboards	6(6/0)	1, 2, 3	L D P	H
4	**Chapter 4: Digital Customer Segmentation and Customer Insight** 4.1. The role of customer segmentation in digital marketing 4.2. Common variables used for digital customer segmentation 4.3. Overview of supervised learning and unsupervised learning in segmentation	6(6/0)	1, 2, 3	L D P	H

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	4.4. The concept and role of cluster analysis 4.5. Introduction to K-means clustering at an introductory level 4.6. Interpreting segmentation results and developing customer insight 4.7. Applications of target segmentation and personalization				
5	**Chapter 5: Basic Predictive Analytics for Digital Behavior and Performance** 5.1. The concept of predictive analytics in marketing 5.2. Predictive logic in marketing 5.3. Introduction to regression analysis in marketing 5.4. Introduction to logistic regression in binary classification problems 5.5. Applications of predictive analytics in digital marketing 5.6. Interpreting model results to support marketing decisions 5.7. Limitations of predictive analytics	6(6/0)	1, 2, 3	L D P	H
6	**Chapter 6: Web, Social Media, Content, and Campaign Data Analysis** 6.1. Overview of web analytics in digital marketing	6(6/0)	1, 2, 3	L D P	H

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	6.2. Analyzing the customer journey across digital platforms 6.3. Behavioral segmentation in web analytics 6.4. Social media analysis 6.5. Basic content and text analysis 6.6. Analyzing digital marketing campaign performance 6.7. Basic attribution in digital marketing 6.8. Limitations in interpreting web, social media, and campaign data				
7	**Chapter 7: A/B Testing, Data Storytelling, and Marketing Decision Recommendations** 7.1. Experimental thinking in digital marketing 7.2. The concept and applications of A/B testing 7.3. Reading and interpreting A/B testing results at a basic level 7.4. Distinguishing data reporting and data storytelling 7.5. From data observation to insight and recommendation 7.6. Presenting recommendations to marketing stakeholders 7.7. Structure of a marketing data analysis report	6(6/0)	1, 2, 3	L D P	H

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	Individual assignment	3	Continuous	0.00%	6.67%
	Progress assessment 2	Group project – Data aggregation and identification of the problem, analytical objectives, data, and KPIs	1	Continuous	0.00%	6.67%
	Progress assessment 3	Group presentation – Reporting data analysis results and proposing solutions and recommendations	3	Summative	100.00%	6.67%
	Mid-term test	Group project report – Digital marketing data analysis and aggregation plan	2	Summative	100.00%	30.00%
	Final test	Individual written exam	1	Summative	100.00%	50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final test	Individual written exam	65.00%
2	Mid-term test	Group project report – Digital marketing data analysis and aggregation plan	65.00%

CLOs	Forms of assessment	Assessment methods	Targets
3	Progress assessment 3	Group presentation – Reporting data analysis results and proposing solutions and recommendations	65.00%

8.3 Grading scale

Date of compilation/update: 09-Jun-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Applied Mathematics (2513434)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Huynh Van Hieu	huynhvanhieu@iuh.edu.vn
PhD./DSc. Nguyen Duc Phuong	nguyenducphuong@iuh.edu.vn
PhD./DSc. Hoang Viet Hung	hoangviethung@iuh.edu.vn
PhD./DSc. Pham Ngoc Anh	phamngocanh@iuh.edu.vn
MA./MSc./MEng./MBA. Le Thi Xuan Mai	lethixuanmai@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Nguyễn Đức Phương, Giáo trình xác suất thống kê, 2017. [TVL180099501]

4.2 Other supplemental materials:

[1] Cheng F.Lee, John C.Lee, Alice C. Lee, Statistics for business and financial economics, 2000. [TVL100047317]

[2] Anderson, David R.... [et al], Statistics for business and economics, 2017. [TVL160088539]

[3] Amir D. Aczel, Jayavel Sounderpandian, Complete business statistics, 2012. [TVL180100540]

5. Specific course information

5.1 Course objectives

The course equips learners with basic and applied knowledge of probability, statistics, and data analysis. Upon completion of the course, learners will be able to apply probability rules, random variable models, descriptive statistical methods, parameter estimation, hypothesis testing, ANOVA, correlation, and linear regression to solve problems in their studies, specialized research, and practical contexts.

Learners will be able to:

- Apply the concepts of events, conditional probability, the law of total probability, and Bayes' theorem to calculate the probability of events.

- Identify probability distributions and calculate the basic characteristics of random variables.

- Summarize, present, and interpret data using descriptive statistics and statistical charts.

- Construct and interpret confidence intervals for basic population parameters.

- Perform and interpret the results of statistical hypothesis tests in one-sample and two-sample problems.

- Analyze and interpret the results of one-way ANOVA, correlation coefficients, and simple linear regression models.

- Use R software at a basic level to support probability calculations, descriptive statistics, hypothesis testing, ANOVA, and linear regression.

5.2 Brief description of the course

The course provides learners with basic knowledge of probability, random variables, and applied statistics. The course content includes probability of events, probability distributions, descriptive statistics, parameter estimation, confidence intervals, hypothesis testing, ANOVA, correlation, and simple linear regression. The course also introduces the use of R software to support calculation, data processing, and interpretation of statistical results. Through this course, learners will be able to apply probability and statistical methods to their studies, specialized research, and practical problem-solving.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

- Participate in at least 80% of the class time.

- Complete all the quizzes and assignments.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Apply the concepts of events, probability rules, conditional probability, the law of total probability, and Bayes' theorem to calculate the probability of events.
2	Identify probability distributions and calculate the basic characteristics of random variables, such as expected value, variance, standard deviation, median, and mode.
3	Summarize, present, and interpret data using appropriate descriptive statistics and statistical charts.
4	Construct and interpret confidence intervals for the population mean, proportion, and variance.
5	Perform and interpret hypothesis testing for the population mean, proportion, and variance in one-sample and two-sample problems.
6	Analyze and interpret the results of one-way ANOVA, correlation coefficients, and simple linear regression models, including group mean comparisons, parameter estimation, significance testing, and evaluation of model fit.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		I							

CLOs	1	2	3	4	5	6	7	8	9
2		I							
3		I							
4			I						
5			I						
6				I					

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Probability of Events** 1.1. Events and relationships between events 1.1.1. Experiments and events 1.1.2. Relationships between events 1.1.3. Operations on events 1.2. Probability of events 1.3. Conditional probability and independence 1.3.1. Conditional probability 1.3.2. Independence of events 1.4. Probability formulas 1.4.1. Multiplication rule of probability 1.4.2. Addition rule of probability 1.4.3. Law of total probability 1.4.4. Bayes' theorem	3(3/0)	1	L; D; P	Exercise guidelines

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
2	**Chapter 2: Random Variables** 2.1. Concept of random variables 2.2. Probability distribution of random variables 2.3. Numerical characteristics of random variables 2.3.1. Expected value 2.3.2. Variance and standard deviation 2.3.3. Mode 2.3.4. Median 2.4. Some common probability distributions 2.4.1. Bernoulli distribution 2.4.2. Binomial distribution 2.4.3. Poisson distribution 2.4.4. Normal distribution 2.4.5. Student's t-distribution 2.5. Random vectors 2.5.1. Joint probability distribution 2.5.2. Covariance 2.5.3. Correlation coefficient 2.6. Using R software to calculate common probability distributions	9(9/0)	2	L; D; P	Exercise guidelines
3	**Chapter 3: Introduction to Statistics**	6(6/0)	3	L; D; P	Exercise guidelines

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	3.1. Introduction to statistics 3.2. Quantitative data and qualitative data 3.3. Measures of central tendency 3.3.1. Mean 3.3.2. Median 3.3.3. Mode 3.4. Measures of dispersion 3.4.1. Sample variance 3.4.2. Corrected sample variance 3.4.3. Sample standard deviation 3.5. Skewness and kurtosis of a distribution 3.5.1. Skewness 3.5.2. Kurtosis 3.6. Statistical charts 3.6.1. Pie chart 3.6.2. Bar chart 3.6.3. Frequency polygon 3.6.4. Box plot 3.7. Using R software in descriptive statistics 3.7.1. Basic data types in R 3.7.2. Data structures in R				

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	3.7.3. Creating statistical tables and charts in R				
4	**Chapter 4: Confidence Interval** 4.1. Concept of parameter estimation 4.2. Confidence interval for the population mean 4.3. Confidence interval for the population proportion 4.4. Confidence interval for the population variance	6(6/0)	4	L; D; P	Exercise guidelines
5	**Chapter 5: Statistical Hypothesis Testing** 5.1. Concept of statistical hypotheses 5.2. One-sample hypothesis tests 5.2.1. Test for a proportion 5.2.2. Test for a mean 5.2.3. Test for a variance 5.3. Two-sample hypothesis tests 5.3.1. Test for two proportions 5.3.2. Test for two means 5.3.3. Test for two variances 5.4. Using R software in hypothesis testing	9(9/0)	5	L; D; P	Exercise guidelines

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	5.4.1. One-sample test using t.test() 5.4.2. Paired two-sample test using t.test() 5.4.3. Independent two-sample test using t.test() 5.4.4. One-proportion test using prop.test() and binom.test() 5.4.5. Two-proportion test using prop.test() and binom.test()				
6	**Chapter 6: ANOVA, Correlation, and Linear Regression** 6.1. One-way analysis of variance 6.1.1. Concept of one-way analysis of variance 6.1.2. Measures of variation: sum of squares, SS 6.1.3. Estimation of parameters in the ANOVA model 6.1.4. Hypothesis test for the equality of group means 6.1.5. Hypothesis test for homogeneity of variances 6.1.6. Confidence intervals for group means and differences between groups 6.1.7. Pairwise comparisons after ANOVA 6.1.8. F-test in ANOVA 6.2. Correlation and simple linear regression	12(12/0)	6	L; D; P	Exercise guidelines

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	6.2.1. Correlation coefficient 6.2.2. Simple linear regression model 6.2.3. Estimation of regression parameters 6.2.4. Hypothesis test for the correlation coefficient 6.2.5. Confidence intervals for regression parameters 6.2.6. Hypothesis tests for regression parameters 6.2.7. F-test for the regression model 6.2.8. Evaluation of model fit 6.3. Using R software in ANOVA and linear regression 6.3.1. One-way ANOVA using aov() and lm() 6.3.2. Linear regression using lm() 6.3.3. Reading and interpreting analysis results from R				

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	Essay/Multiple choice	1	Continuous	100.00%	6.67%
	Progress assessment 2	Essay/Multiple choice	5	Continuous	100.00%	6.67%
	Frequent assessment 3	Essay/Multiple choice	6	Continuous	100.00%	6.67%
	Mid-term test	Essay/Multiple choice	1	Continuous	40.00%	30.00%
		Essay/Multiple choice	2	Continuous	40.00%	
		Essay/Multiple choice	3	Continuous	20.00%	
	Final test	Essay/Multiple choice	1	Summative	10.00%	50.00%
		Essay/Multiple choice	2	Summative	10.00%	
		Essay/Multiple choice	3	Summative	20.00%	
		Essay/Multiple choice	4	Summative	10.00%	
		Essay/Multiple choice	5	Summative	20.00%	
		Essay/Multiple choice	6	Summative	30.00%	

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final test	Essay/Multiple choice	70.00%

CLOs	Forms of assessment	Assessment methods	Targets
2	Final test	Essay/Multiple choice	70.00%
3	Final test	Essay/Multiple choice	70.00%
4	Final test	Essay/Multiple choice	70.00%
5	Final test	Essay/Multiple choice	70.00%
6	Final test	Essay/Multiple choice	70.00%

8.3 Grading scale 10

Date of compilation/update: 18-Dec-2025.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Artificial Intelligence in Business (2508773)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
Pham Truong Quan	phamtruongquan@iuh.edu.vn
Nguyen Thi Phuong Thuy	
Phan Minh Xuan	

4. Instructional materials

4.1 Required textbooks/materials:

[1] Mariya Yao, Kate Koidan, Applied Artificial Intelligence: A Handbook For Business Leaders, 2024. [FIT_2101786_003]

4.2 Other supplemental materials:

[1] John Paul Mueller, Luca Massaron, Artificial intelligence for dummies (for dummies (computer/tech)) 3rd edition., 2024. [FIT_CS042]

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	
2	
3	
4	

No	Course Learning Outcomes
5	
6	

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1	R								
2	R								
3	R								
4					R				
5					R				
6					R				

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1		9(9/0)	1, 2		
2		6(6/0)	1, 3, 5		
3		9(9/0)	3, 2, 5		
4		12(12/0)	4, 5, 6, 3		
5		9(9/0)	3, 4, 5, 6		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1		1	Continuous	100.00%	6.67%
	Progress assessment 2		6	Summative	100.00%	6.67%
	Progress assessment 3		2	Continuous	50.00%	6.67%
			4	Continuous	50.00%	
	Mid-term test		3	Summative	50.00%	30.00%
			5	Summative	50.00%	
	Final test		1	Summative	40.00%	50.00%
			2	Summative	40.00%	
			4	Summative	20.00%	

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1			75.00%
2			75.00%
3			75.00%
4			75.00%
5			75.00%
6			75.00%

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Brand Management (2507424)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
PhD./DSc. Bui Van Quang	buivanquang@iuh.edu.vn
MA./MSc./MEng./MBA. Pham Thi Hong Ngoc	phamthihongngoc@iuh.edu.vn
PhD./DSc. Nguyen Thi Phuong Chi	nguyenthiphuongchi@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

4.2 Other supplemental materials:

[1] Bùi Văn Quang, Giáo trình quản trị thương hiệu, 2022. [TVL230119145]

[2] Kevin Lane Keller, Strategic brand management, 2020. [TVL240121229]

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2507405 - Principles of Marketing(a)

2507483 - Fundamentals of Management(a)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	
2	

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		E							
2			E						

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
Theoretical content					
1		4(4/0)	1, 2		
2		12(4/8)	2		
3		18(6/12)	1, 2		
4		18(6/12)	1, 2		
5		18(6/12)	1, 2		
6		18(6/12)	1, 2		
7		24(8/16)	1, 2		
Practice content					
1		8(0/8)	1, 2		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1		1	Continuous	0.00%	6.67%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
	Progress assessment 2		1	Continuous	100.00%	6.67%
	Progress assessment 3		2	Continuous	0.00%	6.67%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Business Communication (2507492)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
PhD./DSc. Nguyen Thi Van	nguyenthivan@iuh.edu.vn
MA./MSc./MEng./MBA. Luong Thi Minh Huong	luongthiminhhuong@iuh.edu.vn
MA./MSc./MEng./MBA. Chu Thi Thuy	chuthithuy@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Nguyễn Thị Vân, Giáo trình giao tiếp trong kinh doanh, 2021. [TVL220114795]

4.2 Other supplemental materials:

[1] Đoàn Thị Hồng Vân, Kim Ngọc Đạt, Giao tiếp trong kinh doanh & cuộc sống, 2011. [TVL120071313]

5. Specific course information

5.1 Course objectives

- Upon completion, the course provides students with fundamental knowledge related to communication and business communication.

- It equips students with essential communication skills for business operations and daily work.

- It trains students in skills such as collecting, analyzing, and writing reports, business plans, product introduction letters, and exchanging information via email and text messages.

- It fosters a positive attitude in students during their studies through active participation in thematic presentations, teamwork, and confidently resolving problems and conflicts within the group and in daily life.

5.2 Brief description of the course

After finishing this course, students can: Apply good communication skills in business and analysis, write reports, make business plans, write product introduction letters, exchange information via email and cooperate in teamwork.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

- Students attend class on time, regularly and within the prescribed hours.

- Students must prepare all necessary learning materials, students are not allowed to use no copyrighted or unauthorized textbooks.

- Students must discipline themselves and maintain appropriate learning attitude. Students must wear the student's ID card before entering the classroom. Students are not allowed to use their telephone without the instructor's approval.

- Students are polite in communication, respectful and polite to teachers, officials, employees and workers in the school. Students are conscious of protecting property, maintaining general hygiene, using electricity and water economically, turning off air-conditioning fans and lights, and closing the classroom door when leaving.

- Students read the textbook before coming to class.

- Students self-study through online lectures.

- Students learn English terms in the subject.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	**Course Learning Outcomes**
1	Adherence to proper procedures for writing and presenting business letters. Level/Domain: Level 2 (Manipulate)/Psychomotor domain (P)
2	Identify the necessary skills through teamwork to develop yourself and handle business situations. Level/Domain: Level 2 (Manipulate)/Psychomotor domain (P)
3	Application of information technology and digital tools in business communication Level/Domain: Level 2 (Manipulate)/Psychomotor domain (P)

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**
1					R				
2						R			
3							R		

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: General overview of business communication** 1.1. Essay on communication and communication in business 1.2. The importance of business communication 1.3. Purpose and meaning of business communication 1.4. Forms of communication in business 1.5. Factors affecting communication in business. 1.6. Principles of business communication	9(6/3)	1, 2	Lecture Discussion Case Study Group Essay	Students read more related documents
2	**Chapter 2: Communication skills in business** 2.1. Listening skills 2.2. Questioning skills 2.3. Answering skills 2.4.Telephone communication skills 2.5. Non-verbal communication skills	9(6/3)	1, 2, 3	Lecture Discussion Case Study Group Essay	Students read more related documents
3	**Chapter 3: Presentation skills in business** 3.1. Presentation overview 3.2. TOPP process in presentations 3.3 Presentation skills	6(3/3)	1, 2, 3	Lecture Discussion Case Study Group Essay	Students read more related documents
4	**Chapter 4: Communicating via email and social networks in business**	6(3/3)	1, 2, 3	Lecture Discussion Case Study	Students read more related documents

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	4.1. Transaction of emails and messages in business 4.2. How to use email safely and smartly 4.3. How to write typical emails and messages 4.4. Application of social networks in business communication			Group Essay	
5	**Chapter 5: Communication through correspondence and reports in business** 5.1. The importance of correspondence in business 5.2. Communication via correspondence in business 5.3. Communicate through business reports	9(6/3)	1, 2, 3	Lecture Practice	Students read more related documents
6	**Chapter 6: Communication in business negotiations** 6.1. Overview of negotiation 6.2. Negotiation methods, methods and styles 6.3. Organize negotiations 6.4. The art of negotiation	6(4/2)	1, 2, 3	Lecture Practice	Students read more related documents

The following active T&L activities are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Regular Exam 1	Case study (group)	2	Continuous	0.00%	6.67%
	Regular Exam 2	Case study (group)	1	Continuous	0.00%	10.00%
	Midterm Exam	Group Essay	2	Summative	100.00%	30.00%
	Final Exam	Written test	1	Summative	100.00%	50.00%
Practice	**Practice 1**	Case study exercise 1	2	Continuous	0.00%	33.33%
	Practice 2	Case study exercise 2	2	Continuous	0.00%	33.33%
	Practice 3	Case study exercise 3	2	Continuous	0.00%	33.33%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final Exam	Written test	65.00%
2	Midterm Exam	Group Essay	65.00%

8.3 Grading scale Credit-based learning

Date of compilation/update: 09-Jun-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Business law (2531510)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
Nguyen Quang Dao	nguyenquangdao@iuh.edu.vn
Nguyen Thai Binh	
Tran Thi Tam Hao	
Tran Thi Ngoc Het	
Nguyen Thi Le Thuy	
Nguyen Thi Bao Trong	
Le Thi Hong Lieu	
Nguyen The Anh	
Le Nguyen Thanh Tra	
Nguyen Thi Hue	
Nguyen Le Thanh Minh	
Nguyen Quang Dao	nguyenquangdao@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

4.2 Other supplemental materials:

[1] Nguyễn Quang Đạo, Nguyễn Thị Kim Oanh, Giải quyết tranh chấp kinh doanh, thương mại phát hiện vi phạm và kinh nghiệm phòng ngừa, 2022. [TVL220114944]

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	
2	
3	

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1	R								
2		R							
3			R						

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1		3(2/1)	1		
2		3(2/1)	1, 2, 3		
3		3(2/1)	1, 2, 3		
4		3(2/1)	1, 2, 3		
5		3(2/1)	1, 2, 3		
6		3(2/1)	1, 2, 3		
7		3(2/1)	1, 2, 3		
8		3(2/1)	1, 2, 3		
9		3(2/1)	1, 2, 3		
10		3(2/1)	1, 2, 3		
11		3(2/1)	1, 2, 3		
12		3(2/1)	1, 2, 3		

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
13		3(2/1)	1, 2, 3		
14		3(2/1)	1, 2, 3		
15		3(2/1)	1, 2, 3		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Điểm danh		1	Continuous	10.00%	10.00%
	Thảo luận, thái độ học tập trên lớp		1	Continuous	10.00%	10.00%
	Thi trắc nghiệm		1	Continuous	40.00%	30.00%
			2	Continuous	10.00%	
			3	Continuous	50.00%	
	Thi trắc nghiệm		1	Summative	25.00%	50.00%
			3	Summative	75.00%	
Practice	**Tiểu luận có báo cáo/không báo cáo**		2	Continuous	100.00%	33.33%
	Tiểu luận có báo		2	Continuous	100.00%	33.33%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
	cáo/không báo cáo					
	Tiểu luận có báo cáo/không báo cáo		2	Continuous	100.00%	33.33%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1			85.00%
3			85.00%

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Business-to-Business Marketing (2507532)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
Pham Dang Nhat Nguyen	phamdangnhatnguyen@iuh.edu.vn
PhD./DSc. Nguyen Van Thanh Truong	nguyenvanthanhtruong@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Thi Truc Ngan	nguyenthitrucngan@iuh.edu.vn
MA./MSc./MEng./MBA. Pham Thi Hong Ngoc	phamthihongngoc@iuh.edu.vn
MA./MSc./MEng./MBA. Tran Thu Thao	tranthuthao@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Ross Brennan, Louise Canning, Raymond McDowell, Business-to-business marketing, 2017. [TVL190107945]

4.2 Other supplemental materials:

[1] Simon Hall, Innovative B2B marketing, 2022. [TVL260124712]

[2] Alan Zimmerman, Jim Blythe, Business to business marketing management, 2018. [TVL240121261]

[3] Charles Futrell, Valvasori Mark, ABC's of relationship selling through service, 2013. [TVL240121866]

5. Specific course information

5.1 Course objectives

Upon successful completion of the course, students will be able to:

- Analyze and evaluate business marketing environments, organizational demand, and buying behavior to address managerial issues in business-to-business markets.
- Develop strategic recommendations and marketing plans for specific organizational marketing challenges in an international business context.
- Demonstrate the ability to work effectively in teams and contribute to organizational projects and business activities within B2B markets.

5.2 Brief description of the course

Business-to-Business Marketing (B2B Marketing) is a specialized course within the Marketing curriculum, designed for undergraduate students majoring in Marketing and Business Administration. The course aims to meet the workforce demands of organizations operating in business-to-business markets.

The course emphasizes the fundamental characteristics of B2B marketing and the distinctive differences between business-to-business and business-to-consumer markets. It also focuses on customer relationship development and relationship marketing strategies. Based on these foundations, students will learn to analyze and propose marketing policies and strategies related to product, pricing, distribution, and promotion in organizational markets.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2507405 - Principles of Marketing(a)

5.4 Other requirements

The requirements of course commitments:

- Commitment to learning time: Students are required to attend classes punctually, regularly, and complete all scheduled sessions. Absence for one (01) day must be approved by the course instructor; absence for two (02) days or more must be approved by the head of the training unit. Students who are absent for more than 20% of the total class hours of a course will not be permitted to take the final examination.

- Commitment to learning materials: Students must have all necessary textbooks, learning materials, and study tools. They are not permitted to use textbooks or learning materials without clear copyright status and identifiable publication sources. Students are also expected to review and prepare relevant knowledge before each new lesson.

- Commitment to learning attitude: Students must maintain order during class and demonstrate a serious attitude toward learning. They are expected to actively participate in group activities and contribute their knowledge and ideas to team members in order to complete assignments as required by the instructor.

The requirements of academic ethics and anti-plagiarism

- Students are not permitted to engage in any form of cheating in learning activities, tests, examinations, or assessments.

Other requirements:

- Students must wear the university uniform before entering the classroom.
- Students must respect all instructors and university staff members.
- Students must behave appropriately and courteously at all times.
- Students are expected to use resources responsibly, including saving electricity, water, and paper products; maintaining cleanliness; and protecting university facilities and property.
- Students are not allowed to use mobile phones during class sessions.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Analyze and synthesize issues related to an organization's business-to-business (B2B) marketing activities based on disciplinary knowledge. Level/Domain: Level 4 (Analyzing) / Cognitive Domain (C)
2	Propose business-to-business (B2B) marketing plans and strategies for a specific organization in the context of international integration based on disciplinary knowledge. Level/Domain: Level 4 (Analyzing) / Cognitive Domain (C)
3	Combine teamwork, presentation, and critical discussion skills to effectively collaborate and communicate in professional settings. Level/Domain: Level 4 (Articulate) / Psychomotor Domain (P)

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		R							
2			R						
3							R		

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Overview of B2B marketing** 1.1 Definitions of B2B marketing 1.2. B2B markets 1.3. B2B marketing vs B2C marketing 1.4 Business customer classification 1.5 B2B marketing system	5(5/0)	1, 3	Lecture, Group Discussion, Group Presentation	Students are required to read additional materials related to the course content.

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
2	**Chapter 2: B2B market and customer behaviros** 2.1 Characteristics of B2B markets 2.2 Demand in B2B markets 2.3 B2B vs B2C markets 2.4 Customers purchasing model 2.5 Factors influencing organizational buying decisions	6(4/2)	1, 3	Lecture, Group Discussion	Students are required to read additional materials related to the course content.
3	**Chapter 3: Marketing Strategy in B2B markets** 3.1 STP process 3.2 Segmentation in B2B markets 3.3 Targeting in B2B markets 3.4 Positioning in B2B markets	6(3/3)	1, 2, 3	Lecture, Group Discussion, Project	Students are required to read additional materials related to the course content.
4	**Chapter 4: Relationship marketing** 4.1 From transaction marketing to relationship marketing 4.2 Objectives and benefits of relationship marketing 4.3 Develop relationship in B2B markets	6(4/2)	1, 2, 3	Lecture, Group Discussion, Project	Students are required to read additional materials related to the course content.
5	**Chapter 5: Product strategy** 5.1 B2B Products classification 5.2 B2B product management 5.3 Developing products/ service	5(3/2)	1, 2, 3	Lecture, Group Discussion, Project	Students are required to read additional materials related to the course content.

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
6	**Chapter 6: Price strategy** 6.1 Price strategy in B2B and B2C market 6.2 Price stategy decisions 6.3 Price determinatin in B2B marketing 6.4 Price adjustment	5(3/2)	1, 2, 3	Lecture, Group Discussion, Project	Students are required to read additional materials related to the course content.
7	**Chapter 7: Distribution strategy** 7.1 Distribution strategy in B2B and B2C market 7.2 Distribution channels in B2B marketing 7.3 Distribution decisions 7.4 Logistics	6(4/2)	1, 2, 3	Lecture, Group Discussion, Project	Students are required to read additional materials related to the course content.
8	**Chapter 8: Promotion strategy** 8.1 Communications in B2B marketing 8.2 Promotion strategy in B2B and B2C market 8.3 Communications process in B2B market 8.4 Communications decisions	6(4/2)	1, 2, 3	Lecture, Group Discussion, Project, Field trip and report	Students are required to read additional materials related to the course content.

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	Chapter 1 or Chapter 2 assignment, group report	1	Continuous	0.00%	10.00%
	Progress assessment 2	Chapter 3 or Chapter 4 assignment, group report	2	Continuous	0.00%	10.00%
	Mid-term test	Group essay	2	Summative	100.00%	30.00%
	Final test	Individual written test	1	Summative	100.00%	50.00%
Practice	**Practice 1**	Participation in field activities and group report	3	Continuous	0.00%	33.33%
	Practice 2	Case study assignment/ Group presentation	3	Continuous	0.00%	33.33%
	Practice 3	Group presentation	3	Summative	100.00%	33.33%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final test	Individual written test	65.00%
2	Mid-term test	Group essay	65.00%
3	Practice 3	Group presentation	65.00%

8.3 Grading scale According to the credit-based system

Date of compilation/update: 29-May-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Calculus (2513430)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
PhD./DSc. Ngo Ngoc Hung	ngongochung@iuh.edu.vn
MA./MSc./MEng./MBA. Do Hoai Vu	dohoaivu@iuh.edu.vn
PhD./DSc. Nguyen Duc Phuong	nguyenducphuong@iuh.edu.vn
MA./MSc./MEng./MBA. Doan Vuong Nguyen	doanvuongnguyen@iuh.edu.vn
PhD./DSc. Ton That Quang Nguyen	tonthatquangnguyen@iuh.edu.vn
PhD./DSc. Vo Thi Thanh Ha	vothithanhha@iuh.edu.vn
PhD./DSc. Huynh Huu Dinh	huynhhuudinh@iuh.edu.vn
PhD./DSc. Nguyen Minh Hai	nguyenminhhai@iuh.edu.vn
PhD./DSc. Hoang Viet Hung	hoangviethung@iuh.edu.vn
PhD./DSc. Trang Cong Bang	trangcongbang@iuh.edu.vn
PhD./DSc. Pham Ngoc Anh	phamngocanh@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Võ Thị Thanh Hà chủ biên, Lê Văn Lai, Giáo trình Toán cao cấp 1, 2022. [TVL220118851]

[2] Nguyễn Thị Thu Hà chủ biên, Đoàn Vương Nguyên, Nguyễn Đức Phương, Giáo trình toán cao cấp 2, 2022. [TVL220118852]

4.2 Other supplemental materials:

[1] David C. Lay, Steven R. Lay, Judi J. McDonald, Linear Algebra and Its Applications, 2016. [TVL160086829]

[2] Akihito Asano, An introduction to mathematics for economics, 2013. [TVL240120918]

[3] Laurence D. Hoffmann, Geral L. Bradley, Calculus for business, Economics, and the Social and Life sciences, 2010. [TVL240120917]

[4] Michael Hoy... [et al.], Mathematics for economics, 2011. [TVL240121276]

5. Specific course information

5.1 Course objectives

- Provide the learners with knowledge of Linear Algebra and Calculus.

- Equip the learners with some computational tools and problem-solving methods that are helpful for learning other subjects.

- Apply mathematical knowledge to solve problems in economics.

5.2 Brief description of the course

This course provides the fundamental knowledge of linear algebra and mathematical calculus, along with its applications in economics. The contents include:

Matrices and determinants; Systems of linear equations; Limits of functions; Number sequences; Derivatives and differentials of functions of one variable and multiple variables; Extrema of functions of one variable and multiple variables; Indefinite integrals; Definite integrals; Improper Integrals; Applications in economics.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

- Participate in at least 80% of the class time.

- Complete all the quizzes and assignments.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	**Course Learning Outcomes**
1	Perform basic matrix operations, compute determinants, determine the rank of a matrix, find inverse matrices, and solve systems of linear equations using appropriate methods.
2	Compute limits, examine continuity, and calculate derivatives and differentials of functions of one variable; apply derivatives to solve selected basic problems in economics.
3	Compute indefinite integrals, definite integrals, and improper integrals; apply integrals to solve selected applied problems in economics.
4	Compute partial derivatives, differentials, and extrema of functions of several variables; apply these tools to analyze and solve selected optimization problems in economics.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**
1	I								
2		I							
3			I						

CLOs	1	2	3	4	5	6	7	8	9
4				I					

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Matrix** 1.1 Concept of matrix 1.2 Operations on matrices 1.3 Examples of matrix applications 1.4 Elementary transformation of matrices 1.5 Echelon matrix 1.6 Determinant of a matrix 1.7 Rank of a matrix 1.8 Invertible matrix 1.8.1 Finding the inverse using row operations 1.8.2 Finding the inverse using the adjoint matrix 1.9 Systems of linear equations 1.9.1 Cramer's rule for linear systems 1.9.2 Solving systems using the Gaussian method 1.10 Some linear models in economics 1.10.1 Market equilibrium model 1.10.2 Macroeconomic equilibrium model 1.10.3 IS-LM model 1.10.4 Leontief's Input-Output model	12(12/0)	1	L; D; P	Exercise guidelines

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
2	**Chapter 2: Differentiation of Single Variable Functions** 2.1 Functions 2.1.1 Concept of a function 2.1.2 Some special properties of functions 2.1.3 Inverse functions 2.1.4 Composite functions 2.1.5 Basic elementary functions 2.1.6 Elementary functions 2.2 Limits of functions 2.2.1 Concept of the limit of a function 2.2.2 Rules for calculating limits of functions 2.2.3 Limits of composite functions 2.2.4 One-sided limits 2.3 Infinitesimal and infinite 2.3.1 Infinitesimal (VCB) 2.3.2 Infinite (VCL) 2.4 Number series 2.4.1 Concepts of number series 2.4.2 Geometric series 2.4.3 Problems of interest rates and investment efficiency 2.5 Continuous functions 2.5.1 Definition and properties 2.5.2 One-sided continuity	12(12/0)	2	L; D; P	Exercise guidelines

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	2.5.3 Continuous functions on an interval 2.6 Derivatives, differentials 2.6.1 Derivatives 2.6.2 Differentials 2.6.3 Higher-order derivatives and differentials 2.6.4 Concept of extrema 2.6.5 L'Hôpital's rule 2.7 Applications of derivatives in economics 2.7.1 Marginal value 2.7.2 Elasticity coefficient 2.7.3 Growth rate 2.7.4 Law of diminishing marginal returns 2.7.5 Relationship between marginal and average functions 2.7.6 Optimal choices in economics				
3	**Chapter 3: Integrals of Single Variable Functions** 3.1 Indefinite integrals 3.1.1 Definition, properties 3.1.2 Methods of calculating indefinite integrals 3.2 Definite integrals 3.2.1 Riemann sums 3.2.2 Definition of definite integral 3.2.3 Newton-Leibniz formula 3.2.4 Methods of calculating definite integrals	9(9/0)	3	L; D; P	Exercise guidelines

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	3.3 Improper integrals 3.3.1 Improper integrals of type one 3.3.2 Improper integrals of type two 3.4 Applications of integrals in economics 3.4.1 Determining the capital stock based on the investment amount 3.4.2 Determining the total function when the marginal function is known 3.4.3 Consumer surplus and producer surplus 3.4.4 Finding the demand function when the price elasticity of demand is known 3.4.5 Price fluctuations in the market over time				
4	**Chapter 4: Derivatives and Differentials of Several Variables Functions** 4.1 Functions of multiple variables 4.1.1 Definition of functions of multiple variables 4.1.2 Some functions of two variables in economics 4.2 Limits and continuity 4.2.1 Limits of functions of multiple variables 4.2.2 Continuous functions 4.3 Partial derivatives 4.3.1 First-order partial derivatives of functions of two variables	12(12/0)	4	L; D; P	Exercise guidelines

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	4.3.2 Second-order partial derivatives of functions of two variables 4.3.3 Marginal values, elasticity coefficients 4.3.4 Two goods with substitutive or complementary properties 4.3.5 The law of diminishing marginal returns 4.3.6 Homogeneous functions and the problem of economies of scale 4.4 Differentials 4.4.1 First-order differentials of functions of two variables 4.4.2 Second-order differentials of functions of two variables 4.5 Derivatives of implicit functions 4.5.1 Implicit functions, derivatives of implicit functions 4.5.2 Application in economic analysis 4.6 Extrema 4.6.1 Unconstrained extrema 4.6.2 Constrained extrema 4.7 Applications of extrema in economics 4.7.1 Choosing the optimal level of output 4.7.2 Choosing the optimal capital and labor 4.7.3 Optimal choice of the consumer				

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	4.7.4 Choosing the optimal capital and labor under constraints				

The following active T&L activities are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	Essay test	1	Continuous	100.00%	6.67%
	Progress assessment 2	Essay test	2	Continuous	100.00%	6.67%
	Frequent assessment 3	Essay test	3	Continuous	100.00%	6.67%
	Mid-term test	Essay test	1	Continuous	40.00%	30.00%
		Essay test	2	Continuous	60.00%	
	Final test	Essay test	1	Summative	30.00%	50.00%
		Essay test	2	Summative	10.00%	
		Essay test	3	Summative	30.00%	
		Essay test	4	Summative	30.00%	

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final test	Essay test	70.00%

CLOs	Forms of assessment	Assessment methods	Targets
2	Final test	Essay test	70.00%
3	Final test	Essay test	70.00%
4	Final test	Essay test	70.00%

8.3 Grading scale 10

Date of compilation/update: 01-Jun-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Certificate of English Language Proficiency (2599451)

2. Number of credits

Total: 0 Theory: 0 Practice: 0 Self-study: 0

3. Instructors' names

First and last name	Email

4. Instructional materials

4.1 Required textbooks/materials:

4.2 Other supplemental materials:

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment	Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Certificate of Informatics (2599406)

2. Number of credits

Total: 0 Theory: 0 Practice: 0 Self-study: 0

3. Instructors' names

First and last name	Email

4. Instructional materials

4.1 Required textbooks/materials:

4.2 Other supplemental materials:

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment	Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Change management (2507573)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Luu Xuan Danh	luuxuandanh@iuh.edu.vn
PhD./DSc. Dam Tri Cuong	damtricuong@iuh.edu.vn
MA./MSc./MEng./MBA. Pham Ngoc Kim Khanh	phamngockimkhanh@iuh.edu.vn
MA./MSc./MEng./MBA. Huynh Phuong Thao	huynhphuongthao@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Phạm Vũ Khiêm, Hứa Thùy Trang, Quản trị sự thay đổi trong các tổ chức, 2020. [TVL230119457]

4.2 Other supplemental materials:

[1] Harvard Business Review, Quế Khanh (dịch), Quản lý sự thay đổi, 2019. [KQT-QTSTD]

5. Specific course information

5.1 Course objectives

After completion of the course, students will be able to:

• Present the basic issues related to change activities in an enterprise.

• Apply change management knowledge to solve specific problems in the enterprise.

• Implement the requirements during group discussion.

5.2 Brief description of the course

Change management is a core subject of Business Administration. This course provides students with basic knowledge of change and development activities in an organization. From there, students apply knowledge to synthesize and analyze information to make decisions appropriate to change, and develop plans and strategies to implement changes appropriate to the context of international integration.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2507483 - Fundamentals of Management(a)

5.4 Other requirements

Commitments to learning materials:

- Students attend class on time, regularly and within the prescribed hours

- Students must prepare all necessary learning materials, students are not allowed to use no copyrighted or unauthorized textbooks.

- Students must discipline themselves and maintain appropriate learning attitude. Students must wear the student's ID card before entering the classroom. Students are not allowed to use their telephone without the instructor's approval.

- Students are polite in communication, respectful and polite to teachers, officials, employees and workers in the school. Students are conscious of protecting property, maintaining general hygiene, using electricity and water economically, turning off air-conditioning fans and lights, and closing the classroom door when leaving.

- Students read the textbook before coming to class.

- Students self-study through online lectures.

- Students learn English terms in the subject.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Apply knowledge of change management or two typical models to implement in the organizational change. Level/Domain: Level 3 (Apply)/Cognitive Domain (C)
2	Analyze issues related to planning and implementing in the organizational change. Level/Domain: Level 4 (Analyze)/Cognitive Domain (C)

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1			R						
2				R					

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Overview of change and organizational change management**	6(6/0)	1	Lecture Group discussion	Students read more related documents

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	1.1 Concept of organizational change 1.2 Organizational change management				
2	**Chapter 2: Barriers to organizational change** 2.1 Detecting and researching organizational change 2.2 Barriers to organizational change	6(6/0)	1	Lecture Group discussion Case study	Students read additional documents
3	**Chapter 3: Organizational culture of change** 3.1. Concepts of culture and organizational change culture 3.2. Characteristics of change culture in organizations 3.3. The influence of organizational culture in change	3(3/0)	1	Lecture Group discussion	Students read additional documents.
4	**Chapter 4: Two typical models of organizational change** 4.1 Classification of changes 4.2 Kurt Lewin's change model 4.3 John Kotter's change model	6(6/0)	1	Lecture Group discussion Case study	Students read more related documents
5	**Chapter 5: Plan the organizational change** 5.1 Analyze the current situation of the organization 5.2 Plan the change 5.3 Prepare the change 5.4 Process of an organizational change	6(6/0)	1, 2	Lecture Group discussion	Students read more related documents

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
6	**Chapter 6: Organize the change** 6.1 Before the change 6.2 Individuals who influence the change 6.3 Causes of failure change	6(6/0)	1, 2	Lecture Group discussion Case study	Students read more related documents
7	**Chapter 7: Communicating for change** 7.1 Communication messages for change purposes 7.2 Audience for communication for change 7.3 Tools of communication 7.4. Media for organizational change	6(6/0)	1, 2	Lecture Group discussion	Students read more related documents
8	**Chapter 8: Organizational change and development** 8.1. Change and development related to the organization 8.2. Assumptions for organizational development 8.3. Some interventions to develop the organization	6(6/0)	1, 2	Lecture Group discussion Case study	Students read more related documents

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Assignment 1	Case study (group report)	1	Continuous	0.00%	6.67%
	Assignment 2	Case study (group report)	1	Continuous	0.00%	6.67%
	Assignment 3	Case study (group report)	2	Continuous	0.00%	6.67%
	Midterm assessment	Group report	1	Summative	100.00%	30.00%
	Final Exam	Written test	2	Summative	100.00%	50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Midterm assessment	Group report	65.00%
2	Final Exam	Written test	65.00%

8.3 Grading scale According to credit regulations

Date of compilation/update: 27-May-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Communication skills (2510508)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
PhD./DSc. Le Thi Huong	lethihuong@iuh.edu.vn
Assoc. Prof. Phan Thi To Oanh	phanthhitooanh@iuh.edu.vn
MA./MSc./MEng./MBA. Vo Thi Thu Thuy	vothithuthuy@iuh.edu.vn
MA./MSc./MEng./MBA. Duong Thi Huong	duongthihuong@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Thi Sau	nguyenthisau@iuh.edu.vn
MA./MSc./MEng./MBA. Le Thi Kim Oanh	lethikimoanh@iuh.edu.vn
MA./MSc./MEng./MBA. Tran Van Tam	tranvantam@iuh.edu.vn
MA./MSc./MEng./MBA. Le Thi Thuong	lethithuong@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Phan Thị Tố Oanh...[và những người khác], Giáo trình kỹ năng giao tiếp, 2017. [TVL180099645]

4.2 Other supplemental materials:

[1] , Kỹ năng giao tiếp và thương lượng trong kinh doanh, 2004. [HUI_Lib0000018296]

[2] Thái Trí Dũng, Kỹ năng giao tiếp và thương lượng trong kinh doanh, 2012. [TVL160086612]

[3] Emily Alisom & Laurence Alison, (Thanh Bình dịch), Tâm lý học giao tiếp, 2021. [TLH1]

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	
2	
3	Express diligence and positivity in learning

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1						I			
2						I			
3							I		

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1		12(12/0)	1		
2		15(15/0)	1		
3		3(3/0)	1		
4		9(9/0)	1		
5		6(6/0)	1		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1		2	Continuous		6.67%
	Progress assessment 2		3	Continuous		6.67%
	Mid-term test		1	Continuous		30.00%
	Final test		1	Summative		50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1			70.00%

8.3 Grading scale

Date of compilation/update: 05-Sep-2024.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Complex Analysis and Laplace Transform (2513436)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
PhD./DSc. Nguyen Duc Phuong	nguyenducphuong@iuh.edu.vn
PhD./DSc. Vo Thi Thanh Ha	vothithanhha@iuh.edu.vn
MA./MSc./MEng./MBA. Doan Thi Thanh Xuan	doanthithanhxuan@iuh.edu.vn
Assoc. Prof. Dinh Cong Huong	dinhconghuong@iuh.edu.vn
PhD./DSc. Trinh Phuoc Toan	trinhphuoctoan@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Ngô Ngọc Hưng, Nguyễn Đức Phương, Là Ngọc Linh, Hàm phức và phép biến đổi Laplace, 2023. [TVL230120131]

4.2 Other supplemental materials:

[1] Võ Đăng Thảo, Hàm phức và Toán tử laplace, 2004. [HUI_Lib0000017901]

[2] Nguyễn Kim Đính, Hàm phức và ứng dụng, 2015. [TVL180100544]

[3] Dennis G. Zill, Loyola Marymount University, Patrick D. Shanahan, Loyola Marymount University, Complex analysis, 2015. [TVL190108037]

5. Specific course information

5.1 Course objectives

The course aims to equip students with fundamental knowledge and computational methods related to functions of a complex variable, the Laplace transform, and the Fourier transform. Upon completion of the course, students will be able to understand and apply these mathematical tools to solve selected engineering problems, especially those related to differential equations, systems of differential equations, electric circuits, signals, and the frequency domain.

Specifically, the course aims to:

- Provide students with basic concepts of complex numbers, the complex plane, curves, domains in the complex plane, and functions of a complex variable.

Help students understand methods for computing limits, examining continuity, calculating derivatives, and verifying the analyticity of functions of a complex variable.

- Equip students with knowledge of line integrals of complex functions, Cauchy’s theorem, and Cauchy’s integral formula.

- Enable students to perform the Laplace transform and inverse Laplace transform, and apply these transforms to solve differential equations, systems of linear differential equations, and selected engineering problems.

- Introduce students to Fourier series, the Fourier transform, the inverse Fourier transform, and selected applications in signal analysis, the frequency domain, and electric circuits.

5.2 Brief description of the course

The course presents fundamental knowledge of functions of a complex variable, integration of complex functions, the Laplace transform, and the Fourier transform. The main topics include complex numbers, the complex plane, functions of a complex variable, derivatives and integrals of complex functions, Cauchy's theorem, Cauchy's integral formula, the Laplace transform, the inverse Laplace transform, Fourier series, and the Fourier transform. The course helps students apply these mathematical tools to solve selected basic problems in engineering, such as differential equations, systems of linear differential equations, electric circuits, and signal analysis.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

- Participate in at least 80% of the class time.

- Complete all the quizzes and assignments.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Compute limits, examine continuity, calculate derivatives, and verify the analyticity of functions of a complex variable using appropriate conditions and rules.
2	Compute line integrals of complex functions and apply Cauchy's theorem and Cauchy's integral formula to solve basic problems in complex integration.
3	Perform the Laplace transform and inverse Laplace transform, and apply the Laplace transform to solve linear differential equations, systems of linear differential equations, and selected basic engineering problems.
4	Perform Fourier series expansions, Fourier transforms, and inverse Fourier transforms, and apply Fourier tools to analyze selected basic problems related to signals and frequency.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1	R								
2	R								

CLOs	1	2	3	4	5	6	7	8	9
3	R								
4	R								

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Complex Functions** 1.1 Complex Numbers and Arithmetic Operations 1.2 The Complex Plane 1.3 Curves and Regions in the Complex Plane 1.4 Complex Functions 1.4.1 Definition 1.4.2 Real and Imaginary Parts of Complex Functions 1.5 Transformations Performed by Complex Functions 1.6 Limits and Continuity 1.6.1 Limits of Complex Functions 1.6.2 Continuity 1.7 Differentiation 1.7.1 Cauchy-Riemann Conditions for Differentiability 1.7.2 Rules for Differentiation 1.7.3 Analytic Functions 1.7.4 L'Hospital's Rule 1.8 Harmonic Functions	9(9/0)	1	L; D; P	Exercise guidelines
2	**Chapter 2: Integration of Complex Functions**	9(9/0)	2	L; D; P	Exercise guidelines

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	2.1 Line integrals of complex functions 2.1.1 Methods for computing line integrals of complex functions 2.1.2 Properties of line integrals 2.2 Cauchy's theorem 2.3 Path-independent integrals 2.4 Cauchy's integral formula				
3	**Chapter 3: The Laplace Transform** 3.1 Definition and existence conditions of the Laplace transform 3.1.1 Examples of the Laplace transform 3.1.2 Properties of the Laplace transform 3.1.3 Laplace transform of periodic functions 3.1.4 Laplace transform of convolutions 3.2 The inverse Laplace transform 3.3 Methods for finding the inverse Laplace transform 3.3.1 Using properties of the Laplace transform 3.3.2 Using Borel's theorem 3.3.3 Decomposition into partial fractions	12(12/0)	2	L; D; P	Exercise guidelines

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	3.4 Applications of the Laplace transform 3.4.1 Solving linear differential equations 3.4.2 Solving systems of linear differential equations 3.4.3 Solving electric circuit problems				
4	**Chapter 4: The Fourier Transform** 4.1 Fourier series 4.1.1 Fourier series expansion 4.1.2 Convergence conditions of Fourier series 4.1.3 Fourier expansion of functions with arbitrary period 4.1.4 Fourier expansion of even and odd functions 4.1.5 Complex form of Fourier series 4.2 The Fourier transform 4.2.1 Fourier integral 4.2.2 Fourier transform 4.2.3 Physical meaning of the Fourier transform 4.2.4 Properties of the Fourier transform 4.3 The inverse Fourier transform 4.4 The discrete Fourier transform	15(15/0)	3, 4	L; D; P	Exercise guidelines

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	4.5 The fast Fourier transform algorithm 4.6 Some applications of the Fourier transform 4.6.1 Analysis of the frequency characteristics of a signal 4.6.2 Fourier transform and frequency filtering 4.6.3 Electric filters				

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	Essay test	1	Continuous	100.00%	6.67%
	Progress assessment 2	Essay test	2	Continuous	100.00%	6.67%
	Frequent assessment 3	Essay test	3	Continuous	100.00%	6.67%
	Mid-term test	Essay test	1	Continuous	50.00%	30.00%
		Essay test	2	Continuous	50.00%	
	Final test	Essay test	1	Summative	20.00%	50.00%
		Essay test	2	Summative	20.00%	

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
		Essay test	3	Summative	30.00%	
		Essay test	4	Summative	30.00%	

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final test	Essay test	70.00%
2	Final test	Essay test	70.00%
3	Final test	Essay test	70.00%
4	Final test	Essay test	70.00%

8.3 Grading scale 10

Date of compilation/update: 18-Dec-2025.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Consumer Behavior (2507417)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Nguyen Thi Tuc	nguyenthituc@iuh.edu.vn
MA./MSc./MEng./MBA. Pham Thi Hong Ngoc	phamthihongngoc@iuh.edu.vn
PhD./DSc. Nguyen Ha Thach	nguyenhathach@iuh.edu.vn
MA./MSc./MEng./MBA. Phung Tien Dung	phungtiendung@iuh.edu.vn
PhD./DSc. Bui Van Quang	buivanquang@iuh.edu.vn
MA./MSc./MEng./MBA. Ha Thi Thanh Minh	hathithanhminh@iuh.edu.vn
PhD./DSc. Ngo Ngoc Minh	ngongocminh@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Michael R. Solomon, Saint Joseph's University, Consumer behavior, 2020. [TVL240121226]

4.2 Other supplemental materials:

[1] Leon G. Schiffman, Joseph Wisenblit, Consumer behavior, 2019. [TVL240121272]

[2] Del I. Hawkins, David L. Mothersbaugh, Consumer behavior: building marketing strategy, 2010. [TVL240121225]

5. Specific course information

5.1 Course objectives

After completing this module, students must:

- Compline and apply knowledge of Customer Behavior such as the Purchase Decision Process, factors: individual, cultural, social, psychological influencing consumer behavior with critical thinking and creativity in solving related problems.

- Construct research on consumer behavior in specific markets based on collecting customer opinions, classifying and compline information to provide solutions or managerial implications to solve problems in marketing.

- Propose Marketing plans through discussion and explanation of real-life situations at businesses in the context of international integration, based on knowledge of Customer Behavior, ethics and social responsibility in consumer behavior, the impact of technology and the digital environment.

5.2 Brief description of the course

The subject deals with the contents related to basic concepts, analyzes the factors affecting customer behavior, on that basis students realize the importance of Customer Behavior in the overall Marketing strategy of the enterprise, applies and proposes marketing solutions suitable for the practical environment. The subject provides students with knowledge to build customer loyalty through understanding and perception, focusing on the Customer's purchasing decision process, deeply influencing factors such as Culture, Individual, Society, Psychology..

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2507405 - Principles of Marketing(a)

5.4 Other requirements

d. Requirements for course participation commitments

- Study time commitment: students must attend class on time, regularly, and for the full duration. Students requesting a 1 day absence must be approved by the subject teacher; absences of 2 days or more must be approved by the head of the training unit. Students who are absent for more than 20% of the class hours for each subject will be barred from taking the exam.

- Study materials commitment: students must have all necessary books, materials, and study tools. Students are not allowed to use textbooks or study materials without clear copyright and publication sources.

- Study attitude commitment: students must maintain order during class and have a serious study attitude. Students must wear a name tag-student ID when entering the classroom. Students are not allowed to use mobile phones for personal matters during class hours..

e. Requirements for academic integrity and anti-plagiarism

Students are not allowed to cheat in studying, tests, and exams. When writing essays, projects, or graduation theses, students are not allowed to participate in or organize ghostwriting, copying, or falsifying scientific data..

f. Other requirements

- Students attending class must have neat hair and dress politely (wear uniforms for full-time students).

- Students must respect and be polite to teachers, staff, and employees of the University.

- Students must be polite and gentle in communication, walking, speaking softly; queue, maintain order, and let teachers go first when entering and exiting elevators.

- Students must be aware of protecting assets, maintaining general hygiene; after class, all students must leave the classroom, class officers must turn off lights, fans, and close the classroom doors.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Compline and apply knowledge of Customer Behavior such as the Purchase Decision Process, factors: individual, cultural, social, psychological influencing consumer behavior with critical thinking and creativity in solving related problems.
2	Construct research on consumer behavior in specific markets based on collecting customer opinions, classifying and compline information to provide solutions or managerial implications to solve problems in marketing.
3	Propose Marketing plans through discussion and explanation of real-life situations at businesses in the context of international integration, based on knowledge of Customer Behavior, ethics and social responsibility in consumer behavior, the impact of technology and the digital environment.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		I							
2			I						
3				I					

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Introduction to customer behavior** 1.1 Prospects of customer behavior research. 1.2 Definition of customer behavior 1.3 Methods of researching customer behavior 1.4 Applied research on consumer behavior	6(6/0)	1	L	WA

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	1.5 The role of consumer behavior in marketing strategy 1.6 Consumer analysis model. Application for marketing strategy.				
2	**Chapter 2: Personal and psychological** 2.1. Marketing strategy wheel. 2.2. Feeling and perception are psychological responses. 2.3. Cognitive processes in consumer decisions 2.4. Consumer knowledge and pickiness about products 2.5. Consumer interest and understanding 2.6. Consumer attitudes and intentions 2.7. Application for marketing strategy.	9(9/0)	1, 2, 3	L, P	WA<Chưa có nội dung tiếng Anh>
3	**Chapter 3: Consumer decision-making process** 3.1. Analyze consumers' cognitive processes when making decisions. 3.2. Decision making is a through a problem solver. 3.3. Problem solving factors 3.4. Levels of problem solving in the purchasing decision process 3.5. Influences on the problem-solving process Application for marketing strategy	9(9/0)	1, 2, 3	L,P,D	WA

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
4	**Chapter 4: Analyzing consumer behavior** 4.1. What is consumer disclosure behavior? 4.2. Model of public consumer behavior 4.3. How to influence consumers' public behavior 4.4. Strategic model impacts consumer behavior 4.5. The environment surrounding the consumer. 4.6. Environmental identities. 4.7. The specific situation of the shopping and consumption environment 4.8. Apply marketing strategy.	9(9/0)	1, 2, 3	L,D	WA
5	**Chapter 5: Society** 5.1 Concept of social group 5.2 Classification of social groups that influence customer behavior. 5.3 Functions of social groups 5.4 The influence of social groups on consumer behavior 5.5 Concept of reference group and individual reference 5.6 The influence of reference groups on consumer behavior 5.7 Family in customer behavior research. 5.8 Social class.	6(6/0)	1, 2, 3	L,P,D	WA

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
6	**Chapter 6: Cultural influences** 6.1. Concept of culture and consumer culture 6.2. Cultural factors influence consumer behavior. 6.2.1 Cultural values, cultural standards. 6.2.2 Customs and traditions 6.3 Characteristics of culture. 6.4 Cultural exchange influences. 6.5 Cultural groups. 6.6 Regional cultural branches 6.7 Applying cultural research to marketing.	6(6/0)	1, 2, 3	L,P,D	WA

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Regular 1	Case study for group	3	Summative	100.00%	6.67%
	Regular 2	Presentation	3	Continuous	0.00%	6.67%
	Regular 3	Individual homework	3	Continuous	0.00%	6.67%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
	Midterm	Group project report	2	Summative	100.00%	30.00%
	Final	Examination writing	1	Summative	100.00%	50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final	Examination writing	65.00%
2	Midterm	Group project report	65.00%
3	Regular 1	Case study for group	65.00%

8.3 Grading scale According to the credit systerm regulations

Date of compilation/update: 20-Sep-2024.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Content Marketing (2507547)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Tran Thu Thao	tranthuthao@iuh.edu.vn
MA./MSc./MEng./MBA. Le Nguyen	lenguyen@iuh.edu.vn
PhD./DSc. Bui Huy Khoi	buihuykhoi@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Thomas Hörner, Advertising Impact and Controlling in Content Marketing, 2023. [TVL240121270]

4.2 Other supplemental materials:

[1] Verolien Cauberghe, Liselot Hudders, Martin Eisend, Advances in Advertising Research IX, 2018. [TVL240121271]

[2] Pulizzi, Joe, Epic content marketing, 2014. [TVL240121269]

5. Specific course information

5.1 Course objectives

A. Knowledge objectives: After completing this subject, students:

- Understand the concepts, meanings, practical applications and overview of marketing content.

- Know how to create a content strategy and implement a strategy suitable for the business.

- Master popular digital content genres and effectively apply specialized tools for production, thereby analyzing and synthesizing to draw lessons learned and optimize marketing content campaigns. content.

B. Skill objectives: After completing this subject, students will:

- Master popular digital content genres and effectively apply specialized tools for production.

- Understand and apply digital technology to promote content.

- Have teamwork skills and marketing content strategy presentation skills.

- Implement effective marketing content amplification.

C. Attitude objectives: After completing this subject, students will:

- Students realize the importance of marketing content activities for the survival and development of businesses.

- Have a positive and responsible attitude towards assigned tasks

5.2 Brief description of the course

The course covers marketing content activities that a business needs to implement in practice. Students will realize the importance of marketing content in the overall marketing plan when directly learning and implementing each activity and the real-life situation of the business. The course provides students with knowledge and skills to build and adjust marketing content strategies to suit the enterprise's business strategy. Students will know how to set up a content plan, implement multi-channel content production steps, and methodically optimize distribution to achieve common business goals (such as building a potential customer community, promoting growth, converting customers, etc).

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2507405 - Principles of Marketing(a)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Apply marketing knowledge to analyze and synthesize information with logical thinking to make decisions to solve problems effectively
2	Apply multimedia technology to conduct activities related to digital marketing
3	Know how to develop professional skills in activities related to digital marketing. Identify sustainable marketing activities on digital platforms suitable for practical conditions in Vietnam

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		E							
2			E						
3						E			

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Overview of Marketing content**	3(3/0)	1	Lecture	Do homework

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	1.1. Marketing content concept 1.2. Benefits when businesses apply marketing content 1.3. The importance of marketing content for businesses 1.4. The shifting trend of marketing content.				
2	**Chapter 2: Marketing content department in businesses** 2.1. Essential roles in the marketing content department 2.2. Coordinate activities with other departments in the company 2.3. Necessary qualities of a successful content marketer 2.4. Budgeting for marketing content activities.	3(3/0)	1, 2	Lecture, Group discussion	Do homework
3	**Chapter 3: Process of building a marketing content strategy** 3.1. Benefits of marketing content strategy 3.2. The process of building an effective marketing content strategy 3.3. Set up a content funnel	3(3/0)	1, 2	Lecture, Group discussion	Do homework
4	**Chapter 4: Marketing content Strategy Orientation (Strategize)** 4.1. Determine the target 4.2. Analyze business content needs	3(3/0)	1, 2	Lecture	Do homework

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	4.3. Analyze the profile of target readers				
5	**Chapter 5: Building a content plan (Plan)** 5.1. Content plan overview 5.2. Build the message 5.3. Editorial calendar 5.4. Support tools 5.5. Find content ideas	6(6/0)	1, 2	Lecture, Group discussion	Do homework
6	**Chapter 6: Synchronizing content in the enterprise (Produce)** 6.1. Marketing content and other business activities 6.2. Why is it necessary to synchronize content? 6.3. Develop and implement content standards	3(3/0)	1, 2, 3	Lecture, Group discussion	Revise the slides at home
7	**Chapter 7: Digital content production (Produce)** 7.1. Social Media Post 7.2. SEO Content 7.3. Case-study 7.4. E-book/White-paper 7.5. Email Newsletter 7.6. Landing Page 7.7. Infographic 7.8. Meme 7.9. Podcast 7.10. Video 7.11. Live-stream	9(9/0)	2, 3, 1	Lecture, Group assignment	Revise the slides at home
8	**Chapter 8: Publishing and promoting content (Promote)**	6(6/0)	2, 3	Lecture, Group discussion	Do homework

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	8.1. Media ecosystem 8.2. Content Management System (CMS) 8.3. Content Hub				
9	**Chapter 9: Chapter 9: Measuring & evaluating marketing content effectiveness (Analyze)** 9.1. Determine the metrics to measure 9.2. Track, measure & manage data 9.3. Analyze and evaluate 9.4. Listen	3(3/0)	2, 3	Lecture, Group discussion	Do homework
10	**Chapter 10: Amplify Marketing content (Amplify)** 10.1. Overview of marketing content amplification 10.2. “Recycle” content 10.3. Personalized 10.4. Influencer Marketing	6(6/0)	3, 2	Lecture, Group discussion	Do homework

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
	Progress assessment 1		1	Continuous	0.00%	6.67%
	Progress assessment 2		1	Continuous	0.00%	6.67%
	Progress assessment 3		1	Summative	100.00%	6.67%
	Mid-term test		3	Summative	100.00%	30.00%
	Final test		2	Summative	100.00%	50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1			65.00%
2			65.00%
3			65.00%

8.3 Grading scale According to the credit systerm regulations

Date of compilation/update: 28-May-2024.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Corporate Culture and Business Ethics (2507683)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Vo Huu Khanh	vohuukhanh@iuh.edu.vn
MA./MSc./MEng./MBA. Tran Hoa Phuc Chan	tranhoaphucchan@iuh.edu.vn
PhD./DSc. Nguyen Thi Van	nguyenthivan@iuh.edu.vn
MA./MSc./MEng./MBA. Le Thi Thanh Huong	lethithanhhuong@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Anh Tuan	nguyenanhtuanb@iuh.edu.vn
Chung Tan Hoi	chungtanhoi@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Hoàng Văn Hải, Đặng Thị Hương, Giáo trình Văn hóa doanh nghiệp và Đạo đức kinh doanh, 2022. [KQT-VHDN]

4.2 Other supplemental materials:

[1] Nguyễn Mạnh Quân, Giáo trình đạo đức kinh doanh và văn hóa công ty, 2012. [TVL140075993]

[2] Laura P. Hartman, Joe Desjardins; Võ Thị Phương Oanh dịch, Đạo đức kinh doanh, 2011. [TVL240121178]

[3] Dương Thị Liễu, Văn hóa doanh nghiệp, 2021. [TVL240120837]

5. Specific course information

5.1 Course objectives

Upon completion of this course, students will be able to:

1. Apply knowledge of corporate culture, business culture, and business ethics to analyze, evaluate, and propose solutions in real-world management situations.

2. Adhere to and develop professional ethical standards and legal norms in business operations, demonstrated through appropriate attitudes and behaviors in the business environment.

3. Identify and propose sustainable and socially responsible production and business models suitable to the practical conditions in Vietnam.

5.2 Brief description of the course

The course on Corporate Culture and Business Ethics is designed for economics students to provide foundational knowledge about corporate culture, business culture, and business ethics. The course is structured using an interdisciplinary approach, combining business and cultural studies, moving from manifestations (corporate culture) to roots (business ethics). Through this course, students will understand the importance of corporate culture and business ethics for the sustainable development of businesses in the context of competition and international integration, develop social responsibility, and grasp various corporate culture models and business ethics philosophies to build and implement a system of culture and ethics within their businesses to mitigate risks in business operations.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

– Students attend classes on time, regularly, and for all scheduled lessons.

– Students have all necessary textbooks, materials, and learning tools; they do not use textbooks or learning materials without clear copyright and publication sources.

– Students maintain order during class and have a serious attitude towards learning. Students do not use their phones for personal matters during class.

– Students are polite and courteous in communication, respectful and courteous to teachers, staff, and employees of the school. Students are conscious of protecting property, maintaining general hygiene, using electricity and water economically, turning off lights, fans, and air conditioners, and closing classroom doors when leaving.

– Students read the textbook before class.

– Students self-study through online lectures.

– Students learn English terminology related to the subject.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Apply knowledge of corporate culture, business culture, and business ethics to analyze, evaluate, and propose solutions in real-world management situations. (Level 4 (Analysis)/Cognitive Domain) (C)
2	Adherence to and development of professional ethics and legal standards in business operations, demonstrated through appropriate attitudes and behaviors in the business environment. (Level 4 (Attitude)/Emotional Domain) (A)
3	Identify and propose sustainable and socially responsible production and business models suitable to the practical conditions in Vietnam.

No	Course Learning Outcomes
	(Level 5 (Assessment)/Emotional Domain) (A)

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1	R								
2							R		
3								R	

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: OVERVIEW OF CORPORATE CULTURE** 1.1. Concept, constituent elements and role of culture 1.2. Business culture: concept, characteristics, structure, role 1.3. Corporate culture: concept, characteristics, manifestations, role	5(5/0)	1	Lectures, discussions, case studies	Students should read the materials at home and study the case studies of MatsushitabnElectric and Southwest Airlines.
2	**Chapter 2: MODELS OF CORPORATE CULTURE** 2.1. Edgar H. Schein's Model 2.2. Roger Harrison & Charles Handy's Model 2.3. Kim Cameron & Robert Quinn's Model 2.4. Daniel R. Denison's Model	8(5/3)	1, 3	Lectures, group discussions, group exercises	Students read the material at home and analyze the cultural model of a specific company.

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	2.5. Evaluating Corporate Culture Models				
3	**Chapter 3: BUILDING CORPORATE CULTURE** 3.1. The process of building corporate culture 3.2. Principles of building and case studies 3.3. Local culture and considerations in building corporate culture	8(5/3)	1, 2, 3	Lectures, group discussions, group presentations, case studies	Students read the materials at home and study the case studies of Vinamilk and Vingroup.
4	**Chapter 4: OVERVIEW OF BUSINESS ETHICS** 4.1. Concepts of ethics and business ethics 4.2. Standards of business ethics 4.3. Manifestations of business ethics 4.4. The relationship between business ethics - corporate culture - social responsibility	8(5/3)	1, 2	Lectures, group discussions, case studies	Students should read materials at home, research business ethics scandals and FPTS's code of ethics.
5	**Chapter 5: BUSINESS ETHICS PHILOSOPHY** 5.1. Concept and development trends of ethical philosophy	8(5/3)	1, 2	Lectures, group discussions, case studies	Students read materials at home, researching the business philosophies of Japanese, American, and Vietnamese companies.

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	5.2. Ethical philosophies in business				
6	**Chapter 6: BUILDING BUSINESS ETHICS** 6.1. Concept and role of a business ethics program 6.2. Building a business ethics program	8(5/3)	1, 2, 3	Lectures, group discussions, group presentations, case studies	Students independently study the materials at home and prepare presentations on developing a business ethics program for Vietnamese businesses.

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Write a group report.	Write a group report.	1	Continuous	0.00%	10.00%
	Write a group report.	Write a group report.	2	Summative	100.00%	10.00%
	Essay with report	Essay with report	3	Summative	100.00%	30.00%
	Essay	Essay	1	Summative	100.00%	50.00%
Practice	**Case Study No. 1 (Group)**	Case Study No. 1 (Group)	1	Continuous	0.00%	33.33%
		Case Study No. 1 (Group)	3	Continuous	0.00%	

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
	Case Study No. 2 (Group)	Case Study No. 2 (Group)	1	Continuous	0.00%	33.33%
		Case Study No. 2 (Group)	2	Continuous	0.00%	
	Case Study No. 3 (Group)	Case Study No. 3 (Group)	2	Continuous	0.00%	33.33%
		Case Study No. 3 (Group)	3	Continuous	0.00%	

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Essay	Essay	70.00%
2	Write a group report.	Write a group report.	70.00%
3	Essay with report	Essay with report	70.00%

8.3 Grading scale According to the credit-based system.

Date of compilation/update: 27-May-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Corporate Finance (2508456)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Nguyen Thi Minh Ngoc	nguyenthiminhngoc@iuh.edu.vn
MA./MSc./MEng./MBA. Thai Duy Tung	thaiduytung@iuh.edu.vn
MA./MSc./MEng./MBA. Le Nguyen Tra Giang	lenguyentragiang@iuh.edu.vn
MA./MSc./MEng./MBA. Pham Khanh Duong	phamkhanhduong@iuh.edu.vn
MA./MSc./MEng./MBA. Do Ha Vinh	dohavinh@iuh.edu.vn
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Assoc. Prof. Lai Cao Mai Phuong	laicaomaiphuong@iuh.edu.vn
MA./MSc./MEng./MBA. Doan Thi Thu Trang	doanthithutrang@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Stephen A. Ross, Randolph W. Westerfield, Jeffrey Jaffe... ; Biên dịch: Vũ Việt Quảng, Tài chính doanh nghiệp, 2020. [TVL240120842]

4.2 Other supplemental materials:

[1] Eugene F. Brigham, Phillip R. Daves, Intermediate financial management, 2018. [TVL190106690]

[2] Jeff Madura, International Financial Management, 2018. [TVL190107264]

[3] Stephen A. Ross …[and others], Corporate finance, 2019. [TVL190106692]

[4] Vũ Duy Hào, Trần Minh Tuấn, Tài chính doanh nghiệp, 2023. [VTCKT-TC-0037]

5. Specific course information

5.1 Course objectives

O1 – Employ financial principles to determine the time value of money, risk and return, the firm's short term finance.

O2 – Evaluate financial information to make decisions regarding securities investments and short-term financial management.

O3 – Propose innovative strategies to address short-term financial management.

O4 – Employ information technology to enhance efficiency in financial operations.

O5 – Develop communication skills and teamwork skills to optimize performance in a corporate setting.

5.2 Brief description of the course

This module provides fundamental knowledge of corporate finance, including topics: time value of money, securities valuation, risk and return in securities investment and short-term financial management with the purpose of maximizing the firm's value.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2527402 - Principles of Accounting(a)

5.4 Other requirements

- Students have to read the prescribed materials, complete weekly assignments and ensure a thorough comprehension of each topic before proceeding to the next.

- Students attend lectures and examinations according to the educational affairs regulation of IUH, while also adhering to the deadlines for assessment tasks based on the lecturer's schedule.

- Students have to include citations for the sources (if any) in assignments. Any instance of plagiarism will result in a score of 0.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Employ financial principles to determine the time value of money, risk and return, the firm's short term finance.
2	Evaluate financial information to make decisions regarding securities investments and short-term financial management.
3	Propose strategies to address short-term financial management.

No	Course Learning Outcomes
4	Employ Excel software to compute risk and return of investment portfolio based on the Capital Asset Pricing Model (CAPM).
5	Perform teamwork skills effectively.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		I							
2		I							
3			I						
4				I					
5								R	

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Overview of Corporate Finance** 1.1 Definition of corporate finance 1.2 The goal of financial management 1.3 The corporate firm 1.4 Financial statements and cash flow 1.5 Net working capital 1.6 Financial management and role of Financial manager	3(3/0)	1, 2, 3	- L: Lecture - P: Practices - Self-study	Textbook Corporate Finance: page 1 - 46
2	**Chapter 2: Time value of money** 2.1 Definition of time value of money 2.2 Interest rate	12(12/0)	1, 2	- L: Lecture - P: Practices - Self-study	Textbook Corporate Finance: page 97 - 146

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	2.3 Present and future value: the one-period case 2.4 Present and future value of cash flows 2.5 More on the time value of money				
3	**Chapter 3: Securities Valuation** 3.1 Commodities in the capital market 3.2 Bond Valuation 3.3 Stock Valuation	9(9/0)	1, 2	- L: Lecture - P: Practices - Self-study	Textbook Corporate Finance: page 260 - 280, 298 - 312
4	**Chapter 4: : Risk and Return, The Capital Asset Pricing Model (CAPM)** 4.1 Definition of risk and return 4.2 Types of risk 4.3 The return and risk for individual securities 4.4 Covariance and correlation 4.5 The return and risk for portfolios 4.6 Relationship between risk and return - the Capital Asset Pricing Model (CAPM)	9(9/0)	1, 2, 4, 5	- L: Lecture - D: Discussion - P: Practices - I: Instructions in serving as model - Self-study	Textbook Corporate Finance: page 365 - 408
5	**Chapter 5: Short-Term Financial Management** 5.1 Credit Management 5.2 Inventory Management 5.3 Cash Management	12(12/0)	1, 2, 3	- L: Lecture - D: Discussion - P: Practices - Self-study	Textbook Corporate Finance: page 880 - 970

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	Essay questions	1	Continuous	100.00%	6.67%
	Progress assessment 2	Multiple choice	1	Continuous	80.00%	6.67%
			2	Continuous	10.00%	
			3	Continuous	10.00%	
	Đánh giá thường xuyên 3		1	Continuous	33.33%	6.67%
			4	Summative	33.33%	
			5	Summative	33.33%	
	Mid-term test	Essay questions	1	Continuous	70.00%	30.00%
		Essay questions	2	Continuous	30.00%	
	Final test	Essay questions	1	Summative	70.00%	50.00%
		Essay questions	2	Summative	20.00%	
		Essay questions	3	Summative	10.00%	

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final test	Essay questions	65.00%
2	Final test	Essay questions	65.00%
3	Final test	Essay questions	65.00%
4			65.00%
5			65.00%

8.3 Grading scale In accordance with the regulation of IUH

Date of compilation/update: 21-May-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Customer Relationship Management (2507433)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
PhD./DSc. Nguyen Ha Thach	nguyenhathach@iuh.edu.vn
PhD./DSc. Nguyen Van Thanh Truong	nguyenvanthanhtruong@iuh.edu.vn
PhD./DSc. Bui Huy Khoi	buihuykhoi@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Francis Buttle, Stan Maklan, Customer relationship management, 2015. [TVL150085988]

4.2 Other supplemental materials:

[1] David C. Edelman, Roland T. Rust, Christine Moorman... ; Hoàng Hưng dịch, Marketing chiến lược, 2019. [TVL240120846]

[2] Bùi Văn Quang, Trần Anh Quang, Nguyễn Thị Túc, Giáo trình nghiên cứu marketing, 2023. [TVL240121244]

[3] Alan Zimmerman, Jim Blythe, Business to business marketing management, 2018. [TVL240121261]

5. Specific course information

5.1 Course objectives

To equip students with the necessary knowledge and skills to understand and effectively apply the principles of Customer Relationship Management (CRM) in business practice, particularly in the context of international integration. Specifically, Students will be able to :

- Apply their professional knowledge to analyse and propose solutions to real-world problems related to customer relationship management.

- Analyse actual CRM plans of businesses, thereby evaluating their effectiveness and applicability in the context of international integration.

- Clearly and accurately present how to apply information technology to the research and implementation of CRM plans.

- Develop teamwork, presentation, and problem-solving skills, thereby enhancing their ability to work effectively in the field of customer relationship management.

5.2 Brief description of the course

The Customer Relationship Management (CRM) course is a compulsory, specialised module within the Marketing programme. The course content is designed to provide students with a comprehensive understanding of CRM as a key business strategy, focusing on integrating internal processes, functions, and external relationships to create and deliver optimal value to

target customers, thereby generating sustainable profits for the business. The course also emphasises the application of information technology in collecting, consolidating, and analysing customer information, supporting managers in making strategic decisions regarding customer relationship management. Students are encouraged to actively participate in learning and research while strictly adhering to academic ethics regulations, including plagiarism prevention.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2507405 - Principles of Marketing(a)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Apply specialized knowledge to analyze and present solutions to practical problems related to customer relationship management. Level/Domain: Level 3 (Apply) / Cognitive Domain (C)
2	Analyse and evaluate real-world CRM plans in businesses within international integration by applying customer relationship management knowledge. Level/Domain: Level 4 (Analyse) / Cognitive Domain (C)
3	Explain the application of technology in researching and understanding customer relationship management plans. Level/Domain: Level 3 (Apply) / Psychomotor Domain (P)
4	Develop necessary professional skills in the field of CRM, including communication, negotiation, teamwork, problem-solving, and analytical thinking skills, to be able to take on roles related to customer relationship management. Level/Domain: Level 5 (Evaluate) / Psychomotor Domain (P)

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		E							
2			E						
3						E			
4									E

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Chapter 1: Overview of Customer Relationship Management** 1.1 Introduction and Role of Customer Relationship Management 1.2 Three Types of CRM: Strategic CRM, Operational CRM, and Analytical CRM 1.3 Misconceptions about CRM 1.4 Definition of Customer Relationship Management 1.5 Relationship between Customer Relationship Management and Other Functional Management Activities 1.6 CRM Models 1.7 Latest CRM Trends: AI, Personalization, Automation, Multi-channel Integration	7(7/0)	1, 3	L; D	H
2	**Chapter 2: Understanding Customer Relationships and Customer Lifetime Value (CLV)** 2.1 How to Recognise a Relationship 2.2 Attributes of Successful Relationships 2.3 The Importance of Trust and Commitment in Relationships 2.4 The Importance of Customer Lifetime Value (CLV)	9(9/0)	1, 3	L; D	H

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
3	**Chapter 3: Customer Portfolio Management** 3.1 Benefits of Customer Portfolio Management 3.2 Components Contributing to the Customer Portfolio 3.3 Differences in Customer Portfolio Management between B2C and B2B 3.4 How to Use B2B Customer Portfolio Analysis Tools 3.5 Customer Management Strategies that can be Implemented through Customer Portfolios 3.6 Application of AI and Predictive Analytics in Customer Segmentation and Portfolio Management	8(8/0)	1, 3, 4	D, L	H
4	**Chapter 4: Creating Customer Value** 4.1 Data and Information 4.2 Customer Database Management 4.3 Legal and Ethical Issues in Customer Data Usage 4.4 Tools for Collecting Customer Data and Information	6(6/0)	1, 3, 4	D; L	WA, H
5	**Chapter 5: Customer Lifecycle Management: Attracting, Retaining, and Developing Customers** 5.1 Sales Strategies and Customer Relationship Management	5(5/0)	2, 3, 4	D; L	H; WA

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	5.2 CRM and Sales Technology 5.3 Marketing Strategies and CRM 5.4 CRM, Marketing Automation, and Communication				
6	**Chapter 6: Monitoring, Evaluating, and Adjusting Customer Relationship Management Activities** 6.1 Evaluation Stages in Customer Activities 6.2 CRM Performance Evaluation Standards 6.3 Adjusting CRM Strategies and Activities	5(5/0)	1, 2, 3, 4	D; L	H
7	**Chapter 7: Building and Managing CRM Projects** 7.1 Phases of a CRM Project 7.2 Planning and Resource Allocation for CRM Projects 7.3 Monitoring and Controlling CRM Project Progress 7.4 Evaluating Results and Drawing Lessons Learned	7(7/0)	2, 4	D; L	WA

The following active T&L activities are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Thường xuyên 1		1	Continuous	0.00%	6.67%
	Thường xuyên 2		3	Summative	100.00%	6.67%
	Thường xuyên 3		4	Summative	100.00%	6.67%
	Kiểm tra giữa kỳ		1	Summative	100.00%	30.00%
	Kiểm tra cuối kỳ		2	Summative	100.00%	50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1			65.00%
2			65.00%
3			65.00%
4			65.00%

8.3 Grading scale According to the credit systerm regulations

Date of compilation/update: 21-Sep-2024.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Data Analysis in Business (2507523)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Nguyen Minh Toan	nguyenminhtoan@iuh.edu.vn
Assoc. Prof. Nguyen Ngoc Hien	nguyenngochien.qn@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Van Phu	nguyenvanphu@iuh.edu.vn
MA./MSc./MEng./MBA. Le Nam Hai	lenamhai@iuh.edu.vn
MA./MSc./MEng./MBA. Luu Xuan Danh	luuxuandanh@iuh.edu.vn
MA./MSc./MEng./MBA. Cao Hoang Huy	caohoanghuy@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Minh Toan	nguyenminhtoan@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Vu Van Anh	nguyenvuvananh@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Nguyễn Ngọc Hiền …[và những người khác], Giáo trình Phân tích dữ liệu trong kinh doanh, 2022. [TVL220118940]

4.2 Other supplemental materials:

[1] Đinh Phi Hổ, Phương pháp định lượng trong nghiên cứu quản trị kinh doanh & quản lý kinh tế, 2020. [TVL220114799]

[2] Trần Ngọc Hùng...[và những người khác], Giáo trình phân tích dữ liệu lớn trong kinh doanh, 2023. [TVL240121111]

5. Specific course information

5.1 Course objectives

 Students understand the process of designing research, classifying data, collecting and processing information in scientific research.

 Students have the ability to apply the knowledge they have learned to analyze the production and business situation of enterprises using qualitative and quantitative analysis techniques.

 Students have the ability to analyze regression models, which can be applied in practical research fields of enterprises.

 Students have the ability to summarize and write data analysis reports, evaluate the production and business situation of enterprises and propose economic implications.

5.2 Brief description of the course

The module equips students of Business Administration – majoring in Business Administration with the basic knowledge of data processing, research and application of data processing in the workplace. The module refers to 2 blocks of knowledge: 1/ Some basic issues about making and designing a scientific research program. 2/ Instruct students to analyze and process research data. The module will help students improve their scientific research skills, process research data and establish a research program to handle work in the most effective way.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2507514 - Econometrics(a)

5.4 Other requirements

Commitment to study time: students must go to school on time, regularly and in sufficient classes. Students applying for leave from school for 01 day must be handled by the subject teacher; absenteeism for 02 days or more must be handled by the head of the training unit. Students who are absent from more than 20% of the lessons for each subject will be banned from the exam.

Commitment to learning materials: students must have all the necessary books, materials, and learning materials. Students are not allowed to use textbooks or learning materials that are not copyrighted and have a clear source of publication.

Commitment to academic attitude: students must maintain order in class and have a serious attitude to study. Students must wear a nameplate-student ID when entering the classroom. Students are not allowed to use their own work phones during class hours.

Students are not allowed to cheat in academics, tests, and exams. When writing essays, projects, and graduation theses, students are not allowed to participate in or organize on behalf of, copy or cheat scientific data.

Read the lecturer's lecture, read the syllabus before going to class.

Self-study through online lectures.

Understand English terms in the subject.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Apply the knowledge learned to analyze and synthesize information with rational reasoning to make decisions to solve problems effectively. Level 3: Application\Cognitive Domain

No	Course Learning Outcomes
2	Implement the project process of researching, classifying and encoding data, analyzing relevant information to come up with solutions or administrative implications. Level 3: Applying\Cognitive Domain
3	Use software to complete data analysis work in business. Level 3: Do it correctly\Centric Domain

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		R							
2				R					
3					R				

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Introduction to Data Analytics in Business** 1.1. Introduction 1.2. Data, information and knowledge 1.3. Data classification 1.4. Data collection 1.5. Stages of experimental research 1.6. Classification of scales by measurement 1.7. Classification of scales by accuracy 1.8. About SPSS 1.9. Conclusion 1.10. Exercises	6(3/3)	2, 3	Preaching; Group discussion applied to business administration; State the business idea.	Students read more documents with relevant content on their
2	**Chapter 2: Descriptive Statistics** 2.1. Introduction	12(6/6)	1, 3	Lecture and explain specific descriptive	Do homework and

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	2.2. Statistical analysis of univariate descriptions 2.3. Monovariable descriptive statistics 2.4. Statistics describing two variables 2.5. Conclusion 2.6. Exercises			statistical quantities	questions in the syllabus. Read more statistical measurement indicators describing the data.
3	**Chapter 3: Hypothesis Testing** 3.1. Overview of hypothesis testing 3.2. Testing the relationship between 2 qualitative variables 3.3. Inspection in case of sequential data 3.4. Testing the hypothesis in relation to the mean 3.5. Exercises	12(6/6)	1, 3	Lectures with a combination of illustrative examples; Discuss	Do homework and questions in the syllabus. Students read more documents with relevant content on their own
4	**Chapter 4: Multivariate Analysis** 4.1. Accreditation of Reliability Scales 4.2. Discovery factor analysis 4.3. Exercises	12(6/6)	1, 2, 3	Preaching; Group discussions; Practice multivariate analysis; Individual Exercises	Students read more documents with relevant content on their own
5	**Chapter 5: Univariate Linear Regression and Multiple Linear Regression Models** 5.1. Introduction 5.2. Linear Regression Models 5.3. Assumptions of the OLS Estimated Regression Model	12(6/6)	1, 2, 3	Lectures with a combination of illustrative examples; Discuss	Do homework and questions in the syllabus. Read more articles and research topics in the library

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	5.4. Estimating Regression Models in SPSS 5.5. Conclusion 5.6. Exercises				
6	**Chapter 6: Logistic Regression Models** 6.1. Introduction 6.2. Univariate Logistic Regression Analysis 6.3. Multivariate Logistic Regression Analysis 6.4. Analysis of Tests in Logistic Regression 6.5. Forecast of Logistic Regression Model 6.6. Exercises	6(3/3)	1, 2, 3	Lectures with a combination of illustrative examples	Do homework and questions in the syllabus. Students read more documents with relevant content on their own.

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	Case study	1	Continuous	0.00%	10.00%
	Progress assessment 2	Group essay (no presentation)	2	Summative	100.00%	10.00%
	Mid-term test	Practice Tests	3	Summative	100.00%	30.00%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
	Final test	Essay	1	Summative	100.00%	50.00%
Practice	**Practice 1**	Practice Exercise 1	3	Continuous	0.00%	33.33%
	Practice 2	Practice Exercise 2	3	Continuous	0.00%	33.33%
	Practice 3	Practice Exercise 3	3	Continuous	0.00%	33.33%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final test	Essay	65.00%
2	Progress assessment 2	Group essay (no presentation)	65.00%
3	Mid-term test	Practice Tests	65.00%

8.3 Grading scale According to the credit system.

Date of compilation/update: 09-Jun-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Digital Capacity Development Skills (2510646)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
Nguyen Quoc Cuong	nguyenquoccuong@iuh.edu.vn
Nguyen Duc Cuong	
Nguyen Thanh Binh	
Le Huu Hung	
Nguyen Thi Phuong Giang	
Bui Thanh Khoa	buithanhkhoa@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] George Rzevski, The Future is Digital: How Complexity and Artificial Intelligence will Shape Our Lives and Work, 2023. [TMDT007]

4.2 Other supplemental materials:

[1] Kathy A. Mills, Len Unsworth, Laura Scholes, Literacy for Digital: Futures Mind, Body, Text, 2022. [TMDT008]

5. Specific course information

5.1 Course objectives

Upon successful completion of this course, learners will be able to:

• use digital tools to enhance and sustain the benefits of digital technology.

• secure and operate your digital tools and environments safely.

• send and understand online messages, minimizing misinformation and inappropriate emotional messages.

• create digital content for audiences while respecting and using intellectual property protection measures.

• Develop a Digital Intelligence Quotient (DQ) to meet the needs of businesses in the digital transformation era.

5.2 Brief description of the course

This subject is a skills subject for students majoring in economics. This course provides knowledge and skills to balance the use of digital devices to promote health, best practices in digital security or dealing with online misinformation, digital creativity to improve life with digital tools, prevent cyber threats and use digital environments to create and send messages.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

- Lecturers provide learning materials and application software
- Students prepare computers and install application software.
- Classrooms are equipped with projectors and conditions to ensure students learn well.
- Lecturers must assign tasks to students from the beginning of the course.
- Students must prepare practice papers before coming to class.
- Plagiarism rate of group/individual assignments/tests must not exceed 20%

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Describe the digital literacy required for digital citizens
2	Evaluate online content and communication tools in the digital environment
3	Apply teamwork and collaboration skills in the digital environment

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1	R								
2					R				
3						R			

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Digital Tools and Benefits** 1.1: Introduction to Digital Tools 1.2: Assessing Personal Digital Use 1.3: Assessing Work Digital Use	9(6/3)	1	L, D, O, I, WA, H	- Take notes on basic knowledge - Ask questions, and discuss with the lecturer - Work in groups,

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	1.4: Digital and Work-Life Balance 1.5: Skills for Managing Digital Devices in Your Life.				discuss and present solutions related to the situation given by the lecturer - Form a group to write an essay
2	**Chapter 2: Digital safety and security** 2.1: Safety in the digital environment 2.2: Understand personal digital vulnerabilities 2.3: Back up data 2.4: Use tools to prevent cyber attacks 2.5: Maintain digital systems 2.6: Plan to enhance safety in the digital environment 2.7: Skills in using security tools, using the Internet safely.	12(8/4)	1	L, D, O, I, WA, H	- Take notes on basic knowledge - Ask questions, and discuss with the lecturer
3	**Chapter 3: Communication in the digital environment and emotions** 3.1: The communication process 3.2: Expressing emotions in a digital way 3.3: Choosing the right medium 3.4: Dealing with confusion in the digital environment	12(8/4)	1, 2, 3	L, D, O, I, WA, H	- Take notes on basic knowledge - Ask questions, and discuss with the lecturer

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	3.5: Skills in using email, instant messaging, social networks, etc.				
4	**Chapter 4: Digital creativity** 4.1: Search for information 4.2: Creativity with digital tools 4.3: Choosing creative media 4.4: Protecting your digital creativity 4.5: Skills in publishing information online, using artificial intelligence tools in content creation, etc.	12(8/4)	1, 2, 3	L, D, O, I, WA, H	- Take notes on basic knowledge - Ask questions, and discuss with the lecturer

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	Multiple Choice Test	1	Continuous	0.00%	10.00%
	Progress assessment 2	Individual Assignment	2	Continuous	0.00%	10.00%
	Mid-term test	Multiple Choice Test	2	Continuous	0.00%	30.00%
	Final test	Multiple Choice Test	1	Summative	0.00%	50.00%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Practice	**Practice 1**	Individual Assignment	3	Continuous	25.00%	33.33%
	Practice 2	Individual Assignment	3	Continuous	25.00%	33.33%
	Practice 3	Groupl Assignment	3	Continuous	50.00%	33.33%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final test	Multiple Choice Test	80.00%

8.3 Grading scale Credit system regulations

Date of compilation/update: 24-Sep-2024.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Econometrics (2507514)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Nguyen Van Phu	nguyenvanphu@iuh.edu.vn
MA./MSc./MEng./MBA. Le Nam Hai	lenamhai@iuh.edu.vn
PhD./DSc. Tran Nha Ghi	trannhaghi@iuh.edu.vn
PhD./DSc. Huynh Dat Hung	huynhdathung@iuh.edu.vn
Assoc. Prof. Pham Xuan Giang	phamxuangiang@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Thi Ngoc Hoa	nguyenthingochoa@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Tan Minh	nguyentanminh@iuh.edu.vn
MA./MSc./MEng./MBA. Ha Trong Quang	hatrongquang@iuh.edu.vn
Assoc. Prof. Nguyen Ngoc Hien	nguyenngochien.qn@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Huỳnh Đạt Hùng…[và những người khác], Giáo trình kinh tế lượng, 2024. [TVL240121482]

4.2 Other supplemental materials:

[1] Huỳnh Đạt Hùng, Phạm Xuân Giang, Bài giảng kinh tế lượng, 2022. [TVL220117758]

[2] Jeffrey M. Wooldridge; Trần Thị Tuấn Anh biên dịch, Nhập môn kinh tế lượng cách tiếp cận hiện đại, 2019. [TVL240120959]

5. Specific course information

5.1 Course objectives

After completing this module, students must:

- Explain basic issues of econometrics in the field of economics.

- Identify and analyze econometric problems.

- Apply econometric theories to analyze violations of the assumptions of linear regression functions.

- Based on the results of the regression model, propose appropriate solutions to the research problem

- Use software in econometric research

5.2 Brief description of the course

The Econometrics subject belongs to the fundamental knowledge in business administration program. This module provides basic knowledge of Econometrics This module provides basic knowledge of Econometrics including simple regression, multiple regression, regression with dummy variables. Methods of forecasting and testing hypotheses. Criteria and methods for selecting and testing regression functions. Detect and overcome limitations of the model such as heteroscedasticity, multicollinearity and autocorrelation, parameters for selecting regression models.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

- Commitments to learning time: students must regularly attend the course on time. Students are allowed to be absent for 01 lessons with their instructors' approval and with the Dean's approval in case of more than 02 lessons. Students are not allowed to take the final test if they are absent more than 20% lesson time of the course

- Commitments to learning materials: students must prepare all necessary learning materials. Students are not allowed to use uncopyrighted or unauthorized textbooks.

- Commitments to learning attitude: students must discipline themselves and maintain appropriate learning attitude. Students must wear the student's ID card before entering the classroom. Students are not allowed to use their telephone without the instructor's approval.

- Students are not allowed to cheat in learning, testing, and assessment. During the process of thesis writing, students are not allowed to involve in kind of academic dishonesty and plagiarism. In case of violation, students will be punished according to the university’s academic rules and regulations.

- Reading presentation of lecturer, textbook before class

- Searching information related to application software in econometric

- Self-study through online lecture

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Apply econometric knowledge to classify variables in regression models. Level/Domain: Level 3 (Application)/ Cognitive Domain
2	Test the hypotheses to determine the appropriateness of the regression model. Level/Domain: Level 5 (Evaluation)/ Cognitive Domain (R - Recommend)
3	Use application software to analyze regression models.

No	Course Learning Outcomes
	Level/Domain: Level 3 (Accuracy)/Psychomotor Domain (P)

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		R							
2				R					
3						R			

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: OVERVIEW OF ECONOMICS** 1.1. Some concepts of econometrics 1.2. The nature of the regression analysis process 1.3. Data source for regression analysis 1.4. Distinguish regression from other forms 1.5 Introducing some current econometric analysis software.	6(6/0)	1	Lecture; Discussion	<Chua có nội dung tiếng Anh>
2	**Chapter 2: TWO-VARIABLE REGRESSION MODEL** 2.1. Introducing the two-variable regression model 2.2. Assumptions of the classical linear regression model 2.3. Estimate the regression model 2.4. Test your assumptions 2.5. Economic forecast	12(6/6)	2, 3	Lecture; Discussion; Practics	<Chua có nội dung tiếng Anh>

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	2.6. Practice on the software 2.7. Presenting regression results				
3	**Chapter 3: EXTENDED TWO-VARIABLE REGRESSION MODEL** 3.1. Basis for building regression models 3.2. Regression model through the origin 3.3. LIN-LOG regression model 3.4. LOG - LIN regression model 3.5. LOG - LOG regression model 3.6. Inverse regression model	6(3/3)	2, 3	Lecture; Discussion; Pracctics	<Chưa có nội dung tiếng Anh>
4	**Chapter 4: MULTIPLE REGRESSION MODEL** 4.1. Introducing the multiple regression model 4.2. Multiple regression model assumptions 4.3. Estimate the multiple regression model 4.4. Test the multiple regression function 4.5. Three-variable regression model 4.6. Applying software to solve econometric problems with k variables	9(6/3)	2, 3	Lecture; Discussion; Pracctics; Team work	<Chưa có nội dung tiếng Anh>
5	**Chapter 5: REGRESSION MODEL WITH DUMMY VARIABLES** 5.1. Introduce dummy variables and how to convert	6(3/3)	2, 3	Lecture; Discussion; Pracctics; Team work	<Chưa có nội dung tiếng Anh>

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	qualitative variables to quantitative variables 5.2. Regression model with all independent variables being qualitative variables (ANOVA model) 5.3. Regression model with independent variables that have both qualitative and quantitative variables (ANCOVA model) 5.4. Dummy variable regression on software				
6	**Chapter 6: MULTICOLLINEARITY - HETEROSKEDASTICITY AND AUTOCORRELATION** 6.1. Multicollinearity phenomenon 6.2. Heteroscedasticity phenomenon 6.3. Autocorrelation phenomenon	6(3/3)	3	Lecture; Discussion; Pracctics; Team work	<Chưa có nội dung tiếng Anh>

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
	Progress assessment 1	Case study (Group)	2	Continuous	0.00%	10.00%
	Progress assessment 2	Group essay 1	1	Summative	100.00%	10.00%
	Mid-term test	Case study (Group)	2	Continuous	0.00%	30.00%
	Final test	Written test	2	Summative	100.00%	50.00%
Practice	**Practice 1**	Excercies (Group)	3	Continuous	0.00%	33.33%
	Practice 2	Group essay 2	3	Continuous	0.00%	33.33%
	Practice 3	Group essay 3	3	Summative	100.00%	33.33%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Progress assessment 2	Group essay 1	65.00%
2	Final test	Written test	65.00%
3	Practice 3	Group essay 3	65.00%

8.3 Grading scale According to the credit system

Date of compilation/update: 18-Sep-2024.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Electronic Marketing (2507460)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Tran Thu Thao	tranthuthao@iuh.edu.vn
MA./MSc./MEng./MBA. Phung Tien Dung	phungtiendung@iuh.edu.vn
PhD./DSc. Nguyen Van Thanh Truong	nguyenvanthanhtruong@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Raymond Frost, Alexa K. Fox, Judy Strauss, E-marketing, 2018. [TVL230119578]

4.2 Other supplemental materials:

[1] Judy Strauss, Reno Raymond Frost, E-marketing, 2014. [TVL210113301]

[2] Judy Strauss, Raymond Frost, E-marketing, 2012. [TVL210113350]

[3] Dave Chaffey ... [et al.], Internet marketing, 2009. [TVL210113353]

5. Specific course information

5.1 Course objectives

- Provide students basic knowledge about electronic marketing;

- Build-up an electronic marketing plan;

- Apply electronic marketing tools in marketing activities with using the internet;

- Practice teamwork, coordination, presentation, and public speaking skills;

- Develop awareness of compliance with legal, ethical, and professional regulations in marketing activities.

5.2 Brief description of the course

The Electronic Marketing (E-Marketing) course is designed for students in Marketing major, providing knowledge about E-Marketing – a crucial component of Marketing activities in the digital era. This course helps students more comprehend the basics of Electronic Marketing knowledge and develop electronic marketing tools to business activities of enterprises, organizations.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2507405 - Principles of Marketing(a)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Comprehend and apply the electronic marketing knowledge to analyze and resolve problems in enterprises, organizations' activities.
2	Apply information technology to implementation activities relate to electronic marketing of enterprises, organizations.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		R							
2			R						

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Overview of Electronic Marketing** 1.1 Definitions, characteristics and benefits of E-Marketing 1.2. The relationship between E-Marketing and corporate strategy 1.3. Conditions for applying E-Marketing 1.4 E-Marketing Environment 1.5 Definitions and roles of ethical and legal issues in E-Marketing 1.6 Legal issues in E-marketing	6(6/0)	1	- Lecture & Reading - Question & Answer	Students read the textbook in advance and search for the latest Vietnam EBI index

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	1.7 Content, subjects and research methods				
2	**Chapter 2: Analyzing electronic consumer behavior** 2.1 Overview of current customers 2.2 Reasons why customers have not accessed E-commerce 2.3 Factors influencing customer buying behavior 2.4 Characteristics and models of customer purchasing behavior through E-commerce	6(6/0)	1, 2	- Lecture & Reading - Question & Answer	Do homework
3	**Chapter 3: Data management in Electronic Marketing** 3.1 Data transmission strategy 3.2 Electronic Marketing database and data warehouse 3.3 Data analysis and distribution 3.4 Application of data analysis in Marketing activities 3.5 Legal and ethical issues in data management	3(3/0)	1, 2	- Lecture & Reading - Question & Answer	Do homework
4	**Chapter 4: Strategic planning Electronic Marketing** 4.1 SWOT analysis when applying E-Marketing Strategy	6(6/0)	1, 2	- Lecture & Reading - Question & Answer	Do homework

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	4.2 Determining the objectives of the E-Marketing Strategy 4.3 Identifying the approach methods of the E-Marketing Strategy 4.4 Determining tools to execute the E-Marketing Strategy 4.5 Identifying resource distribution methods when implementing the E-Marketing Strategy 4.6 Introducing methods to measure the effectiveness of the E-Marketing Strategy				
5	**Chapter 5: Electronic Marketing Management** 5.1 Managing offers in E-Marketing environment 5.2 Managing price in E-Marketing 5.3 Managing distribution in E-Marketing 5.4 Managing promotion in E-Marketing	21(21/0)	1, 2	- Lecture & Reading - Question & Answer	Do homework
6	**Chapter 6: Testing, Evaluating Electronic Marketing programs** 6.1 Definitions and essence of testing, evaluating E-Marketing programs 6.2 Process of testing and evaluating E-Marketing programs 6.3 Models of testing and evaluating E-Marketing programs	3(3/0)	1, 2	- Lecture & Reading - Question & Answer	Do homework

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Regular 3	Group assignment chapter 2	1	Continuous	0.00%	6.67%
	Regular 2	Group assignment chapter 3	1	Continuous	0.00%	6.67%
	Regular 3	Group assignment chapter 5	2	Continuous	0.00%	6.67%
	Midterm	Group essay presentation	2	Summative	100.00%	30.00%
	Final	Essay	1	Summative	100.00%	50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final	Essay	65.00%
2	Midterm	Group essay presentation	65.00%

8.3 Grading scale According to the credit systerm regulations

Date of compilation/update: 28-May-2024.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: English 1 (2511011)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Hoang Thi Son	hoangthison@iuh.edu.vn
MA./MSc./MEng./MBA. Hoang Thi Phong Linh	hoangthiphonglinh@iuh.edu.vn
MA./MSc./MEng./MBA. Ngo Thi Thuy Nhu	ngothithuynhu@iuh.edu.vn
MA./MSc./MEng./MBA. Dinh Thi Hoa	dinhthihoa@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] John Hughes, Helen Stepheson, and Paul Dummett , Life A2-B1 (Student's Book), 2019. [KNN.2511011.C1]

[2] John Hugghes, Helen Stepheson, and Paul Dummett , Life A2-B1 (Workbook, 2019. [KNN.2511011.C2]

4.2 Other supplemental materials:

[1] Kathryn Alevizos, Sharon Ashton, and Joanna Kosta , Practice Test Plus A2 Key, 2019. [KNN.2511011.TK]

5. Specific course information

5.1 Course objectives

The course is designed to help students to:

- understand sentences and frequently used expressions related to concrete topics.
- interact in a simple way related to concrete topics with prompts when needed.

5.2 Brief description of the course

This course enables students to enhance and acquire English language skills in reading, writing, listening and speaking. In addition, it supports each skills-based lesson with speaking activities designed to give students the opportunity to acquire and practice vocabulary and grammar.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

Students must attend at least 80% of the classes.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Understand simple texts and articles in English related to areas of most immediate relevance (e.g. very basic personal and family information, health, sports, transport, adventure, shopping, environment, and changes).
2	Understand short, simple monologues or dialogues with the highest frequency vocabulary and phrases related to areas of most immediate relevance.
3	Write notes and simple short stories.
4	Interact in a simple way related to personal details provided the other person talks slowly and clearly and is prepared to help.
5	Demonstrate continuous improvement in studying English during the course.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1						I			
2						I			
3							I		
4							I		
5									I

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: LIFESTYLES** 1.1 How well do you sleep? Vocabulary: Everyday routines Reading: How well do you sleep? Grammar: Present simple and adverbs of frequency (Self-study)	7(7/0)	1, 2, 3, 4, 5	Lecture Discussion Practices Work assignment	Students do A2 reading and listening practice exercises in the instructional and supplemental materials, then note down the

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	Pronunciation: /s/, /z/, /iz/ (Self-study) Speaking: Your habits 1.2 The secret of a long life Reading: The Island of Okinawa Word building: Collocations with do, play and go Listening: In search of a long life Grammar: Simple present and present continuous. (Self-study) Speaking: Your current life 1.3 Nature is good for you Reading: Nature and health Word focus: feel Critical thinking: Giving examples Speaking: Making life healthier (Self-study) 1.4 At the doctor's Vocabulary: Medical problems Pronunciation: one or two syllables? (Self-study) Real life: Talking about illness 1.5 Personal information (Self-study) Writing: Filling in a form Writing skill: Information on form				new words in the reading and listening texts. - Students practice working in groups or pairs to ask and answer questions or discuss and present ideas about lifestyle with the suggested ideas in the unit. - Students practice filling information in forms.
2	**Chapter 2: COMPETITIONS** 2.1 Crazy competitions Reading: Crazy competitions	7(7/0)	1, 2, 3, 4, 5	Lecture Discussion Practices	- Students do A2 reading and listening practice exercises in

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	Vocabulary: Sport Grammar: Verbs for rules Speaking: Rules for a competition (Self-study) 2.2 Winning and losing Word building: suffixes Listening: Competitive sports Grammar: ing form Pronunciation: /ŋ/ (Self-study) Speaking: opinion about sports 2.3 Bolivian wrestlers Reading: Women in sport Critical thinking: Reading between the lines Word focus: like Speaking: Olympic sports (Self-study) 2.4 Joining a group Speaking: Clubs and membership Real life: talking about interests Pronunciation: silent letters 2.5 Advertising for members (Self-study) Writing: an advert or notice Writing skill: checking your writing 2.6 Progress Test 1 (Reading)			Work assignment	the instructional and supplemental materials, then note down the new words in the reading and listening texts. - Students work in pairs or groups to explain the rules for a sport or competition and talking about their sport preferences and opinions about Olympic sports - Students practice writing an advert for their clubs.
3	**Chapter 3: TRANSPORT** 3.1 Transport solutions Reading: Transport solutions	7(7/0)	1, 2, 3, 4, 5	Lecture Discussion Practices	Students do A2 reading and listening practice

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	Vocabulary: Transport nouns Grammar: Comparatives and superlatives (Self-study) Pronunciation: than (Self-study) Speaking: Everyday journeys 3.2 Transport around the world Listening: using animal for transport Grammar: as … as (Self-study) Pronunciation: sentence stress Vocabulary: Transport adjectives Grammar: Comparative modifiers Speaking: Travel advice 3.3 The end of the road Reading: Traditional transport Vocabulary: Transport verbs Critical thinking: Opinions for and against (Self-study) Speaking: Alternative transport (Self-study) 3.4 Getting around town Vocabulary: Taking transport Real life: Going on a journey Pronunciation: Intonation 3.5 Quick communication Writing: notes and messages Writing skill: Writing in note form			Work assignment	exercises in the instructional and supplemental materials, then note down the new words in the reading and listening texts. - Students practice talking and comparing journeys advice on transport, and giving a presentation about a pedicab company. - Students practice writing a short note and message for each given situation.

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	3.6 Progress Test 2 (Listening)				
4	**Chapter 4: CHALLENGES** 4.1 Adventures of the years Reading: adventurers' stories Grammar: Past simple (Self-study) Pronunciation: /d/, /t/, /id/ Speaking: your past 4.2 An impossible decision Vocabulary: personal qualities Listening: An impossible decision Grammar: Past continuous and past simple (Self-study) Pronunciation: was/were Speaking: Events you remember 4.3 Challenge yourself Reading: challenge your brain (Self-study) Critical thinking: looking for evidence (Self-study) Word building: verbs and nouns Writing and speaking: Challenges in English 4.4 True stories Real life: telling a story Pronunciation: intonation for responding 4.5 A story of survival Writing: a short story	6(6/0)	1, 2, 3, 4, 5	Lecture Discussion Practices Work assignment	Students do A2 reading and listening practice exercises in the instructional and supplemental materials, then note down the new words in the reading and listening texts. - Students work in pairs to ask about their past events they remember and practice telling a story. - Students practice writing a short story in about 80-100 words using some given time expressions.

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	Writing skill: structure your writing				
5	**Chapter 5: THE ENVIRONMENT** 5.1 Recycling Vocabulary: Recycling Reading: e-rubbish Grammar: Quantifiers Speaking: Your rubbish (Self-study) 5.2 Managing the environment Vocabulary: results and figures Listening: Environmental projects Grammar: Articles Pronunciation: /ðə/ & /ði:/ Writing and speaking: knowledge of the world (Self-study) 5.3 A boat made of bottles Reading: The Plastiki Critical thinking: close reading World focus: take Speaking: Changing behavior (Self-study) 5.4 Online shopping Reading: A company website Real life: Phoning about an order Pronunciation: Sounding friendly 5.5 Emails about an order Writing: Emails	6(6/0)	1, 2, 3, 4, 5	Lecture Discussion Practices Work assignment	- Students do A2 reading and listening practice exercises in the instructional and supplemental materials, then note down the new words in the reading and listening texts. - Students work in pairs to ask and answer questions about recycling and work in groups to discuss effective activities to change people's attitudes and behaviour. - Students practice writing a formal email.

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	Writing skill: Formal words				
6	**Chapter 6: STAGES IN LIFE** 6.1 Changing your life Vocabulary: Describing age Reading: How a couple changed their life Grammar: to + infinitive + (Self-study) Pronunciation: /tə/ Speaking: The trip of a lifetime (Self-study) 6.2 World party Reading and Vocabulary: Celebrations Listening: Preparing for a festival Grammar: Future forms (Self-study) Pronunciation: contracted forms (Self-study) Speaking: Planning a celebration 6.3 Coming of age (Self-study) Reading: Celebrating change Critical thinking: analyzing the writer's view Word focus: get + Speaking: events in the years 6.4 An invitation Speaking: Formal and informal events Real life: inviting, accepting and declining Pronunciation: emphasizing words	12(12/0)	1, 2, 3, 4, 5	<Lecture Discussion Practices Work assignment	- Students do A2 reading and listening practice exercises in the instructional and supplemental materials, then note down the new words in the reading and listening texts. - Students work in groups to plan and present the trip of a lifetime and a celebration, and work on their own to describe annual events. - Students practice writing a description using descriptive adjectives.

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	6.5 A wedding in Madagascar Writing: A description Writing skill: Descriptive adjectives 6.6 Review				

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Reading Test	Multiple-choice +Written test	1	Summative	0.00%	6.67%
	Listening Test	Multiple-choice +Written test	2	Summative	0.00%	6.67%
	Students' participation	Students' active participation	5	Summative	0.00%	6.67%
	Mid-term test (Speaking Test)	Oral Test	4	Summative	0.00%	30.00%
	Final Test	Written Test	3	Summative	0.00%	50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Reading Test	Multiple-choice +Written test	70.00%
2	Listening Test	Multiple-choice +Written test	70.00%

CLOs	Forms of assessment	Assessment methods	Targets
3	Final Test	Written Test	70.00%
4	Mid-term test (Speaking Test)	Oral Test	70.00%
5	Students' participation	Students' active participation	70.00%

8.3 Grading scale According to the cerdit system

Date of compilation/update: 05-Jun-2024.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: English 2 (2511012)

2. Number of credits

Total: 4 Theory: 4 Practice: 0 Self-study: 8

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Vo Thi Minh Ngan	vothiminhngan@iuh.edu.vn
MA./MSc./MEng./MBA. Hoang Thi Phong Linh	hoangthiphonglinh@iuh.edu.vn
MA./MSc./MEng./MBA. Hoang Thi Son	hoangthison@iuh.edu.vn
MA./MSc./MEng./MBA. Ngo Thi Thuy Nhu	ngothithuynhu@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] John Hughes, Helen Stephenson, Paul Dummett, Life A2-B1(Student's book), 2nd ed, 2019. [KNN.2511012.C/1]

[2] John Hughes, Helen Stephenson, Paul Dummett , Life A2-B1(Workbook), 2nd ed, 2019. [KNN.2511012.C/2]

4.2 Other supplemental materials:

[1] Andrew Betsis, Lawrence Mamas , Simply A2 Key for Schools, 2019. [KNN.2511012.TK/1]

5. Specific course information

5.1 Course objectives

The course is designed to help students to:

- understand sentences and frequently used expressions related to more abstract-oriented topics in professional contexts.
- interact in simple tasks requiring a simple and direct exchange of information on familiar and professional contexts.

5.2 Brief description of the course

This course enables students to enhance and acquire English language skills in reading, writing, listening and speaking. In addition, it supports each skills-based lesson with speaking activities designed to give students the opportunity to acquire and practice vocabulary and grammar.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2511011 - English 1(b)

5.4 Other requirements

Students attend at least 80% of the classes.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Understand the main points of clear standard input on familiar matters regularly encountered in professional contexts (e.g. employment, technology, tourism, history).
2	Understand short, simple monologues or dialogues with high frequency vocabulary and phrases related to professional contexts (e.g. employment, technology, tourism, history).
3	Write CVs, formal emails requesting for information, and reviews of films, books, websites, and products.
4	Communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters.
5	Demonstrate continuous improvement in studying English during the course

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1						R			
2						R			
3						R			
4							R		
5							R		

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 0: COURSE INDUCTION** COURSE INDUCTION	1(1/0)	1, 2, 3, 4, 5	Presentation	Prepare new lesson - Unit 7
2	**Chapter 7: LIFESTYLES** Chapter 7: LIFESTYLES	9(9/0)	1, 2, 3, 4, 5	Lecture Discussion	- Write a short story about someone's career, using

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	7.1 Changes in Pennsylvania Vocabulary: Jobs Reading: Changes in working life Grammar: Present perfect and past simple Grammar: Present perfect with for and since 7.2 X-ray photographer Vocabulary: Parts of a building Listening: Phone calls in an office Grammar: Prepositions of place and movement Pronunciation: Intrusive /w/ Speaking: Giving directions 7.3 Twenty-first century cowboys (self-study) Reading: A traditional job Critical thinking: Analyzing comparisons in a text Word focus: make or do Speaking: Job satisfaction 7.4 A job interview Vocabulary: Job adverts Real life: A job interview 7.5 Applying for a job Writing: a CV Writing skill: Missing out words in CVs			Practice Homework assignment	both present perfect and past simple tenses. - Interview a friend or family member about their job history. Write a summary of their career, using both tenses appropriately. - Develop a role-playing activity simulating a job interview. Create scenarios, questions to practice real job interview situations.
3	**Chapter 8: TECHONOLOGY**	9(9/0)	1, 2, 3, 4	Lecture Discussion	- Practice matching the vocabulary with

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	Chapter 8: TECHONOLOGY 8.1. Mobile technology Vocabulary: Internet verbs Reading: An explorer's blog Grammar: Zero and first conditional Speaking: Planning a trip 8.2 Invention for the eyes Speaking: Famous inventions Listening: A science program Grammar: Defining relative clause Speaking: A new invention 8.3 Designs from nature (self-study) Reading: Biomimetics Critical thinking: The writer's sources Word building: Dependent prepositions Speaking: Technology 8.4 Gadgets Vocabulary: Instructions Pronunciation: Linking Real life: Finding out how something works 8.5 An argument for technology Writing: A paragraph Writing skill: Connecting words			Practice Homework assignment	their definitions or using them in sentences to reinforce understanding. - Study grammar concepts such as zero and first conditionals, defining relative clauses, and connecting words for writing paragraphs. - Write a paragraph supporting the argument for the importance of technology in modern society. Try to use persuasive language and provide examples to strengthen their stance.

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
4	**Chapter 9: HOLIDAY** Chapter 9: HOLIDAY 9.1 Holidays stories Reading: A holiday problem Vocabulary: Holiday collocations Grammar: Past perfect simple Pronunciation: 'd Speaking: A holiday story 9.2 A different kind of holiday Listening: Interview with a tour guide Word building: -ed/-ing adjectives Pronunciation: Number of syllables Grammar: Subject questions Speaking: The holiday of a lifetime 9.3 Two sides of Paris (self-study) Reading: Two sides of Paris Critical thinking: The author's purpose Word focus: Place Speaking: A place you know 9.4 Tourist information Real life: Requesting and suggesting Pronunciation: /dʒə/ Speaking: Tourist information	9(9/0)	1, 2, 3, 4, 5	Lecture Discussion Practice Homework assignment	- Write a short story about a holiday where you describe events that happened before and during the holiday, using the past simple and the past perfect simple tense. - Revise your email requesting information to include appropriate formal expressions. -Practice providing tourist information clearly and concisely. -Role-play a conversation where you give tourist information to a friend or family member.

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	9.5 Requesting information Writing: An email requesting information Writing skill: Formal expressions				
5	**Chapter 10: PRODUCTS** Chapter 10: PRODUCTS 10.1 A lesson in logos Reading: A lesson in logos Word building: Word forms Grammar: The passive Speaking: Famous products 10.2 Product design Vocabulary: Describing design Listening: Product design Grammar: used to Pronunciation: /s/ or /z/ Speaking: Habits in the past 10.3 Is stuff winning (self-study) Reading: Is stuff winning? Critical thinking: Fact or opinion? Speaking: Using less stuff 10.4 Website design Vocabulary: Websites Real life: Giving your opinion 10.5 A review	9(9/0)	1, 2, 3, 4, 5	Lecture Discussion Practice Homework assignment	- Revisit all vocabulary, grammar rules, pronunciation tips, and speaking/writing tasks. - Write a short description of a famous logo's creation using passive sentences. - Write a review of a product or website you have used recently.

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	Writing: A review Writing skill: Giving your opinion				
6	**Chapter 11: HISTORY** Chapter 11: HISTORY 11.1 The history of video gaming Reading: The history of video gaming Word building: verb + preposition Grammar: Reported speech Speaking: Talking about games 11.2 Messages from the past (self-study) Vocabulary: Communication Listening: A message in a bottle Grammar: Reporting verbs (say and tell) Speaking: Reporting a story 11.3 Stealing history (self-study) Vocabulary: Ancient history Reading: Stealing history Critical thinking: Emotion words World focus: one Speaking: Saving history 11.4 A journey to Machu Pichu Real life: Giving a short presentation	9(9/0)	1, 2, 3, 4, 5	Lecture Discussion Practice Homework Assignment	- Revisit all vocabulary, grammar rules, pronunciation tips, and speaking/writing tasks. - Write a short description of a famous logo's creation using passive sentences. - Write a review of a product or website you have used recently. - Think about why saving history is important. Make notes on key points. -Practice talking about the importance of saving history out loud. -Record yourself talking about saving history. Listen to the recording and note any areas for improvement. -Share your thoughts with a friend or family

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	Pronunciation: Pausing 11.5 The great mountaineer (self-study) Writing: A biography Writing skill: punctuation in direct speech				member and ask for feedback.
7	**Chapter 12: NATURE** 12.1 What if …? Vocabulary: Extreme weather Reading: What if …? Grammar: Second conditional Pronunciation: would / wouldn't / 'd Speaking: Hopes and dreams 12.2 Nature in one cubic foot Vocabulary: Nature Listening: A documentary Grammar: anywhere, everyone, nobody, something Speaking: Questions with any 12.3 Living with chimpanzees (self-study) Reading: Living with chimpanzees Critical thinking: close reading Word focus: start Speaking: An interview 12.4 Discussing issues Real life: Finding a solution	9(9/0)	1, 2, 3, 4, 5	Lecture Discussion Practice Homework Assignment	- Think about why saving history is important. Make notes on key points. -Practice talking about the importance of saving history out loud. -Record yourself talking about saving history. Listen to the recording and note any areas for improvement. -Share your thoughts with a friend or family member and ask for feedback. - Write 10 sentences using the second conditional to describe hypothetical scenarios related to extreme weather. - Write a short paragraph describing a "What if..." scenario using

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	12.5 The Eden Project Writing: An article Writing skill: Planning an article				the second conditional. - Practice conducting an interview with a partner, taking turns being the interviewer and interviewee.
8	**Chapter 13: REVIEW** Review all the lessons.	3(3/0)	1, 2, 3, 4	Discussion Homework	- Pair up with a classmate, friend, or family member. - Take turns asking and answering the questions about personal information (e.g., name, age, hobbies, family, studies/work).. - Provide feedback to each other. Choose a variety of pictures (e.g., landscapes, cityscapes, events, people, animals). - For each picture, try to describe: - What is happening in the picture? - Who are the people in the picture? - What are they doing? - What is the setting (location,

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
					time of day, weather)? - Any interesting details or emotions conveyed in the picture. Focus on using descriptive language and organizing your description clearly. - Find a classmate, friend, or family member to practice with. Prepare a list of discussion topics or scenarios for role-play (e.g., information exchange, job interview, solution discussion).

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
	Reading test	Multiple-choice	1	Summative	0.00%	6.67%
	Listening test	Multiple-choice	2	Summative	0.00%	6.67%
	Students' participation	Students' active participation	5	Summative		6.67%
	Midterm test	Written test	3	Summative		30.00%
	Final test	Oral test	4	Summative		50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Reading test	Multiple-choice	70.00%
2	Listening test	Multiple-choice	70.00%
3	Midterm test	Written test	70.00%
4	Final test	Oral test	70.00%
5	Students' participation	Students' active participation	70.00%

8.3 Grading scale According to the credit system

Date of compilation/update: 04-Jun-2024.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: English 3 (2511013)

2. Number of credits

Total: 4 Theory: 4 Practice: 0 Self-study: 8

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Nguyen Thi Tram Anh	nguyenthitramanh@iuh.edu.vn
MA./MSc./MEng./MBA. Ngo Thi Thuy Nhu	ngothithuynhu@iuh.edu.vn
MA./MSc./MEng./MBA. Hoang Thi Hai Duong	hoangthihaiduong@iuh.edu.vn
MA./MSc./MEng./MBA. Hoang Thi Phong Linh	hoangthiphonglinh@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] E. Heyderman and P. May, Complete Preliminary (Student's book), 2019. [KNN.2511013.C/1]

4.2 Other supplemental materials:

[1] P. Travis, B1 Preliminary 8 Practice Tests, 2020. [KNN.2511013.TK/1]

5. Specific course information

5.1 Course objectives

The course is designed to:

- help students understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc.

- help students to deal with most situations likely to arise while travelling in an area where the language is spoken.

- help students to produce simple connected text on topics which are familiar or of personal interest and describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans.

5.2 Brief description of the course

This stimulating and thorough preparation course helps students who wish to take the B1 Preliminary for School exam from Cambridge Assessment English or B1 VSTEP to develop the necessary reading, writing, listening, and speaking skills for the exam. It also teaches some essential grammar and vocabulary.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2511012 - English 2(b)

5.4 Other requirements

Students attend at least 80% of the classes.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Understand simple texts and articles about familiar topics in English.
2	Understand factual information on familiar matters in English monologues and dialogues.
3	Write emails on everyday subjects and articles about familiar topics in English.
4	Express oneself in English in interviews, descriptions, and discussions in most familiar situations.
5	Demonstrate continuous improvement in studying English during the course.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1						R			
2						R			
3						R			
4							R		
5							R		

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Unit 1 - MY LIFE AND HOME** 1.0 Course induction 1.1 Listening Part 2 - Listening for specific information - Two candidates doing Speaking Part 1	10(10/0)	1, 2, 3, 4, 5	Lecture Discussion Practices Work assignment	- Students do B1 reading and listening practice tests in the supplemental materials, then note down the new words in the

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	1.2 Reading Part 5 - "Emilia's home"- living on a boat - Reading for understanding of vocabulary - Grammar: Prepositions of time; Frequency adverbs; Present simple and present continuous; State verbs; A few, a bit of, many, much, a lot of, and lots of; Prepositions of place - Pronunciation: Endings /s/, /z/ and /iz/ - Vocabulary: House and Home; Countable & uncountable nouns 1.3 Speaking Part 1 - Saying your name, where you live, what you do, and if you like studying English 1.4 Writing Part 1 - An email: Planning a reply				reading and listening texts. - Students practice introducing themselves (i.e. name, living place, interests, etc.) with the suggested questions in the unit. - Students practice writing an email to tell an imaginary friend about their house, then use AI tools to have their work evaluated.
2	**Chapter 2: Unit 2 - MAKING CHOICES** 2.1 Reading Part 6 - "Would you choose to study at a college or university like this?" - Reading for detailed understandings of words and sentences - Vocabulary: fail, pass, take, lose, miss, study and teach; do, earn, make, spend, take, and win - Grammar: Simple past; Simple past and past continuous; Used to; So do I and Nor/ Neither do I	9(9/0)	1, 2, 3, 4, 5	Lecture Discussion Practices Work assignment	- Students do B1 reading and listening practice tests in the supplemental materials, then note down the new words in the reading and listening texts. - Students work in groups of three to practice

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	- Pronunciation: Endings /d/, /t/ and /id/ 2.2 Listening Part 1 - "Emily talking about her work experience in Mexico" - Seven short texts about daily life - Two candidates doing Speaking Part 3 2.3 Speaking Part 3 - Discussing a new club for students to practise English - Agreeing and disagreeing - Making a decision 2.4 Writing Part 2 - An article on what make a great place to work - Using a mind map to plan an answer				discussing what clubs a new university should join, or what activities students can do to relax after school. - Students practice writing an article describing an ideal workplace, then use AI tools to have their work evaluated.
3	**Chapter 3: Unit 3 - HAVING FUN** 3.1 Listening Part 4 - "Marc Pasqual - an Instagram photographer" - Talking about a skiing holiday - Two candidates doing Speaking Part 2 - Vocabulary: Leisure activities; Prepositions of place; Phrasal verbs; People's hobbies 3.2 Reading Part 3 - "Sand sculptures" - Reading for detailed understanding	10(10/0)	1, 2, 3, 4, 5	Lecture Discussion Practices Work assignment	- Students do B1 reading and listening practice tests in the supplemental materials, then note down the new words in the reading and listening texts. - Students practice describing photos of the places they visited and uploaded on Facebook.

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	- Grammar: Verbs followed by to or -ing 3.3 Speaking Part 2 - Describing a picture - Explaining what you can see and where things are 3.4 Writing Part 2 (self-study) - A story about a day out - Planning paragraphs 3.5 Progress Test 1 (Reading)				- Students practice writing a story about one of their most memorable family outings, then use AI tools to have their work evaluated.
4	**Chapter 4: Unit 4 - ON HOLIDAY** 4.1 Reading Part 1 - Identifying text purpose - Vocabulary: Holiday activities; Buildings and places - Pronunciation: Weak form in comparative structures - Grammar: Comparative and superlative adjectives 4.2 Listening Part 3 - "A bushcraft skills course" - Discussing a quiz - Some friends discussing their next holiday 4.3 Writing Part 1 - An email: Suggesting where to go in a city and what to do 4.4 Speaking Part 3 - Discussing where to go in a city - Making suggestions and giving reasons	9(9/0)	1, 2, 3, 4, 5	Lecture Discussion Practices Work assignment	- Students do B1 reading and listening practice tests in the supplemental materials, then note down the new words in the reading and listening texts. - Students work in pairs to practice discussing what places foreign tourists can visit when they travel to Vietnam. - Students practice writing an email to an imaginary friend to suggest

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
					different places this friend can visit if he/she goes to their hometown. Then students can use AI tools to have their work evaluated.
5	**Chapter 5: Unit 5 - DIFFERENT FEELINGS** 5.1 Listening Part 2 - Listening for facts, opinions or feelings - Two candidates doing Speaking Part 4 5.2 Speaking Part 4 - Describing personal experiences - Asking other people what they think - Grammar: Modal verbs: can/ could/ might, may… - Pronunciation: Modal verbs: weak and strong forms - Vocabulary: Feelings; Adjectives and prepositions; Adjectives with -ed & -ing; Adjectives and their opposites 5.3 Reading Part 4 - "How I dealt with stress" - Identifying the topic of a paragraph - Identifying linking words	10(10/0)	1, 2, 3, 4, 5	Lecture Discussion Practices Work assignment	- Students do B1 reading and listening practice tests in the supplemental materials, then note down the new words in the reading and listening texts. - Students work in pairs to describe their feelings in different special events in their life (e.g. high school graduation ceremony, birthdays, etc.) - Students practice writing a story to describe

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	5.4 Writing Part 2 (self-study) - A story - Using adjective to describe feelings 5.5 Progress Test 2 (Listening)				their feelings about a day when they received really good news, then use AI tools to have their work evaluated.
6	**Chapter 6: Unit 6 - THAT'S ENTERTAINMENT** 6.1 Reading Part 2 - "Turn off the TV and go out!" - Selecting events from an entertainment guide - Vocabulary: Television programmers; Going out; Been/ gone, meet, get to know, know, and find out - Pronunciation: Word stress - Grammar: Present perfect & past simple 6.2 Listening Part 1 - Seven short texts about daily life - Two candidates doing Speaking Part 3 6.3 Speaking Part 3 - Discussing plans for a festival - Moving on to a new subject 6.4 Writing Part 2 - An article about a celebration in your country - Using the correct style for an article	12(12/0)	1, 2, 3, 4, 5	Lecture Discussion Practices Work assignment	- Students do B1 reading and listening practice tests in the supplemental materials, then note down the new words in the reading and listening texts. - Students work in groups of three/ four to discuss a plan for any upcoming celebrations at their university (e.g. summer camp, Vietnamese Teacher's Day, etc.). - Students practice writing an article about Vietnamese Lunar New Year, then

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
					use AI tools to have their work evaluated.

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Reading test	Multiple-choice	1	Summative	0.00%	6.67%
	Listening test	Multiple-choice	2	Summative	0.00%	6.67%
	Students' participation	Students' active participation	5	Summative		6.67%
	Mid-term Writing Test	Written test	3	Summative	0.00%	30.00%
	Final Speaking Test	Oral test	4	Summative		50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Reading test	Multiple-choice	70.00%
2	Listening test	Multiple-choice	70.00%
3	Mid-term Writing Test	Written test	70.00%
4	Final Speaking Test	Oral test	70.00%

CLOs	Forms of assessment	Assessment methods	Targets
5	Students' participation	Students' active participation	70.00%

8.3 Grading scale according to the credit system

Date of compilation/update: 03-Jun-2024.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: English 4 (2511014)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Ngo Thi Thuy Nhu	ngothithuynhu@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Thi Thoang	nguyenthithoang@iuh.edu.vn
MA./MSc./MEng./MBA. Hoang Thi Phong Linh	hoangthiphonglinh@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] E. Heyderman and P. May, Complete Preliminary , 2019. [KNN.2511014.C/1]

4.2 Other supplemental materials:

[1] M. Little and J. Newbrook, Practice Test Plus with Key B1 Preliminary for Schools, 2019. [KNN.2511014.TK/1]

[2] A. Betsis and L. Mama, Succeed in B1 Preliminary, 2019. [KNN.2511014.TK/2]

5. Specific course information

5.1 Course objectives

The course is designed to:

- Help students understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc.

- Help students to deal with most situations likely to arise whilst travelling in an area where the language is spoken.

- Help students to produce simple connected text on topics which are familiar or of personal interest and describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans.

- Help students to prepare for B1 Preliminary Test (PET) or B1 VSTEP.

5.2 Brief description of the course

This stimulating and thorough preparation course helps students who wish to take the B1 Preliminary for School exam from Cambridge Assessment English or B1 VSTEP to develop the necessary reading, writing, listening, and speaking skills for the exam after teaching some essential grammar and vocabulary. Also, it provides students a chance to acquaint themselves with the format of PET and get prepared for it.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2511013 - English 3(b)

5.4 Other requirements

Students must attend at least 80% of classes.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Understand English texts that consist mainly of high frequency everyday or job-related language
2	Understand factual information on familiar matters in English monologues and dialogues
3	Write emails on everyday subjects, stories about experiences, and articles about familiar topics in English
4	Express oneself in English in interviews, descriptions, and discussions in most familiar situations
5	Demonstrate continuous improvement in studying English during the course

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1						R			
2									
3						R			
4							R		
5							R		

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: UNIT 7 - GETTING AROUND** 1.0 Course Induction 1.1 Listening Part 4: Olivia talks about extremely heavy	7(7/0)	2, 3, 4, 5, 1	Lecture Discussion Practices Work assignment	- Students do B1 reading and listening practice tests in the supplemental

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	snow while travelling in Italy (p.62) Grammar: Adverbs of degree (p.63) 1.2 Reading Part 1: Identifying text purpose (p.64) Vocabulary: weather / compound words (p.65) Pronunciation: Word stress in compound nouns Grammar: The future : will/ going to/ present continuous and present simple (p.66) 1.3 Speaking Part 2: Describing what people are doing in photos Adding new points (p.68) 1.4 Writing Part 1: An email: Useful email expressions (p.68)				materials, then note down the new words in the reading and listening texts. - Students practice introducing describing photos with the photos suggested by lecturers. - Students practice writing emails as suggested by lecturers then use AI tools to have their work evaluated.
2	**Chapter 2: UNIT 8 - INFLUENCERS** 2.1 Reading Part 6: An article about Emma Watson, a famous influencer (p.71) Vocabulary: Phrasal verbs (p.72)/ Describing people (p.74) Pronunciation: Conditional sentences: contracted words Grammar: Zero, first, and second conditionals (p.72) When, if, unless + present, future (p.73)	7(7/0)	2, 3, 4, 5, 1	Lecture Discussion Practices Work assignment	- Students do B1 reading and listening practice tests in the supplemental materials, then note down the new words in the reading and listening texts. - Students practice talking about daily routine with the

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	2.2 Listening Part 3: "How to become famous on YouTube" Completing notes (p.74) 2.3 Speaking Part 1: Answering general questions (p.76) Talking about your daily routine and what you like 2.4 Writing Part 2: An article about a person you admire Using correct spelling and punctuation (p.77) 2.5 Progress test 1: WRITING (45 minutes)				suggested questions in the unit. - Students practice writing an article about the person they admire, then use AI tools to have their work evaluated.
3	**Chapter 3: UNIT 8 - STAY FIT AND HEALTHY** 3.1 Listening Part 2: Identifying the situation and what you need to listen for (p.81) Vocabulary: Illnesses and accidents (p.81) Grammar: Relative clauses: which, what, who, when and where clauses (p.82) Vocabulary: Sports (p. 83) 3.2 Reading Part 3: Multiple choice identifying opinions and attitude "Exercise at work" (p. 84-85) Grammar : Past perfect (p.86) 3.3 Writing Part 2 : A story (p.86)	6(6/0)	2, 3, 4, 5, 1	Lecture Discussion Practices Work assignment	- Students do B1 reading and listening practice tests in the supplemental materials, then note down the new words in the reading and listening texts. - Students practice talking about sports with the suggested questions in the unit. - Students practice writing a story about something in

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	Using a range of past tenses to explain what happened 3.4 Speaking Part 4: Discussing sports, fitness and health Showing an agreement and polite disagreement (p. 87) Pronunciation: Word stress Agreeing and disagreeing 3.5 Speaking part 4 (Unit 11): Discussing ways to help the environment (p.104) Giving examples Pronunciation: word stress in longer nouns 3.6 Speaking bank part 4 (page 161)				the past then use AI tools to have their work evaluated.
4	**Chapter 4: UNIT 10 - LOOKS AMAZING** 4.1 Reading Part 2: Matching people to places to eat, reading to find specific information and detailed comprehension (p.88-89) Vocabulary: course, dish, food, meal and plate (p. 90) 4.2 Listening Part 1: Listening carefully for information (p.91) Vocabulary: Shops and services (p. 92) Grammar: Have something done (p.92 -93) 4.3 Speaking Part 2: Describing everyday objects in photos	12(12/0)	2, 3, 4, 5, 1	Lecture Discussion Practices Work assignment	- Students do B1 reading and listening practice tests in the supplemental materials, then note down the new words in the reading and listening texts. - Students practice talking about objects that they often see in daily life and their uses with the

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	Explaining what things are made of or used for (p.94) Pronunciation: Connected speech: linking sounds 4.4 Writing Part 2: An article(p. 95) Writing an article 4.5 Progress Test 2: SPEAKING				suggested questions in the unit. - Students practice writing an article as suggested by the lecturer, then use AI tools to have their work evaluated.
5	**Chapter 5: UNIT 11 - THE NATURAL WORLD** 5.1 Review for the midterm test Homework: Listening test 1 (Succeed in B1 Preliminary) Listening test 2 (Succeed in B1 Preliminary) In-class exercises Listening test 3 (Succeed in B1 Preliminary) Listening test 4 (Succeed in B1 Preliminary 5.2 Listening Part 4: Multiple choice long interview: Identifying expressions with similar or different meanings (p. 99) Vocabulary: Noun suffixes Grammar: The passive (p.100-101) The present and past passive; comparative and superlative adjectives (p.103)	9(9/0)	2, 3, 4, 5, 1	Lecture Discussion Practices Work assignment	- Students do B1 reading and listening practice tests in the supplemental materials, then note down the new words in the reading and listening texts. - Students practice talking about objects that they often see in daily life and their uses with the suggested questions in the unit. - Students practice writing an article as suggested by the lecturer, then use AI

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	5.3 Reading Part 5: Multiple-choice cloze: Understanding vocabulary (p.103) 5.4 Speaking Part 4: Discussing ways to help the environment Giving examples Pronunciation: word stress in longer nouns 5.5 Writing Part 1: An email (p.105) Checking your work for mistakes				tools to have their work evaluated.
6	**Chapter 6: UNIT 12 - EXPRESS YOURSELF!** 6.1 Reading Part 4 Text insertion: Matching sentences to paragraphs (p.106-107) Vocabulary: Collocations: using your phoneask, ask for, speak, talk, say and tell (p.108) Grammar: Reported speech and Reported commands (p.109-110) 6.2 Listening Part 3: Information completion Grammar: Reported questions (p.111) Vocabulary: Negative prefixes (p.111) 6.3 Speaking Part 1: General questions: talking about habits and routines (p.112) Grammar: Reported speech and reported commands,	12(12/0)	2, 3, 4, 5, 1	Lecture Discussion Practices Work assignment	- Students do B1 reading and listening practice tests in the supplemental materials, then note down the new words in the reading and listening texts. - Students practice talking about their daily life with the suggested questions in the unit. - Students practice writing a story as suggested by the lecturer, then use AI tools to have

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	Reported questions, Indirect questions (page (p.112) Pronunciation: Intonation in direct and indirect questions 6.4 Writing Part 2 A story (p.113) 6.5 REVIEW Homework: Reading test 1 (Succeed in B1 Preliminary) Reading test 2 (Succeed in B1 Preliminary) In-class exercises: Reading test 3 (Succeed in B1 Preliminary) Reading test 4 (Succeed in B1 Preliminary)				their work evaluated.

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Writing test	Written test	3	Summative	0.00%	6.67%
	Speaking Test	Oral Test	4	Summative	0.00%	6.67%
	Student's participation	Student's active participation	5	Summative		6.67%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
	Listening Test	Multiple choice	2	Summative	0.00%	30.00%
	Reading Test	Multiple choice	1	Summative	0.00%	50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Reading Test	Multiple choice	70.00%
2	Listening Test	Multiple choice	70.00%
3	Writing test	Written test	70.00%
4	Speaking Test	Oral Test	70.00%
5	Student's participation	Student's active participation	70.00%

8.3 Grading scale According to the credit system

Date of compilation/update: 03-Jun-2024.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Environment and Human (2523996)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
Assoc. Prof. Nguyen Chi Hieu	nguyenchihieu_mt@iuh.edu.vn
PhD./DSc. Tran Thi Tuong Van	tranthituongvan@iuh.edu.vn
MA./MSc./MEng./MBA. Vu Dinh Khang	vudinhkhang@iuh.edu.vn
MA./MSc./MEng./MBA. Bui Thi Ngoc Phuong	buithingocphuong@iuh.edu.vn
MA./MSc./MEng./MBA. Do Doan Dung	
MA./MSc./MEng./MBA. Le Thi Thuy Trang	lethithuytrang@iuh.edu.vn
Luan Nhat Huy	
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MA./MSc./MEng./MBA. Tran Bich Thuy	
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Assoc. Prof. Le Hung Anh	Lehunganh@iuh.edu.vn
PhD./DSc. Le Hong Thia	lehongthia@iuh.edu.vn
MA./MSc./MEng./MBA. Cao Thu Thuy	caothuthuy@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Lê Hùng Anh...[và những người khác], Giáo trình môi trường và con người, 2025. [TVL250123122]

4.2 Other supplemental materials:

[1] Nguyễn Hoàng Nam, Nguyễn Thế Chinh, Trần Văn Ý, Mối quan hệ giữa Tăng trưởng xanh, Kinh tế xanh, Kinh tế tuần hoàn và Phát triển bền vững, 2020. [VMT2123800_2]

[2] Bộ Tài nguyên và Môi trường, Báo cáo Hiện trạng Môi trường Quốc gia năm 2019 - Chuyên đề Quản lý Chất thải rắn sinh hoạt, 2020. [VMT2123800_3]

[3] Bộ Tài nguyên và môi trường, Báo cáo tài nguyên nước quốc gia giai đoạn 2016-2021, 2022. [VMT2123800_4]

[4] Hồ Sĩ Thoảng, Trần Mạnh Trí, Năng lượng cho thế kỷ 21 - Những thách thức và triển vọng, 2009. [VMT2123800_5]

[5] Watson R. (Trọng Tuấn và Ngọc Thạch dịch), 50 ý tưởng về tương lai, 2019. [VMT2123800_6]

[6] Richard B. Primack, Cơ sở sinh học bảo tồn, 1999. [VMT2123800_7]

[7] Belinda Hawkins, Suxanne Sharrock, Kay Havens, Plants and climate change: which future?, 2008. [VMT2123800_8]

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	
2	
3	
4	

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1	I								
2	I								
3	I								
4	I								

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1		11(11/0)	1		
2		6(6/0)	2		
3		6(6/0)	2		
4		10(10/0)	1		
5		2(2/0)	2		
6		6(6/0)	1		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1		3	Summative	100.00%	6.67%
	Progress assessment 2		4	Summative	100.00%	6.67%
	Progress assessment 3		1	Continuous	25.00%	6.67%
			2	Continuous	25.00%	
			3	Continuous	25.00%	
			4	Continuous	25.00%	
	Mid-term test		1	Summative	100.00%	30.00%
	Final test		2	Summative	100.00%	50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1			70.00%
2			70.00%
3			70.00%
4			70.00%

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: E-Retailing (2510521)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
Tran Khanh	
Nguyen Duc Cuong	
Dang Thu Huong	
Nguyen Thi Phuong Giang	

4. Instructional materials

4.1 Required textbooks/materials:

[1] Gary Schenider's, Electronic Commerce, 2017. [TMDT012]

4.2 Other supplemental materials:

[1] Efraim Turban, Electronic Commerce - A Managerial and Social Neworks Perspective, 2015. [TMDT005]

[2] TS. Nguyễn Văn Thoan, Giáo trình Thương mại Điện tử căn bản, 2013. [TMDT013]

[3] Kenneth C. Laudon, E Commerce - Business. Technology. Society, 2014. [TMDT003]

5. Specific course information

5.1 Course objectives

- Explain what e-retailing is. Describe the operating environment of e-retailing
- Describe dynamic pricing strategies. Understand the basic techniques of e-retailing
- Describe ways to ensure the safety of e-retailing systems. Analyze the role of mobile retailing
- Describe the process for developing e-retailing systems

5.2 Brief description of the course

In theory, this subject is divided into 3 main parts: (1) Introducing the e-retail environment and the economic, technical, and social knowledge that underpins e-retail; (2) Introducing specialized technical knowledge in e-retail, the interactions between them, (3) Finally, introducing advanced topical topics in e-retail such as: Mobile commerce, Search engines, etc. These contents help students have an overview of e-retail, while also equipping students with basic knowledge to be able to explore advanced issues on their own.

In addition to theory, this subject also has a practical part, providing students with the necessary skills to analyze and deploy an e-commerce application. The main content of the practical part revolves around developing, deploying, and promoting the e-commerce system to the outside.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

- Learners need to prepare lecture slides and have a personal computer. To achieve good results, learners will have to access and search for many documents on the Internet

- Preview the content in the book to have an overview of the lesson, actively answer the lecturer's questions and discuss with classmates

- Weekly supplement knowledge, ideas and implement practical applications through laboratory practice sessions

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Solve basic problems in e-retailing
2	Illustrate a real e-retail project
3	Use some tools in e-retailing

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		R							
2		R							
3			R						

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Overview** 1.1 What is e-retail? 1.2 The development of e-retail 1.3 Types of e-retail 1.4 Economic rules 1.5 Advantages and disadvantages	6(3/3)	1, 2	L, D, O, I, WA	Research materials provided through LMS
2	**Chapter 2: Business Environment**	12(6/6)	1, 2	L, D, P, I, O, WA	- Study the materials

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	2.1 Laws in e-retail 2.2 Intellectual Property 2.3 Ethical Issues 2.4 Computer Crime 2.5 Profit Models				provided via LMS - Prepare for practice according to the instructions
3	**Chapter 3: Pricing Strategies** 3.1 Pricing and Dynamic Pricing 3.2 Benefits and Challenges of Dynamic Pricing 3.3 Types of Dynamic Pricing 3.4 Game Theory Pricing	6(3/3)	3	L, D, P, I, O, WA	Research the materials provided via LMS Prepare for practice following the instructions
4	**Chapter 4: Technical Infrastructure** 4.1 Internet services 4.2 Website hosting 4.3 Web application development 4.4 E-commerce software	12(6/6)	1, 2	L, D, P, I, O, WA	-Research Materials Provided Through LMS -Prepare Practices According to Instructions -Group Presentations
5	**Chapter 5: Security Mechanisms** 5.1 Security Policies and Mechanisms 5.2 Physical Security 5.3 Authentication 5.4 Access Control 5.5 Web Application Security	12(6/6)	3	L, D, O, I, WA	Research Materials Provided Through LMS
6	**Chapter 6: Digital Marketing**	6(3/3)	2	L, D, P, I, O, WA	- Study the materials

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	6.1 Marketing Fundamentals 6.2 Marketing Classifications 6.3 Internet Advertising 6.4 Search Engine Optimization				provided via LMS - Prepare for practice according to the instructions
7	**Chapter 7: Review - Mobile Commerce** 7.1 Overview 7.2 Technical Features 7.3 Comparison with E-Commerce 7.4 Classifications	6(3/3)	2, 3	L, D, P, I, O, WA	- Study the materials provided via LMS - Prepare for practice according to the instructions

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	Written test	1	Continuous	0.00%	10.00%
	Progress assessment 2	Multiple choice test	2	Continuous	0.00%	10.00%
	Mid-term test	Written test	1	Continuous	0.00%	30.00%
	Final test	Presentation	1	Summative	35.00%	50.00%
		Presentation	2	Summative	50.00%	

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Practice	**Practice 1**	Practical test	1	Continuous	30.00%	33.33%
	Practice 2	Practical test	1	Continuous	30.00%	33.33%
	Practice 3	Practical test	2	Continuous	40.00%	33.33%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final test	Presentation	70.00%
2	Final test	Presentation	70.00%

8.3 Grading scale Credit system regulations

Date of compilation/update: 23-Sep-2024.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Fine Art (2506529)

2. Number of credits

Total: 3 Theory: 1 Practice: 4 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Mai Cam Tu	maicamtu@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Ocvirk – Stinson – Wigg – Bone – Cayton , Những nền tảng Mỹ thuật, 2006. [MTR52101]

[2] Nguyễn Hồng Hưng, Nguyên lý design thị giác, 2012. [MTR43603]

4.2 Other supplemental materials:

[1] Lê Huy Văn, Trần Từ Thành, Cơ sở tạo hình, 2010. [TVL160088043]

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	
2	

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1	I								
2	I								

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1		13(3/10)	1		
2		13(3/10)	1, 2		
3		13(3/10)	2		
4		13(3/10)	1, 2		
5		23(3/20)	1, 2		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1		1	Continuous	100.00%	10.00%
	Progress assessment 2		2	Continuous	100.00%	10.00%
	Mid-term test		1	Summative	100.00%	30.00%
	Final test		2	Summative	100.00%	50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1			70.00%
2			70.00%

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Fundamentals of Management (2507483)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Nguyen Thi Huong	nguyenthihuong@iuh.edu.vn
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MA./MSc./MEng./MBA. Nguyen Vu Van Anh	nguyenvuvananh@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Anh Tuan	nguyenanhtuanb@iuh.edu.vn
MA./MSc./MEng./MBA. Dang Minh Thu	dangminhthu@iuh.edu.vn
PhD./DSc. Dam Tri Cuong	damtricuong@iuh.edu.vn
PhD./DSc. Nguyen Thi Van	nguyenthivan@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Nguyễn Minh Tuấn, Nguyễn Thị Bích Ngọc, Nguyễn Thị Hương, Giáo trình quản trị học, 2019. [TVL190104479]

4.2 Other supplemental materials:

[1] Trần Dục Thức...[và những người khác], Giáo trình quản trị học, 2021. [TVL240121168]

[2] Trần Đăng Khoa...[và những người khác], Giáo trình quản trị học, 2022. [TVL240121170]

[3] Nguyễn Thị Liên Diệp, Trần Anh Minh, Giáo trình quản trị học, 2022. [TVL240121169]

5. Specific course information

5.1 Course objectives

After finishing this course, students can:

- Students are able to understand basic issues related to management activities in the enterprise.

- Students are able to apply knowledge of business environmental factors to solve specific business problems.

- Students are able to fulfill the requirements while participating in group activities.

5.2 Brief description of the course

Fundamentals of management course belongs to the basic knowledge of Business Administration. This course provides students with basic knowledge about management activities in an organization. The module focuses on researching the impact of factors in the business environment to business results of enterprises. Besides, it also provides knowledge about the four basic management functions that managers need to perform such as planning, organizing, leading and controlling in the enterprise.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

Commitments to learning materials:

- Students attend class on time, regularly and within the prescribed hours

- Students must prepare all necessary learning materials, students are not allowed to use no copyrighted or unauthorized textbooks.

- Students must discipline themselves and maintain appropriate learning attitude. Students must wear the student's ID card before entering the classroom. Students are not allowed to use their telephone without the instructor's approval.

- Students are polite in communication, respectful and polite to teachers, officials, employees and workers in the school. Students are conscious of protecting property, maintaining general hygiene, using electricity and water economically, turning off air-conditioning fans and lights, and closing the classroom door when leaving.

- Students read the textbook before coming to class.

- Students self-study through online lectures.

- Students learn English terms in the subject.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Explain basic issues related to management activities in an enterprise. Level/Domain: Level 2 (Understanding)/Cognitive domain (C)
2	Explain basic issues related to management activities in an enterprise. Level/Domain: Level 2 (Understanding)/Cognitive domain (C)
3	Present the steps in the business planning process of an enterprise based on an assessment of the business environment. Level/Domain: Level 2 (Understanding)/Cognitive domain (C)
4	Adhere the requirements when participating in group discussions

No	Course Learning Outcomes
	Level/Domain: Level 2 (Manipulate)/ Psychomotor domain (P)

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		I							
2		I							
3			I						
4							I		

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Overview of Management** 1.1 Concept of management 1.2 Management is science and art 1.3 Manager	6(6/0)	1, 4	Lecture Discussion	Students read additional documents.
2	**Chapter 2: Evolution of management thought** 2.1Time of appearance 2.2 Management theories	3(3/0)	1, 4	Lecture Discussion	Students read additional documents.
3	**Chapter 3: Culture and environment** 3.1 Culture 3.2 Corporate culture 3.3 Business environment 3.4 Practice about business environment	9(6/3)	1, 2, 4	Lecture Discussion Group report (Presentation)	Students read additional documents.
4	**Chapter 4: Management decision**	3(3/0)	1, 4	Lecture Discussion Case study	Students read additional documents.

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	4.1 Concept and characteristics 4.2 Process of management decision 4.3 Models of management decision 4.4 Types of management decision				
5	**Chapter 5: Planning** 5.1 Concept and types of planning 5.2 Objectives- the foundation of planning 5.3 Process of planning 5.4 SWOT and BCG matrix 5.5 Principles of planning 5.6 Practice about planning function	6(3/3)	1, 3, 2, 4	Lecture Discussion Group report	Students read additional documents.
6	**Chapter 6: Organizing** 6.1 Concept and goals 6.2 Management scope 6.3 Organization structure 6.4 Authority 6.5 Practice about organizing function	6(3/3)	1, 4	Lecture Discussion Case study	Students read additional documents.
7	**Chapter 7: Leading** 7.1 Concept and roles 7.2 Theories of motivation 7.3 Leadership styles 7.4 Work of a leader 7.5 Practice about leading function	6(3/3)	1, 4	Lecture Discussion Case study	Students read additional documents.
8	**Chapter 8: Controlling** 8.1 Concept and roles	6(3/3)	1, 4	Lecture Discussion	Students read

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	8.2 Control process 8.3 Types of control 8.4 Principles of control 8.5 Practice about controlling function			Case study	additional documents.

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Regular Exam 1	Case study (group)	1	Continuous	0.00%	10.00%
	Regular Exam 2	Group report	3	Summative	100.00%	10.00%
	Midterm Exam	Group report (Presentation)	2	Summative	100.00%	30.00%
	Final Exam	Multiple-choice	1	Summative	100.00%	50.00%
Practice	**Practice tests 1**	Case study 1 (group)	4	Continuous	0.00%	33.33%
	Practice tests 2	Case study 2 (group)	4	Continuous	0.00%	33.33%
	Practice tests 3	Case study 3 (group)	4	Summative	100.00%	33.33%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final Exam	Multiple-choice	65.00%
2	Midterm Exam	Group report (Presentation)	65.00%
3	Regular Exam 2	Group report	65.00%
4	Practice tests 3	Case study 3 (group)	65.00%

8.3 Grading scale According to credit regulations

Date of compilation/update: 11-Sep-2024.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: General laws (2531678)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
Le Van Thang	levanthang@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] , Pháp luật đại cương, 2003. [HUI0000031121]

4.2 Other supplemental materials:

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	
2	
3	

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1	I								
2							I		
3								I	

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1		3(3/0)	1, 2		
2		3(3/0)	1, 2		
3		3(3/0)	1, 2, 3		
4		3(3/0)	1, 2, 3		
5		3(3/0)	1, 2, 3		
6		10(10/0)	1, 2, 3		
7		5(5/0)	1, 2, 3		
8		15(15/0)	1, 2, 3		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	bài tập 1		1	Continuous	100.00%	6.67%
	bài tập 2		2	Continuous	100.00%	6.67%
	bài tập 3		3	Continuous	100.00%	6.67%
	tiểu luận		1	Continuous	40.00%	30.00%
			2	Continuous	30.00%	
			3	Continuous	30.00%	
	trắc nghiệm		1	Continuous	50.00%	50.00%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
			2	Continuous	50.00%	

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Graduation Thesis (2507579)

2. Number of credits

Total: 5 Theory: 0 Practice: 10 Self-study: 10

3. Instructors' names

First and last name	Email
PhD./DSc. Bui Huy Khoi	buihuykhoi@iuh.edu.vn
PhD./DSc. Dam Tri Cuong	damtricuong@iuh.edu.vn
PhD./DSc. Nguyen Van Thanh Truong	nguyenvanthanhtruong@iuh.edu.vn
PhD./DSc. Nguyen Ngoc Thuc	nguyenngocthuc@iuh.edu.vn
Assoc. Prof. Nguyen Ngoc Hien	nguyenngochien.qn@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Nguyễn Văn Thanh Trường biên soạn...[và những người khác], Tài liệu hướng dẫn thực hiện khóa luận tốt nghiệp, 2024. [TVL240121637]

4.2 Other supplemental materials:

[1] Nguyễn Ngọc Hiền …[và những người khác], Phân tích dữ liệu trong kinh doanh, 2020. [TVL220117752]

[2] Nguyễn Ngọc Hiền …[và những người khác], Giáo trình Phân tích dữ liệu trong kinh doanh, 2022. [TVL220118940]

[3] Nguyễn Đình Thọ, Phương pháp nghiên cứu khoa học trong kinh doanh, 2011. [TVL120071293]

[4] Nguyễn Đình Thọ, Nguyễn Thị Mai Trang, Nghiên cứu khoa học marketing, 2011. [TVL160088434]

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2507424 - Brand Management(a)

2507531 - Strategic Marketing Simulation(a)

2507417 - Consumer Behavior(a)

2507469 - Marketing Research(a)

2507469 - Marketing Research(a)

2507523 - Data Analysis in Business(a)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Propose solutions to research problems based on factual data or scientific evidence.
2	Establish a theoretical framework by reviewing theories and studies related to the research problem.
3	Apply research methods and data collection tools appropriate to research goals.
4	Apply appropriate data analysis tools to test hypotheses or answer research questions.
5	Utilizing information technology and digital tools to support work and management in marketing.
6	Present your research findings in written form and visualize the data in accordance with academic standards.
7	Apply critical thinking skills to analyze and reason in your research report.
8	Defend your research findings before a review panel.
9	Utilize and apply academic materials in English to support the research project.
10	Adhere to the principles of research ethics and assume personal responsibility for the entire content of the thesis.
11	Utilize appropriate digital tools and platforms to support research activities, including data collection, processing, analysis, and presentation.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1				E					
2		E							
3						E			
4			E						
5					E				

CLOs	1	2	3	4	5	6	7	8	9
6						E			
7		E							
8						E			
9							E		
10								E	
11					E				

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1		150(0/150)	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Practice	**Báo cáo khóa luận tốt nghiệp**		1	Summative	100.00%	100.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1			70.00%

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: History of Vietnamese Communist Party (2512015)

2. Number of credits

Total: 2 Theory: 2 Practice: 0 Self-study: 4

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Le Hoai Nam	lehoainam@iuh.edu.vn
MA./MSc./MEng./MBA. Vu Thi Thu Trang	vuthithutrang@iuh.edu.vn
MA./MSc./MEng./MBA. Bui Van Nhu	buivannhu@iuh.edu.vn
PhD./DSc. Dang Thi Minh Phuong	dangthiminhphuong@iuh.edu.vn
PhD./DSc. Do Thi Hien	dothihien@iuh.edu.vn
PhD./DSc. Tran Huu Thang	tranhuuthang@iuh.edu.vn
MA./MSc./MEng./MBA. Ngo Van Duan	ngovanduan@iuh.edu.vn
PhD./DSc. Bui Thi Hao	buithihao@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Thi Loan	nguyenthiloan@iuh.edu.vn
MA./MSc./MEng./MBA. Le Thi Huong	lethihuong@iuh.edu.vn
MA./MSc./MEng./MBA. Le Hong Quang	lehongquang@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] , Giáo trình Lịch sử Đảng cộng sản Việt Nam, 2021. [TVL220114662]

4.2 Other supplemental materials:

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	
2	
3	

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1	R								
2	R								
3							I		

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1		2(2/0)	1, 2		
2		10(10/0)	1, 2, 3		
3		8(8/0)	1, 2, 3		
4		10(10/0)	1, 2, 3		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Cá nhân, nhóm		2	Continuous		10.00%
	Tập trung		2	Continuous		30.00%
	Tập trung		3	Summative		50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
3			70.00%

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Ho Chi Minh Ideology (2512005)

2. Number of credits

Total: 2 Theory: 2 Practice: 0 Self-study: 4

3. Instructors' names

First and last name	Email
Nguy Thi Hong Loi	
MA./MSc./MEng./MBA. Le Hoai Nam	lehoainam@iuh.edu.vn
MA./MSc./MEng./MBA. Vu Thi Thu Trang	vuthithutrang@iuh.edu.vn
MA./MSc./MEng./MBA. Bui Van Nhu	buivannhu@iuh.edu.vn
PhD./DSc. Dang Thi Minh Phuong	dangthiminhphuong@iuh.edu.vn
PhD./DSc. Do Thi Hien	dothihien@iuh.edu.vn
PhD./DSc. Tran Huu Thang	tranhuuthang@iuh.edu.vn
MA./MSc./MEng./MBA. Ngo Van Duan	ngovanduan@iuh.edu.vn
PhD./DSc. Bui Thi Hao	buithihao@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

4.2 Other supplemental materials:

[1] Nguyễn Ngọc Anh, Tư tưởng Hồ Chí Minh về phòng, chống tham ô, lãng phí, quan liêu - Nội dung và giá trị, 2021. [TVL230120632]

[2] Nguyễn Ngọc Anh, Tư tưởng Hồ Chí Minh về phòng, chống tham ô, lãng phí, quan liêu - Nội dung và giá trị, 2021. [TVL230120632]

[3] , Giáo trình Tư tưởng Hồ Chí Minh, 2021. [TVL220114668]

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2512012 - Philosophy of Marxism and Leninism(a)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	
2	
3	

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1	R								
2	R								
3							I		

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1		6(2/4)	1		
2		12(4/8)	1, 2, 3		
3		18(6/12)	1, 2, 3		
4		6(6/0)	1, 2, 3		
5		6(6/0)	1, 2, 3		
6		6(6/0)	1, 2, 3		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Cá nhân, nhóm		1	Continuous		10.00%
	Cá nhân, nhóm		2	Continuous		10.00%
	Tập trung/ Giữa kì		2	Continuous	0.00%	30.00%
	Tập trung/ cuối kì		3	Summative	70.00%	50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
3			80.00%

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Ideas for Start-up (2507359)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Le Hoang Viet Phuong	lehoangvietphuong@iuh.edu.vn
MA./MSc./MEng./MBA. Le Nam Hai	lenamhai@iuh.edu.vn
MA./MSc./MEng./MBA. Luong Thi Minh Huong	luongthiminhhuong@iuh.edu.vn
MA./MSc./MEng./MBA. Pham Van Quyet	phamvanquyet@iuh.edu.vn
PhD./DSc. Nguyen Van Thanh Truong	nguyenvanthanhtruong@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Minh Toan	nguyenminhtoan@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Anh Tuan	nguyenanhtuanb@iuh.edu.vn
MA./MSc./MEng./MBA. Chu Thi Thuy	chuthithuy@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

4.2 Other supplemental materials:

[1] Howard H Frederick, Donald F Kuratko, Allan O' Connor, Entrepreneurship, 2016. [TVL190107129]

[2] Phạm Xuân Lan.. [và nh.ng. khác], Khởi sự kinh doanh xã hội tại Việt Nam, 2022. [TVL240121186]

[3] Alexander Osterwalder, Yves Pigneur ; Lưu Thị Thanh Huyền dịch, Tạo lập mô hình kinh doanh cá nhân : phương pháp một trang giấy giúp tái tạo sự nghiệp của bạn, 2022. [TVL240121187]

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Analyze the startup idea to ensure suitability within international integration. Level/Domain: Level 4 (Analysis)/Cognitive Domain (C)
2	Propose a business model Level/Domain: Level 5 (Assessment)/Cognitive Domain (C)
3	Evaluate the ethics in startup activities Level/Domain: Level 3 (Assessment)/Emotional Domain (A)

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		E							
2			E						
3						E			

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1		6(6/0)	1, 3		
2		6(6/0)	1, 3		
3		15(15/0)	2, 3		

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
4		18(18/0)	2, 3		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1		3	Continuous	0.00%	6.67%
	Progress assessment 2		3	Continuous	0.00%	6.67%
	Progress assessment 3		3	Summative	100.00%	6.67%
	Mid-term test		1	Summative	100.00%	30.00%
	Final test		2	Summative	100.00%	50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1			70.00%
2			70.00%
3			70.00%

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Integrated Marketing Communications (2507475)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Tran Thu Thao	tranthuthao@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Thi Phuong Trang	trang.ntp@iuh.edu.vn
Tran Thi Tuong Vi	
MA./MSc./MEng./MBA. Ha Thi Thanh Minh	hathithanhminh@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

4.2 Other supplemental materials:

[1] Larry Percy, Strategic integrated marketing communications, 2023. [TVL260124708]

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2507405 - Principles of Marketing(a)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	
2	
3	

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1			E						
2				E					
3						E			

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1		6(6/0)	1, 2		
2		21(21/0)	1, 2		
3		6(6/0)	1, 2		
4		12(12/0)	1, 2		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Lý thuyết		1	Continuous	0.00%	6.67%
	Lý thuyết		1	Continuous	0.00%	6.67%
	Lý thuyết		1	Summative	100.00%	6.67%
	Lý thuyết		2	Summative	0.00%	30.00%
	Lý thuyết		1	Summative	0.00%	50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1			65.00%
1			65.00%
2			65.00%

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: International Marketing (2507539)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Tran Thu Thao	tranthuthao@iuh.edu.vn
PhD./DSc. Bui Huy Khoi	buihuykhoi@iuh.edu.vn
PhD./DSc. Ngo Ngoc Minh	ngongocminh@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Philip R. Cateora...[et all], International marketing, 2024. [TVL240121273]

4.2 Other supplemental materials:

[1] Philip Kotler, Gary Armstrong, Marc Oliver Opresnik, Principles of Marketing, 2021. [TVL240121227]

[2] Michael R. Solomon, Saint Joseph's University, Consumer behavior, 2020. [TVL240121226]

5. Specific course information

5.1 Course objectives

a. Course objectives

After completing this course, students will:

- Master basic knowledge of international marketing.

- Apply international marketing knowledge to effectively solve problems in businesses.

- Be able to apply international marketing knowledge to propose international marketing strategies for Vietnamese businesses.

- Develop sustainable marketing activities suitable for practical conditions in Vietnam.

At the same time, students practice teamwork skills, self-study, presentation and working style during the learning and writing process.

5.2 Brief description of the course

The International Marketing course belongs to the group of courses in the specialized knowledge block of the Marketing major. The course provides students with knowledge related to the international marketing environment, building and proposing international marketing strategies to implement international marketing activities for domestic and foreign enterprises.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2507405 - Principles of Marketing(a)

5.4 Other requirements

d. Requirements for commitment to participate in the course

- Commitment to learning time: students must go to school on time, regularly and for all classes. Students who request permission to leave school for 1 day must be resolved by the subject teacher; Absence from school for 2 days or more must be handled by the head of the training unit. Students who miss more than 20% of the classes for each subject will be banned from taking the exam.

- Commitment to learning materials: students must have all necessary books, documents and learning tools. Students are not allowed to use textbooks or learning materials that do not have copyright and clear publication origin.

- Commitment to learning attitude: students must maintain order during class and have a serious learning attitude. Students must wear name tags and student ID cards when entering class. Students are not allowed to use private work phones during class hours.

e. Requirements for academic ethics and anti-plagiarism

- Students are not allowed to cheat in studies, tests and exams. When writing essays, projects, or graduation theses, students are not allowed to copy or to falsify scientific data or to do for others.

f. Other requirements

- Students must have neat hair and polite clothes (wear uniforms for formal systems).

- Students must respect and be polite to teachers, officials, employees, and workers in the university.

- Students must be polite and courteous in communication, walk, and speak softly; Line up, maintain order, let teachers go before entering or exiting the elevator.

- Students must be conscious of protecting property, maintaining general hygiene, using electricity and water for the right purposes, effectively and economically. After class, all students must leave the classroom and class officials turn off the lights, fan, and close the classroom door.

- Students read the textbook before coming to class.

- Students study by themselves through online lectures.

- Students learn English terminologies in the subject.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Analyze the basic issues of international marketing activities in enterprises.
2	Propose international marketing strategies for Vietnamese enterprises in the context of international integration.
3	Develop sustainable marketing activities suitable to practical conditions in Vietnam.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		R							
2			R						
3									R

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Overview of International Marketing** 1.1 Concept and nature of international marketing 1.2 International Marketing models 1.3 Mission and Objectives of International Marketing 1.4 Why does the company participate in the world market? 1.5 National Advantage (CSAS) 1.6 Corporate Advantages (FSAs) 1.7 Expanding Porter's "Five Forces" model. 1.7 International Marketing Procedure	6(6/0)	1, 2	Preach Discussion Group homework	Group homework
2	**Chapter 2: Survey of the international business environment** 2.1 Economic - Financial - Infrastructure environment 2.2 Demographic Environment 2.3 Socio-Cultural Environment	6(6/0)	1, 2	Preach Discussion Group homework	Group homework

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	2.4 - Natural Environment 2.5 - Political & Legal Environment 2.6 - Technology Environment 2.7 - Competitive environment Discuss marketing case study related to the content of chapter 2				
3	**Chapter 3: Methods of entering the world market** 3.1 Four modes of overcoming market entry barriers 3.2 Role of entry barrier 3.3 Indirect and direct export functions 3.4 Direct export and local distribution 3.5 Export expansion and cultural distance 3.6 Waterfall and Sprinkler Strategy Discussion related to the content of chapter 3	6(6/0)	1, 2	Preach Discussion Group homework	Group homework
4	**Chapter 4: Understanding local customers in a global market** 4.1 Basic behavior of local buyers. 4.2 Consumer decision-making process 4.3 Research local market 4.4 Three local market environments	6(6/0)	1, 2, 3	Preach Discussion Group homework	Group homework

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	Discussion related to the content of chapter 4				
5	**Chapter 5: Global marketing strategy** 5.1 The mindset of a global marketer 5.2 Planning a business marketing strategy. 5.3 Global market segmentation 5.4 Global target market 5.5 Global product positioning 5.6 Global STP Strategy Group discussion of the content of chapter 5 Guide students in group discussion Students discussed topics about bloc markets under agreements such as the EU, TPP, and AEC Make presentation	6(6/0)	2, 3	Preach Discussion Group homework	Group homework
6	**Chapter 6: Marketing mix in the global market** 6.1 Global products and services 6.2 Prices in the global market 6.3 Global distribution Students discuss and present group homework	6(6/0)	1, 2, 3	Preach Discussion Group homework	Group homework
7	**Chapter 7: Building an integrated marketing communications program in an international environment**	9(9/0)	1, 2, 3	Preach Discussion Group homework	Group homework

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	7.1 International advertising 7.2 Promotional activities in international markets 7.3 International public relations 7.4 Direct Marketing 7.5 Personal selling in international markets Advise students to do research related to chapter 7				

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	Multiple-choice test	1	Continuous	0.00%	10.00%
	Progress assessment 2	Case study exercises and group reports	1	Summative	0.00%	10.00%
	Mid-term test	Group essay report	2	Summative	100.00%	30.00%
	Final test	Individual essay exam	3	Summative	100.00%	50.00%
Practice	**Practice 1**	Group essay report presentation	2	Continuous	0.00%	33.33%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
	Practice 2	Group essay report presentation	2	Continuous	0.00%	33.33%
	Practice 3	Group essay report presentation	2	Continuous	0.00%	33.33%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Continuous Assessment 2	Case study assignment, group report	65.00%
2	Midterm Exam	Group essay report	65.00%
3	Final Exam	Individual essay exam	65.00%

8.3 Grading scale According to the credit systerm regulations

Date of compilation/update: 21-Sep-2024.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Internship (2507578)

2. Number of credits

Total: 5 Theory: 0 Practice: 10 Self-study: 10

3. Instructors' names

First and last name	Email
PhD./DSc. Dam Tri Cuong	damtricuong@iuh.edu.vn
PhD./DSc. Nguyen Van Thanh Truong	nguyenvanthanhtruong@iuh.edu.vn
PhD./DSc. Bui Huy Khoi	buihuykhoi@iuh.edu.vn
PhD./DSc. Nguyen Ngoc Thuc	nguyenngocthuc@iuh.edu.vn
Assoc. Prof. Nguyen Ngoc Hien	nguyenngochien.qn@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

4.2 Other supplemental materials:

[1] Khoa Quản trị kinh doanh, Hướng dẫn và quy định về Thực tập doanh nghiệp, Khoa Quản trị kinh doanh, 2024. [KQT-TTDN]

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2507531 - Strategic Marketing Simulation(a)

2507424 - Brand Management(a)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Applying knowledge of social sciences and humanities to identify the socio-economic context in business operations.

No	Course Learning Outcomes
2	Apply specialized knowledge to perform assigned tasks within the company.
3	Proposed improvements aimed at enhancing work efficiency within the company.
4	Practice professional skills that match the job requirements at the company.
5	Applying information technology and digital tools to complete tasks within the business.
6	Present your internship report in written form, adhering to academic standards.
7	Determine your personal career development path based on your internship experience.
8	Adhere to company rules, corporate culture, and professional ethics throughout the internship.
9	Comply with sustainable development requirements in the company's production and business operations.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1	E								
2		E							
3			E						
4						E			
5					E				
6						E			
7							E		
8								E	
9									E

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1		10(0/10)	4, 8		

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
2		10(0/10)	4, 8		
3		100(0/100)	1, 2, 4, 5, 8		
4		10(0/10)	1, 3, 2, 4, 5, 9		
5		10(0/10)	2, 3, 4		
6		10(0/10)	1, 2, 3, 4, 7, 9		
7		10(0/10)	6, 7		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Practice	**<Chưa có nội dung tiếng Anh>**	<Chưa có nội dung tiếng Anh>	1	Continuous	100.00%	100.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets

8.3 Grading scale Follow the credit system.

Date of compilation/update: 13-Jun-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Introduction to Marketing (2507529)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Le Nguyen	lenguyen@iuh.edu.vn
MA./MSc./MEng./MBA. Pham Thi Hong Ngoc	phamthihongngoc@iuh.edu.vn
Nguyen Le Phuong Uyen	nguyenlephuonguyen@iuh.edu.vn
Pham Dang Nhat Nguyen	phamdangnhatnguyen@iuh.edu.vn
MA./MSc./MEng./MBA. Tran Thu Thao	tranthuthao@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Thi Truc Ngan	nguyenthitrucngan@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

4.2 Other supplemental materials:

[1] Philip Kotler, Gary Armstrong, Principles of Marketing, 2018. [TVL180102793]

5. Specific course information

5.1 Course objectives

After completing this course, students must be able to:

– Apply English terminologies for searching materials and references relating to Marketing scenarios;

– Seek to clarify English materials relating to Marketing field to support future career development.

5.2 Brief description of the course

Introduction to Marketing is a part of basic knowledge for this major, introducing students to main issues in marketing activities using English. This course is designed to help Marketing students become familiar with reading and understanding English materials; to be ready to study other courses from the Marketing program. Besides, this course also helps students engage in life-long learning in Marketing.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

According to University regulations (Article 5, Decision no. 1382/ QĐ-ĐHCN on June 27th, 2016).

According to University regulations (Article 6, Decision no. 1363/ QĐ-ĐHCN on June 20th, 2016)

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	- Apply English terminologies for searching materials and references relating to Marketing scenarios. - Level/Domain: Level 3 (Apply)/Cognitive Domain (C).
2	- Seek to clarify English materials relating to Marketing field to support future career development. - Level/Domain: Level 2 (Respond to Phenomena)/Affective Domain (A)

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		I							
2							I		

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chủ đề 1: The manager's role** 1. Reading comprehension 2. Vocabulary	6(6/0)	1, 2	Lecture & Reading; Group Discussion	Question & Answer
2	**Chủ đề 2: Goal - setting** 1. Reading comprehension 2. Vocabulary	6(6/0)	1, 2	Lecture & Reading; Group Discussion	Question & Answer
3	**Chủ đề 3: Motivation** 1. Reading comprehension 2. Vocabulary	6(6/0)	1, 2	Lecture & Reading; Group Discussion	Question & Answer

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
4	**Chủ đề 4: Performance Appraisal** 1.Reading comprehension 2. Vocabulary	6(6/0)	1, 2	Lecture & Reading; Group Discussion	Question & Answer
5	**Chủ đề 5: Communication** 1. Reading comprehension 2. Vocabulary	6(6/0)	1, 2	Lecture & Reading; Group Discussion	Question & Answer
6	**Chủ đề 6: Decision Making** 1.Reading comprehension 2. Vocabulary	6(6/0)	1, 2	Lecture & Reading; Group Discussion	Question & Answer
7	**Chủ đề 7: Social Responsibility** 1. Reading comprehension 2. Vocabulary	6(6/0)	1, 2	Lecture & Reading; Group Discussion	Question & Answer
8	**Chủ đề 8: Revision** Revision	3(3/0)	1, 2	Lecture & Reading; Group Discussion	Question & Answer

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	Written test and written report	1	Continuous	0.00%	6.67%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
	Progress assessment 2	Written test and written report	1	Continuous	0.00%	6.67%
	Frequent assessment 3	Written test and written report	1	Continuous	0.00%	6.67%
	Mid-term test	Group Presentation	1	Summative	100.00%	30.00%
	Final test	Written test	2	Summative	100.00%	50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Mid-term test	Group Presentation	70.00%
2	Final test	Written test	70.00%

8.3 Grading scale According to the credit systerm regulations

Date of compilation/update: 09-Jun-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Introduction to Vietnamese Culture (2511491)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Nguyen Thi Duc	nguyenthiduc@iuh.edu.vn
MA./MSc./MEng./MBA. Dang Thi Kim Phuong	dangthikimphuong@iuh.edu.vn
MA./MSc./MEng./MBA. Ha Thi Anh	hathianh@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Trần Ngọc Thêm, Cơ sở văn hóa Việt Nam, 2023. [KNN.2111491.C]

4.2 Other supplemental materials:

[1] Phan Ngọc, Bản sắc văn hóa Việt Nam, 2018. [KNN.2111491.TK1]

[2] Trần Quốc Vượng, Cơ sở văn hóa Việt Nam, 2017. [KNN.2111491.TK2]

5. Specific course information

5.1 Course objectives

- Provide students with fundamental knowledge about Vietnamese culture.

- Help students develop an attitude of appreciation, respect, preservation, and promotion of the traditional values of national culture.

5.2 Brief description of the course

- The course provides students with fundamental concepts of culture and cultural characteristics. It helps students identify cultural regions within Vietnam and understand the historical progression of Vietnamese culture from its origins to the present.

- The course also helps students explore cultural elements: cognitive culture and community organizational culture; communication and interaction with the natural and social environment. Additionally, it delves into the cultural exchange and influences of Vietnamese culture with Chinese, Indian, and Western cultures.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

Attend at least 80% of the course duration.

Complete all tests, presentations, and discussions.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Be able to present the concepts, characteristics, and functions of culture, the structure of the cultural system; identify Vietnamese culture; and describe the progression of Vietnamese culture.
2	Explain the values of cognitive culture (understanding of the universe and understanding of humanity) and how they have influenced various fields of Vietnamese culture.
3	Analyze the fundamental characteristics of community organizational culture, which includes two components: the culture of collective life organization and the culture of individual life organization among Vietnamese people.
4	Analyze the characteristics of the behavior culture of Vietnamese people towards the natural and social environments in everyday life.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1	I								
2	I								
3	I								
4	I								

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 0: Introduction** 0.1. Introduction to the course and teaching and assessment methods 0.2. Grouping of students 0.3. Implementation of necessary skills.	1(1/0)	1	- Lecture - Discussion	- Read the syllabus to understand the content of the Foundations of Vietnamese Culture course, the course learning outcomes, and the assessment methods.

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
2	**Chapter 1: Culture and Cultural Studies** 1.1. Culture and Cultural Studies 1.2. The Positioning of Vietnamese Culture 1.3. The Process of Vietnamese Culture	8(8/0)	1	- Lecture - Presentation - Questions and Answers - Discussion	- Read the course materials and listen to the lectures to understand the definition, characteristics, and functions of culture, the positioning of Vietnamese culture, and the process of Vietnamese cultural development. - Organize group work to develop discussion and presentation about cultural regions (if applicable).
3	**Chapter 2: Cognitive Culture** 2.1. Yin -Yang Philosophy 2.2. The Three Powers - Five Elements Model 2.3. The Lunar-Solar Calendar and the Heavenly Stems and Earthly Branches System 2.4. Understanding of Human Beings	8(8/0)	2	- Lecture - Presentation - Questions and Answers	- Read the course materials and listen to the lectures to understand the initial thoughts on the nature of the universe, the philosophy of the structure of space and time in the universe; the understanding of the human natures and the traditional perspective on social humans.

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
4	**Chapter 3: Culture of Organizing Collective Life** 3.1. Rural Organization 3.2. National Organization 3.3. Urban Organization	6(6/0)	3	- Lecture - Presentation - Questions and Aswers - Discussion	- Read the course materials on the Culture of Organizing Collective Life. - Organize group work to develop presentation content on Rural Organization, National Organization, and Urban Organization (if applicable).
5	**Chapter 4: Culture of Organizing Individual Life** 4.1. Beliefs 4.2. Customs 4.3. Communication Culture and the Art of Language 4.4. The Art of Sound, Color, and Form	8(8/0)	3	- Lecture - Presentation - Questions and answers - Discussion	- Read the course materials on the Culture of Organizing Individual Life. - Explore the differences in marriage traditions between the past and present; collect/present unique aspects of the art of sound, color, and form, etc. - Organize group work to develop presentation content on Beliefs, Customs, Communication Culture, and the Art of

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
					Language (if applicable).
6	**Chapter 5: Culture of Interaction with the Natural Environment** 5.1. Food Culture 5.2. Clothing Culture 5.3. Housing 5.4. Transportation	6(6/0)	4	- Lecture - Presentation - Questions and Answers - Discussion	- Read the course materials and listen to the lectures on the Culture of Interaction with the Natural Environment. - Self-study content: 5.3. Housing
7	**Chapter 6: Culture of Interaction within Society** 6.1. Balamon Religion and Cham Culture 6.2. Buddhism and Vietnamese Culture 6.3. Confucianism and Vietnamese Culture 6.4. Taoism and Vietnamese Culture 6.5. The West and Vietnamese Culture 6.6. Syncretism in Vietnamese Culture	8(8/0)	4	- Lecture - Presentation - Questions and Answer	- Read the course materials and listen to the lectures on the Culture of Interaction within Society. - Self-study content: 6.1. Balamon Religion and Cham Culture 6.4. Taoism and Vietnamese Culture

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	Essay	1	Continuous	100.00%	6.67%
	Progress assessment 2	Essay	2	Continuous	100.00%	6.67%
	Progress assessment 3	Presentation	3	Continuous	100.00%	6.67%
	Midterm Exam	Essay	1	Summative	50.00%	30.00%
		Essay	2	Summative	50.00%	
	Final Exam	Essay	3	Summative	50.00%	50.00%
		Essay	4	Summative	50.00%	

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Midterm Exam	Essay	85.00%
2	Midterm Exam	Essay	85.00%
3	Final Exam	Essay	80.00%
4	Final Exam	Essay	80.00%

8.3 Grading scale According to the credit system

Date of compilation/update: 25-Sep-2024.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Leadership (2507511)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
Trinh Doan Tuan Linh	trinhdoantuanlinh@iuh.edu.vn
MA./MSc./MEng./MBA. Dang Minh Thu	dangminhthu@iuh.edu.vn
PhD./DSc. Nguyen Thanh Long	nguyenthanhlong@iuh.edu.vn
PhD./DSc. Dam Tri Cuong	damtricuong@iuh.edu.vn
MA./MSc./MEng./MBA. Vo Dien Chuong	vodienchuong@iuh.edu.vn
PhD./DSc. Than Van Hai	thanvanhai@iuh.edu.vn
MA./MSc./MEng./MBA. Tran Hoa Phuc Chan	tranhoaphucchan@iuh.edu.vn
Chung Tan Hoi	chungtanhoi@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Anh Tuan	nguyenanhtuanb@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Nguyễn Thành Long, Đàm Trí Cường, Thân Văn Hải, Đặng Minh Thu, Võ Điền Chương, Giáo trình Nghệ thuật lãnh đạo, 2024. [QTKDTH-NTLD]

4.2 Other supplemental materials:

5. Specific course information

5.1 Course objectives

After completion of the course, students will be able to:

• Present leadership theories related to an organization.

• Apply leadership knowledge to solve specific activities in an enterprize.

• Implement leadership-related contents in group activities.

5.2 Brief description of the course

The art of leadership is a subject in the basic knowledge of business administration. This subject provides students with knowledge about leadership; characteristics, behaviors and relationships

in leadership activities; dependent leadership school; knowledge about leaders; motivation and empowerment activities in leadership; team leadership; power and influence; and leading change in organizations.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

– Students attend school on time, regularly and in full.

– Students have all necessary books, documents and learning tools, do not use textbooks or learning materials without copyright and clear source of publication.

– Students maintain order during class, have a serious learning attitude. Students do not use phones for personal work during class.

– Students are polite, courteous in communication, respectful and polite to teachers, staff, civil servants and workers in the school. Students are aware of protecting property, maintaining public hygiene, using electricity and water sparingly, turning off lights, fans and air conditioners, and closing classroom doors when leaving.

– Students read the textbook before coming to class.

– Students self-study through online lectures.

– Students learn English terms in the subject.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Apply leadership knowledge to present specific leadership solutions in the organization. Level/Domain: Level 3 (Apply)/Cognitive Domain (C)
2	Analyze situations related to leadership knowledge to choose appropriate leadership solutions in the business. Level/Domain: Level 4 (Analyze)/Cognitive Domain (C)
3	Develop teamwork skills to solve specific leadership situations in an enterprise. Level/Domain: Level 4 (Articulate)/Psychomotor Domain (P)

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1			R						

CLOs	1	2	3	4	5	6	7	8	9
2				R					
3							R		

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: OVERVIEW OF LEADERSHIP AND THE ART OF LEADERSHIP** 1.1. The concept of leadership 1.2. The art of leadership 1.3. Leadership is both a science and an art 1.4. Leadership is both rational and emotional 1.5. Leadership and management 1.6. Developmental theories of leadership 1.7. Mistakes of leaders 1.8. Learning to become a leader 1.9. New roles for leaders	3(3/0)	1	Teaching	Students read more related documents
2	**Chapter 2: LEADERSHIP TRAITS, BEHAVIORS, AND RELATIONSHIPS** 2.1. Trait Theory 2.2. Leadership Behavior Theory 2.3. Relationship Theory	5(3/2)	1, 3	Teaching Group discussion	Students read more related documents
3	**Chapter 3: THE CONTINGENCY SCHOOL** 3.1. The Contingency School	4(4/0)	1, 3	Teaching	Students read more related documents

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	3.2. The Situational School 3.3. The Dependent Model 3.4. Leadership Styles 3.5. The Contingency Model 3.6. Alternatives to Leadership				
4	**Chapter 4: THE LEADERSHIP AS AN INDIVIDUAL** 4.1. The Secret of Leadership Success 4.2. Personality and Leadership 4.3. Values and Attitudes 4.4. Social Perception and Attribution 4.5. Cognitive Differences 4.6. Working with Different Personality Types	6(4/2)	1, 3	Teaching Group discussion	Students read more related documents
5	**Chapter 5: EMPLOYEE MOTIVATION, EMPOWERMENT AND SATISFACTION** 5.1. Employee Motivation 5.3. Employee Satisfaction	8(4/4)	2, 3	Teaching Group discussion Case study	Students read more related documents
6	**Chapter 6: TEAMS AND LEADERSHIP METHODS** 6.1. Teams and team characteristics 6.2. Teams and team characteristics 6.3. Virtual teams 6.4. Factors affecting team effectiveness 6.5. Team leadership models	8(4/4)	2, 3	Teaching Group discussion Case study	Students read more related documents

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
7	**Chapter 7: POWER AND INFLUENCE OF LEADERSHIP** 7.1. Concepts of leadership power 7.2. Types of leadership power 7.3. Concepts of leadership influence 7.4. How to use power effectively	4(4/0)	2, 3	Teaching	Students read more related documents
8	**Chapter 8: CHANGE LEADERSHIP** 8.1. The concept of change 8.2. The concept of change leadership 8.3. Forces that influence the need for organizational change 8.4. Models for change 8.5. Organizations that implement change 8.6. Causes of change failure 8.7. Tools to help create creative change	7(4/3)	2, 3	Teaching Group discussion Case study	Students read more related documents

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	Presentation	3	Continuous	0.00%	10.00%
	Progress assessment 2	Presentation	3	Summative	100.00%	10.00%
	Mid-term test	Group report	1	Summative	100.00%	30.00%
	Final test	Written test	2	Continuous	100.00%	50.00%
Practice	**Practice 1**	Case study 1	3	Continuous	0.00%	33.33%
	Practice 2	Case study 2	3	Continuous	0.00%	33.33%
	Practice 3	Case study 3	3	Continuous	0.00%	33.33%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Mid-term test	Group report	65.00%
3	Progress assessment 2	Presentation	65.00%

8.3 Grading scale

Date of compilation/update: 09-Jun-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Logics (2513438)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Nguyen Dinh Tung	nguyendinhtung@iuh.edu.vn
MA./MSc./MEng./MBA. Bui Thi Thu Phuong	buithithuphuong@iuh.edu.vn
MA./MSc./MEng./MBA. Dang Doan Cam Tu	dangdoancamtu@iuh.edu.vn
MA./MSc./MEng./MBA. Doan Vuong Nguyen	doanvuongnguyen@iuh.edu.vn
PhD./DSc. Pham Ngoc Anh	phamngocanh@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Nguyễn Đình Tùng, Logic học, 2017. [TVL180099509]

4.2 Other supplemental materials:

[1] Lê Tử Thành, Nhập môn logic học, 2005. [TVL170097566]

[2] Nguyễn Như Hải, Giáo trình Logic học đại cương, 2006. [TVL110058493]

5. Specific course information

5.1 Course objectives

The learner will be able to:

- Understand the precise concepts of judgments, judgment functions, reasoning, and proof.

- Differentiate and apply the basic laws of thinking to practice; know how to present and argue logically and consistently in thought.

- Assess the logical validity of a line of reasoning; distinguish between reasoning and proof; recognize some common fallacies; develop critical thinking skills, and thereby apply them effectively in real-life situations.

5.2 Brief description of the course

The Logic course provides learners with knowledge of:

- The basic laws and forms of thinking, helping learners develop correct and rigorous reasoning skills.

- The ability to check the logical validity of an argument; to present their ideas clearly, rigorously, and consistently.

- The ability to distinguish between reasoning and proof; to identify common fallacies; and to develop critical thinking.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

- Participate in at least 80% of the class time.

- Complete all the quizzes and assignments.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Use predicate functions with quantifiers (one variable or two variables) to express a statement as a logical formula and negate a statement in a complete sentence.
2	Identify the basic laws of thought, including the law of identity, the law of non-contradiction, the law of excluded middle, and the principle of sufficient reason.
3	Effectively apply the logical structure of concepts and the truth value of statements in practicing forms of reasoning, including direct reasoning, indirect reasoning, and Aristotelian syllogism.
4	Identify the logical structure of proof, including thesis, arguments, and demonstration, in specific situations.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1	R								
2	R								
3	R								
4	R								

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Concepts** 1.1. What is a concept? 1.2. The formation of concepts	9(9/0)	3	L; D; P	Exercise guidelines

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	1.3. The relationship between concepts and words 1.4. The logical structure of a concept 1.5. Narrowing and broadening concepts 1.6. The relationship between two concepts 1.7. Defining concepts				
2	**Chapter 2: Judgments** 2.1. What is a judgment? 2.2. The structure of a judgment 2.3. Classification of judgments 2.4. Forms of complex judgments 2.5. Necessary conditions, sufficient conditions, and necessary and sufficient conditions	9(9/0)	3	L; D; P	Exercise guidelines
3	**Chapter 3: Quantified Judgments** 3.1. The concept of propositional functions and quantifiers 3.2. Judgments with one-variable and two-variable quantifiers 3.3. Negation of judgments with one-variable and two-variable quantifiers	6(6/0)	1	L; D; P	Exercise guidelines
4	**Chapter 4: The Basic Laws of Thought** 4.1. The law of identity 4.2. The law of non-contradiction	6(6/0)	2	L; D; P	Exercise guidelines

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	4.3. The law of excluded middle 4.4. The principle of sufficient reason				
5	**Chapter 5: Reasoning** 5.1. What is reasoning? 5.2. Types of reasoning: a general introduction 5.3. Deductive reasoning 5.4. Aristotelian syllogism 5.5. Inductive reasoning 5.6. Analogical reasoning	9(9/0)	3	L; D; P	Exercise guidelines
6	**Chapter 6: Proof** 6.1. What is proof? 6.2. The difference between proof and reasoning 6.3. Some methods of proof 6.4. Refutation and fallacies: an introduction to some types of fallacies.	6(6/0)	4	L; D; P	Exercise guidelines

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	Essay/Multiple choice	2	Continuous	100.00%	6.67%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
	Progress assessment 2	Essay/Multiple choice	3	Continuous	100.00%	6.67%
	Frequent assessment 3	Essay/Multiple choice	4	Continuous	100.00%	6.67%
	Mid-term test	Essay test	1	Continuous	20.00%	30.00%
		Essay test	3	Continuous	80.00%	
	Final test	Essay test	1	Summative	20.00%	50.00%
		Essay test	2	Summative	20.00%	
		Essay test	3	Summative	40.00%	
		Essay test	4	Summative	20.00%	

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final test	Essay test	70.00%
2	Final test	Essay test	70.00%
3	Final test	Essay test	70.00%
4	Final test	Essay test	70.00%

8.3 Grading scale 10

Date of compilation/update: 02-Jun-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Macroeconomics (2507409)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Nguyen Thi Ngan	nguyenthingan@iuh.edu.vn
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PhD./DSc. Pham Ngoc Khanh	phamngockhanh@iuh.edu.vn
MA./MSc./MEng./MBA. Tran Nguyen Minh Ai	trannguyenminhai@iuh.edu.vn
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MA./MSc./MEng./MBA. Pham Thi Ngoc Huong	phamthingochuong@iuh.edu.vn
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MA./MSc./MEng./MBA. Nguyen Thi Huong	nguyenthihuong@iuh.edu.vn
PhD./DSc. Huynh Quang Minh	huynhquangminh@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Duy Trinh	nguyenduytrinh@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

4.2 Other supplemental materials:

[1] Huỳnh Quang Minh Chủ biên, Trần Nguyễn Minh Ái, Bùi Thị Hiền, Giáo trình kinh tế vĩ mô, 2022. [TVL230119146]

5. Specific course information

5.1 Course objectives

Students will gain a basic understanding of some macroeconomic phenomena occurring both domestically and internationally.

Students will understand and be able to calculate several important economic statistical indicators used in macroeconomic research and policy planning.

Students will be able to apply appropriate economic models to analyze the impact of government macroeconomic policies on the economy.

Students can develop self-learning, information-gathering and processing, communication, and teamwork skills.

5.2 Brief description of the course

The Macroeconomics course is among the foundational courses in economics. This course studies the economy from a holistic perspective, including measuring and describing macroeconomic variables such as aggregate output, inflation, unemployment, the trade balance, and exchange rates. In addition, the macroeconomics course introduces the aggregate supply and aggregate demand model to study short-term economic fluctuations and the role of economic stabilization policies such as fiscal and monetary policies.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2507404 - Microeconomics(a)

5.4 Other requirements

Commitment to study time: Students must attend classes on time, regularly, and for all class sessions. Students requesting a one-day leave of absence must have their request approved by the subject teacher; requests for two or more days of absence must be approved by the head of the training unit. Students who are absent from more than 20% of class sessions in each subject will be barred from taking the exam.

Commitment to learning materials: Students must have all necessary textbooks, materials, and learning tools. Students are not permitted to use textbooks or learning materials that are not copyrighted and do not have a clear publication source.

Commitment to academic conduct: Students must maintain order during class and have a serious attitude towards learning. Students must wear name tags. Students must use their student ID cards when entering the classroom. Students are not allowed to use their phones for personal matters during class.

e. Requirements regarding academic ethics and anti-plagiarism (Article 7, Decision No. 1382/QD-DHCN dated June 27, 2016).

Students are not allowed to cheat in their studies, tests, and exams. When writing essays, students are not allowed to participate in or organize the writing of essays for others, copy, or falsify scientific data.

f. Other requirements

- Read the teacher's lecture notes and the textbook before class.

- Self-study through online lectures.

- Learn the English terminology used in the subject.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Explain the business cycle phenomenon and basic macroeconomic indicators using theoretical and quantitative methods. Level/Domain: Level 4 (Knowledge)/Cognitive Domain (2)
2	Apply economic knowledge to explain the impact of macroeconomic policies (fiscal, monetary, and exchange rate) on the economy (price levels, output, employment). Level/Domain: Level 5 (Knowledge)/Cognitive Domain (3)
3	Gathering information to draw conclusions about macroeconomic phenomena. Level/Region: Level 3 (Skills)/ Psychic Region (1)

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		R							
2			R						
3				R					

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Overview of Macroeconomics** 1.1 Fundamental Issues of Macroeconomics 1.2 Economic Cycle Basic strategies and policies	6(6/0)	1, 3	+ Lecture + Discussion + Assignment	Students should read additional materials on related topics
2	**Chapter 2: National income accounting** 2.1 Introduction 2.2 Measures of output 2.3 Measures of Income	6(6/0)	1, 3	+ Lecture + Discussion + Assignment	Do the exercises and multiple-choice questions in the textbook

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
3	**Chapter 3: Inflation – Unemployment** 3.1 Concept of inflation - classification 3.1.1 Measuring Inflation 3.1.2 Causes of inflation 3.2 Concept of Unemployment - Classification 3.2.1 Causes of Unemployment 3.2.2 Measuring Unemployment	9(9/0)	1, 3	+ Lecture + Discussion + Assignment	Students should read additional materials on related topics. Do the exercises and multiple-choice questions in the textbook
4	**Chapter 4: Aggregate demand and Fiscal policy** 4.1 Components of Aggregate Demand 4.2 National Equilibrium Output 4.3 Multiplier Model 4.4 Fiscal Policy	6(6/0)	2, 3	+ Lecture + Discussion + Assignment	Do the exercises and multiple-choice questions in the textbook
5	**Chapter 5: Money, Banking and Monetary Policy** 5.1 Money 5.2 Banks 5.3 Tools for Changing the Volume of Money 5.4 Monetary Policy	9(9/0)	2, 3	+ Lecture + Discussion + Assignment	Do the exercises and multiple-choice questions in the textbook
6	**Chapter 6: International Trade** 6.1 Commercial Engines 6.2 Protectionist Policies 6.3 Free Trade Agreements 6.4 Foreign Exchange Market	9(9/0)	2, 3	+ Lecture + Discussion + Case study + Assignment	Students should read additional materials on related topics. Do the exercises and

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
					multiple-choice questions in the textbook

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Regular Lesson 1	Personal test	1	Continuous	0.00%	6.67%
	Regular Lesson 2	Personal test	1	Summative	100.00%	6.67%
	Regular Lesson 3	Personal test	2	Continuous	0.00%	6.67%
	Midterm Exam	Group essay	3	Summative	100.00%	30.00%
	Final Exam	Personal test	2	Summative	100.00%	50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Regular Lesson 2	Personal test	100.00%
2	Final Exam	Personal test	100.00%
3	Midterm Exam	Group essay	100.00%

8.3 Grading scale Based on the credit-based system

Date of compilation/update: 12-Jun-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Management Accounting (2527614)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
PhD./DSc. Huynh Tan Dung	huynhtandung_kt@iuh.edu.vn
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MA./MSc./MEng./MBA. Pham Tu Anh	phamtuanh@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Thi Thanh Tam	nguyenthithanhtam@iuh.edu.vn
Nguyen Bang Trinh	nguyenbangtrinh@iuh.edu.vn
MA./MSc./MEng./MBA. Pham Le Hieu Nguyen	phamlehieunguyen@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Ray H. Garrison, Eric W. Noreen,Peter C. Brewer, Managerial accounting, 2018. [TVL180103218]

[2] Huỳnh Tấn Dũng...[và những người khác], Kế toán quản trị, 2018. [TVL180100903]

4.2 Other supplemental materials:

[1] Phạm Văn Dược...[và những người khác], Kế toán quản trị, 2015. [TVL180100622]

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2527402 - Principles of Accounting(a)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	
2	
3	
4	
5	
6	
7	
8	

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1	R								
2	R								
3	R								
4	R								
5		R							
6		R							
7		R							
8		R							

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1		3(2/1)	1		
2		6(4/2)	1		

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
3		12(8/4)	2, 4		
4		12(8/4)	5, 6, 7, 8		
5		6(4/2)	3		
6		6(4/2)	3		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1		1	Continuous	100.00%	10.00%
	Progress assessment 2		3	Continuous	100.00%	10.00%
	Mid-term test		1	Summative	50.00%	30.00%
			2	Continuous	40.00%	
			4	Continuous	10.00%	
	Final test		2	Summative	30.00%	50.00%
			3	Summative	60.00%	
			4	Summative	10.00%	
Practice	**Practice 1**		5	Summative	100.00%	33.33%
	Practice 2		6	Summative	50.00%	33.33%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
			8	Summative	50.00%	
	Practice 3		7	Summative	100.00%	33.33%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1			65.00%
2			65.00%
3			65.00%
4			65.00%
5			65.00%
6			65.00%
7			65.00%
8			65.00%

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Marketing Research (2507469)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
PhD./DSc. Bui Van Quang	buivanquang@iuh.edu.vn
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MA./MSc./MEng./MBA. Ha Thi Thanh Minh	hathithanhminh@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Thi Tuc	nguyenthituc@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Bùi Văn Quang, Trần Anh Quang, Nguyễn Thị Túc, Giáo trình nghiên cứu marketing, 2023. [TVL240121244]

4.2 Other supplemental materials:

[1] Joseph F. Hair, Jr.,David J. Ortinau, Dana Harrison, Essentials of marketing research, 2021. [TVL240121240]

5. Specific course information

5.1 Course objectives

• Students develop plans, strategies , and tactics by analyzing specific marketing case studies in the context of international integration.

• Students perform marketing research project which is based on collecting and analyzing relevant information to provide solutions or management implications .

• Students develop professional skills through marketing research activities.

5.2 Brief description of the course

The Marketing Research course belongs to the group of compulsory knowledge courses of the Digital marketing major, designed for digital marketing students with the aim of helping learners carry out Marketing research activities, such as carrying out the marketing research process including: identifying research problems, research objectives, collected information,

collection methods, collecting and processing data as well as analyzing, interpreting meanings, writing marketing reports with appropriate solutions or management implications.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

- Study time commitment: students must attend class on time, regularly, and for the full duration. Students requesting a 1 day absence must be approved by the subject teacher; absences of 2 days or more must be approved by the head of the training unit. Students who are absent for more than 20% of the class hours for each subject will be barred from taking the exam.

- Study materials commitment: students must have all necessary books, materials, and study tools. Students are not allowed to use textbooks or study materials without clear copyright and publication sources.

- Study attitude commitment: students must maintain order during class and have a serious study attitude. Students must wear a name tag-student ID when entering the classroom. Students are not allowed to use mobile phones for personal matters during class hours..

- Students are not allowed to cheat in studying, tests, and exams. When writing essays, projects, or graduation theses, students are not allowed to participate in or organize ghostwriting, copying, or falsifying scientific data..

Others:

- Students attending class must have neat hair and dress politely (wear uniforms for full-time students).

- Students must respect and be polite to teachers, staff, and employees of the University.

- Students must be polite and gentle in communication, walking, speaking softly; queue, maintain order, and let teachers go first when entering and exiting elevators.

- Students must be aware of protecting assets, maintaining general hygiene; after class, all students must leave the classroom, class officers must turn off lights, fans, and close the classroom doors

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Students develop plans, strategies , and tactics by analyzing specific marketing case studies in the context of international integration. Level/Domain: Level 5 (Evaluation)/Cognitive Domain.
2	Students perform marketing research project which is based on collecting and analyzing relevant information to provide solutions or management implications . Level/Domain: Level 6 (Creative)/Cognitive Domain.
3	Students develop professional skills through marketing research activities . Level/Domain: Level 4 (Link)/Psychomotor Domain.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1			R						
2				R					
3					R				

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Overview of Marketing Research Methods** 1.1 What is marketing research? 1.2 Marketing research and market research 1.3 Implementers and users of marketing research 1.4 The marketing research process 1.5 Basic contents of a research project 1.6 Benefits of marketing research 1.7 Common marketing research studies Group discussion on: Distinguish between: - Marketing research and market research - Implementers and users of marketing research Discussing marketing research, which is often conducted in both research and application-oriented ways.	4(2/2)	1, 3	Problem Solving Teaching Methods Discussion Methods Assignment Methods	Homework

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
2	**Chapter 2: Research Objectives** 2.1 Fields of Marketing Research Applications 2.2 Characteristics of a Quality Marketing Research Topic 2.3 Defining the Research Problem 2.4 Defining the Research Objectives 2.5 Research Summary 2.6 Research Proposal	3(3/0)	1, 2, 3	Problem Solving Teaching Methods Discussion Methods Assignment Methods	Homework
3	**Chapter 3: Concepts of Information, Data, and Marketing Research** 3.1. Information, events and data 3.2. Types of marketing research	2(2/0)	1, 3	Discussion Methods Assignment Methods	Homework
4	**Chapter 4: Methods of Collecting Information and Data** 4.1 Secondary data collection 4.2 Primary data collection Discussion: Practice collecting secondary and primary data	7(4/3)	1, 2, 3	Problem Solving Teaching Methods Discussion Methods Assignment Methods	Homework
5	**Chapter 5: Concept of Measurement in Marketing Research** 5.1. What to measure 5.2. Benefits of measurement 5.3. Measurement scales 5.4. Measurement standards	8(5/3)	1, 2, 3	Problem Solving Teaching Methods Discussion Methods Assignment Methods	Homework

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	5.5. Psychological measurement Discussion: Use various measurement scales to design appropriate questions for hypothetical situations				
6	**Chapter 6: Questionnaire Design** 6.1. Concepts 6.2. Four tasks of a questionnaire 6.3. Questionnaire design process Group assignment: Design a questionnaire	7(4/3)	1, 3	Discussion Methods Assignment Methods	Homework
7	**Chapter 7: Sampling Methods** 7.1. Overview of sampling 7.2. Sampling process Group exercise: Sampling	6(4/2)	1, 2, 3	Problem Solving Teaching Methods Discussion Methods Assignment Methods	Homework
8	**Chapter 8: Processing Information and Data using SPSS Software** 8.1. Data processing in Marketing research 8.2. Application of SPSS software	3(3/0)	1, 2, 3	Problem Solving Teaching Methods Discussion Methods Assignment Methods	Homework
9	**Chapter 9: Some Simple Data Analysis Methods** 9.1. Nature, functions, and stages of statistical analysis	2(2/0)	1, 2, 3	Problem Solving Teaching Methods Discussion Methods	Homework

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	9.2. Measuring central tendency 9.3. Measuring dispersion			Assignment Methods	
10	**Chapter 10: Preparing Reports and Presenting Marketing Research Results** 10.1. The marketing research report 10.2. Contents of the marketing report for management 10.3. Body of the marketing report 10.4. Principles to follow when drafting a marketing research report Exercise: Write a report related to a marketing research scenario.	3(1/2)	1, 2, 3	Problem Solving Teaching Methods Discussion Methods Assignment Methods	Homework

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	Group Report/ Essay	1	Continuous	0.00%	10.00%
	Progress assessment 2	Group Report / Essay	1	Continuous	0.00%	10.00%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
	Mid-term test	Group Project / Group essay report	2	Summative	100.00%	30.00%
	Final test	Written test	1	Summative	100.00%	50.00%
Practice	**Practice 1**	Poster	3	Continuous	100.00%	33.33%
	Practice 2	Group's Written test	3	Continuous	0.00%	33.33%
	Practice 3	Presentation	3	Summative	100.00%	33.33%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final test	Written test	65.00%
2	Mid-term test	Group Project / Group essay report	65.00%
3	Practice 3	Presentation	65.00%

8.3 Grading scale According to the credit system.

Date of compilation/update: 09-Jun-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Microeconomics (2507404)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Nguyen Thi Ngan	nguyenthingan@iuh.edu.vn
PhD./DSc. Le Thi Kim Hoa	lethikimhoa@iuh.edu.vn
PhD./DSc. Pham Ngoc Khanh	phamngockhanh@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Thi Ngoc Tram	nguyenthingoctram@iuh.edu.vn
MA./MSc./MEng./MBA. Tran Nguyen Minh Ai	trannguyenminhai@iuh.edu.vn
MA./MSc./MEng./MBA. Bui Thi Hien	buithihien@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Duy Trinh	nguyenduytrinh@iuh.edu.vn
MA./MSc./MEng./MBA. Phan Thi Thao	phanthithao@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Lê Thị Kim Hoa chủ biên…[và những người khác], Giáo trình Kinh tế vi mô, 2022. [TVL220118829]

4.2 Other supplemental materials:

[1] Lê Thị Kim Hoa, Võ Thị Thúy Hoa, Kinh tế vi mô, 2020. [TVL220118516]

5. Specific course information

5.1 Course objectives

Student, who passed the course satisfactorily can:

- Undenrstand the demand and supply laws and market operations to establish prices and quantity sold of goods and services in the market.

- Explain the behavior of maket participants to optimize their benefits.

- Apply economic knowledge to analyze the impact of government intervention policies in the market

- Practice and hone problem-solving skills, public speaking skills and teamwork skills through implementation of a variety of teaching methods.

5.2 Brief description of the course

The module is equipped with knowledge about the law of supply and demand and how the market operates; analyze the behavior of economic participants (including consumers, producers and governments) in specific types of markets (fully competitive, completely monopolistic and non-competitive markets) in order to optimize choices in conditions of scarcity of resources. From there, it helps individuals and businesses to forecast market fluctuations, understand the impact of government price intervention policies (such as ceiling prices, floor prices, taxes, subsidies, etc.) on sectors of the economy in order to make decisions to maximize benefits.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

- Commitment to study time: students must attend classes on time regularly and complete the required number of class periods. Absences must be resolved with the subject teacher for one day absences; absences of two days or more must be resolved with the head of the training unit. Students missing more than 20% of class periods for each subject will be prohibited from taking exams.

- Commitment to study materials: student must have all necessary books, materials abd study tools. Student are not allowed to use textbooks or study materials without copyright and clear publishing sources.

- Commitment to learning attitude: student must maintain order during class with a serious learning attitude. Students must wear name tags/student ID cards in class. Student are not allowed to use mobile phones for personal work during class.

- Students are not allowed to cheat in learning, testing and exams. When doing essays, students are not allowed to participate in or organize cheating or scientific data falsification.

- Read the Powerpoint presentation of lecturer, textbooks before coming to class

- Search information related to microeconomics.

- Self-study through online lectures.

- Understand the English terminology in the course.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Explain the changes in price and quantity of goods and services in the market and the reaction of market and the reaction of market participant under the influence of various factors. Level 2/ Cognitive Domain
2	Explain the optimal consumption plan or optimal production plan. Level 2/ Cognitive Domain

No	Course Learning Outcomes
3	Explain the basic financial indicators of businesses in different type of markets under conditions of government intervention or not. Level 2/ Cognitive Domain

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		I							
2			I						
3				I					

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: OVERVIEW OF ECONOMICS** 1.1 Economics and basic concept 1.2 Economic Models	6(6/0)	1, 2, 3	Lecture, Discussion, Problem solving	
2	**Chapter 2: SUPPLY AND DEMAND MODEL AND MARKET PRICES** 2.1 The basics of supply and demand 2.2 Elasticities of supply and demand 2.3 Effects of Government Intervention - Price controls	9(9/0)	1	Lecture, Discussion, Problem solving	Homework instructions
3	**Chapter 3: THEORY OF CONSUMER BEHAVIOR** 3.1 Explain Consumer choice by using Utility theory 3.2 Explain Consumer choice by using graphically 3.3 Comsumption curve	6(6/0)	2	Lecture, Discussion, Problem solving	Homework instructions

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
4	**Chapter 4: THEORY OF CORPORATE BEHAVIOR** 4.1 Production functions 4.2 Cost Functions in short-run 4.3 Cost in the long-run 4.4 Economics of Scope	9(9/0)	2	Lecture, Discussion, Problem solving	Homework instructions
5	**Chapter 5: COMPETITIVE MARKET** 5.1 The basic issues of competitive Firm 5.2 The competitive Firm s Output Decision in the short-run 5.3 Choosing Output, Price and Profit Maximazation in the long-run	6(6/0)	3	Lecture, Discussion, Problem solving	Homework instructions
6	**Chapter 6: MONOPOLY MAKET** The basic issues of monopoly market 6.2 The Monopolist s Output and Price Decision 6.3 Natural Monopoly 6.4 Price Discrimination 6.5 The Social Costs of Monopoly Power	6(6/0)	3	Lecture, Discussion, Problem solving	Homework instructions
7	**Chapter 7: MONOPOLISTIC COMPETITION AND OLIGOPOLY** 7.1 Oligopoly market	3(3/0)	3	Lecture, Discussion, Problem solving	

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	7.2 Monopolistic competition market				

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	Multiple choice	1	Continuous	0.00%	6.67%
	Progress assessment 2	Multiple choice	2	Summative	100.00%	6.67%
	Progress assessment 3	Multiple choice	3	Continuous	0.00%	6.67%
	Mid-term test	Group essay	1	Summative	100.00%	30.00%
	Final test	Multiple choice	3	Summative	100.00%	50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Mid-term test	Group essay	65.00%
2	Progress assessment 2	Multiple choice	65.00%
3	Final test	Multiple choice	65.00%

8.3 Grading scale According to the credit system

Date of compilation/update: 18-Sep-2024.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Music - Music Theory and Guitar Basics (2512011)

2. Number of credits

Total: 3 Theory: 1 Practice: 4 Self-study: 6

3. Instructors' names

First and last name	Email
PhD./DSc. Tran Huu Thang	tranhuuthang@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Nguyễn Thiên Tuế, Nhạc lý căn bản & thực hành guitar, 2018. [TVL190107360]

4.2 Other supplemental materials:

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	
2	
3	

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1	I								
2	I								
3	I								

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
Theoretical content					
1		2(2/0)	1, 2		
2		3(3/0)	1, 2		
3		4(4/0)	3, 4		
4		6(6/0)	3, 4		
Practice content					
1		8(0/8)	1, 2		
2		12(0/12)	1, 2		
3		16(0/16)	3, 4		
4		24(0/24)	3, 4		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Thi viết		2	Continuous	20.00%	10.00%
	Thực hành		3	Continuous	30.00%	30.00%
	Final test		3	Summative	50.00%	50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
3			95.00%

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: National Defence Education and Security (2520504)

2. Number of credits

Total: 8 Theory: 5 Practice: 6 Self-study: 16

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Pham Ngoc Anh	phamngocanh@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Dinh Ha	nguyendinhha@iuh.edu.vn
MA./MSc./MEng./MBA. Phan Canh Tu	phancanhtu@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Quy Hung	nguyenquyhung@iuh.edu.vn
MA./MSc./MEng./MBA. Ho Van Huy	hovanhuy@iuh.edu.vn
BA./BSc./BEng. Nguyen Vu Khuong	nguyenvukhuong@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Anh Hung	nguyenanhhung@iuh.edu.vn
MA./MSc./MEng./MBA. Bui Ba Han	buibahan@iuh.edu.vn
Nguyen Viet Chung	chung_0100701@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Thi Thu Hong	hong_01007016@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] NXBGD, Giáo trình Giáo dục quốc phòng và an ninh tập 1, 2008. [100179721]

[2] NXBGD, Giáo trình Giáo dục quốc phòng và an ninh tập 2, 2008. [100179821]

4.2 Other supplemental materials:

[1] Cục quân huấn, Sách dạy bắn súng tiểu liên AK, 1997. [QP00003]

[2] Luật Giáo dục quốc phòng và an ninh, Quốc hội nước Cộng Hòa Xã Hội Chủ Nghĩa Việt Nam, 2013. [QP00001]

[3] Luật Dân quân tự vệ, Quốc hội nước Cộng hòa Xã hội Chủ nghĩa Việt Nam, 2019. [QP00002]

5. Specific course information

5.1 Course objectives

chưa có

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	
2	
3	

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1	I								
2	I								
3							I		

7. Topics to be covered

7.1. Part 1: Đường lối quốc phòng và an ninh của Đảng cộng sản Việt Nam

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**<Chưa có nội dung tiếng Anh>**	2(2/0)	1, 2	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
2	**<Chưa có nội dung tiếng Anh>**	4(4/0)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
3	**<Chưa có nội dung tiếng Anh>**	4(4/0)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
4	**<Chưa có nội dung tiếng Anh>**	4(4/0)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
5	**<Chưa có nội dung tiếng Anh>**	4(4/0)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
6	**<Chưa có nội dung tiếng Anh>**	4(4/0)	1	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
7	**<Chưa có nội dung tiếng Anh>**	6(6/0)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
8	**<Chưa có nội dung tiếng Anh>**	4(4/0)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
9	**<Chưa có nội dung tiếng Anh>**	6(6/0)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
10	**<Chưa có nội dung tiếng Anh>**	4(4/0)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
11	**<Chưa có nội dung tiếng Anh>**	3(3/0)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>

7.2. Part 2: Công tác quốc phòng và an ninh

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**<Chưa có nội dung tiếng Anh>**	4(4/0)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
2	**<Chưa có nội dung tiếng Anh>**	6(6/0)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
3	**<Chưa có nội dung tiếng Anh>**	4(4/0)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
4	**<Chưa có nội dung tiếng Anh>**	4(4/0)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
5	**<Chưa có nội dung tiếng Anh>**	4(4/0)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
6	**<Chưa có nội dung tiếng Anh>**	4(4/0)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
7	**<Chưa có nội dung tiếng Anh>**	4(4/0)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>

7.3. Part 3: Quân sự chung

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**<Chưa có nội dung tiếng Anh>**	2(0/2)	1, 2	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
2	**<Chưa có nội dung tiếng Anh>**	2(0/2)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
3	**<Chưa có nội dung tiếng Anh>**	4(0/4)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
4	**<Chưa có nội dung tiếng Anh>**	4(0/4)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
5	**<Chưa có nội dung tiếng Anh>**	4(0/4)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
6	**<Chưa có nội dung tiếng Anh>**	4(0/4)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
7	**<Chưa có nội dung tiếng Anh>**	4(0/4)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
8	**<Chưa có nội dung tiếng Anh>**	6(0/6)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>

7.4. Part 4: Kỹ thuật chiến đấu bộ binh và chiến thuật

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**<Chưa có nội dung tiếng Anh>**	24(0/24)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
2	**<Chưa có nội dung tiếng Anh>**	8(0/8)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
3	**<Chưa có nội dung tiếng Anh>**	16(0/16)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>
4		8(0/8)	1, 2, 3		

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
5	**Unit 5: <Chưa có nội dung tiếng Anh>** <Chưa có nội dung tiếng Anh>	4(0/4)	1, 2, 3	<Chưa có nội dung tiếng Anh>	<Chưa có nội dung tiếng Anh>

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment	Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Kiểm tra kết thúc học phần 1		1	Summative	33.00%	25.00%
		2	Summative	33.00%	
		3	Summative	33.00%	
Kiểm tra kết thúc học phần 2		1	Summative	33.00%	25.00%
		2	Summative	33.00%	
		3	Summative	33.00%	
Kiểm tra kết thúc học phần 3		1	Summative	33.00%	25.00%
		2	Summative	33.00%	
		3	Summative	33.00%	
Kiểm tra kết thúc học phần 4		1	Summative	33.00%	25.00%
		2	Summative	33.00%	
		3	Summative	33.00%	

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1			100.00%
1			100.00%
1			100.00%
1			100.00%
2			100.00%
2			100.00%
2			100.00%
2			100.00%
3			100.00%
3			100.00%
3			100.00%
3			100.00%

8.3 Grading scale

Date of compilation/update: 09-Jun-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Numerical Analysis (2513435)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Do Hoai Vu	dohoaivu@iuh.edu.vn
PhD./DSc. Huynh Huu Dinh	huynhhuudinh@iuh.edu.vn
PhD./DSc. Trang Cong Bang	trangcongbang@iuh.edu.vn
PhD./DSc. Vo Thi Thanh Ha	vothithanhha@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Huỳnh Hữu Dinh, Phương pháp tính, 2021. [TVL220114674]

4.2 Other supplemental materials:

[1] Joe D. Hoffman, Numerical methods for engineers and scientists, 2001. [TVL160087468]

[2] W. Lewis Roland, International journal for numerical methods in engineering, 1990. [HUI_Lib0000006784]

[3] Won Young Yang ... [et all], Applied numerical methods using MATLAB, 2005. [TVL210113177]

[4] Richard L. Burden, Numerical analysis, 2011. [TVL160087469]

[5] Endre S¨uli and David F. Mayers, An introduction to numerical analysis, 2003. [TVL260124718]

[6] Lloyd N. Trefethen, David Bau, Numerical linear algebra, 1997. [TVL260124719]

5. Specific course information

5.1 Course objectives

The course provides students with fundamental knowledge and methods of numerical analysis to support the solution of mathematical problems when exact solutions are difficult or impossible to obtain by analytical methods. Specifically, the course enables students to:

- Understand and apply error theory to evaluate the accuracy of computational results.

- Use basic numerical methods to approximate solutions of nonlinear equations in one variable.

- Use basic numerical methods to approximate solutions of systems of linear equations.

- Construct approximate functions from tabulated data using interpolation formulas and the least squares method.

- Approximate definite integrals using basic quadrature formulas.

- Approximate solutions of ordinary differential equations using basic numerical methods.

5.2 Brief description of the course

The course provides students with fundamental knowledge of numerical methods and commonly used computational techniques in applied mathematics. The course content includes error theory, approximate numbers, and rounding rules; methods for approximating solutions of nonlinear equations in one variable and systems of linear equations; methods for constructing approximate functions from tabulated data using Lagrange and Newton interpolation formulas and the least squares method; formulas for approximating definite integrals, such as Newton-Cotes formulas, the trapezoidal rule, Simpson's one-third rule, and Gaussian quadrature; and numerical methods for approximating solutions of ordinary differential equations, such as Euler's method, the improved Euler method, and the Runge-Kutta method. Through this course, students are able to apply basic computational methods to solve problems for which exact solutions are difficult or impossible to obtain by analytical methods.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

- Participate in at least 80% of the class time.

- Complete all the quizzes and assignments.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Apply error theory to calculate the absolute error and relative error bounds of a quantity; and solve nonlinear equations in one variable and systems of linear equations approximately using basic numerical methods.
2	Construct approximate functions from tabulated data using Lagrange and Newton interpolation polynomials and the least squares method.
3	Approximate definite integrals using basic quadrature formulas, including Newton-Cotes, the trapezoidal rule, Simpson's one-third rule, and Gaussian quadrature.
4	Solve ordinary differential equations approximately using Euler's method, the improved Euler method, and the Runge-Kutta method.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1	R								
2	R								
3	R								
4	R								

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Theory of Errors** 1.1 Concept of error 1.2 Approximate number 1.3 Rounding rules	3(3/0)	1	L; D; P	Exercise guidelines
2	**Chapter 2: Approximate Solution of Equations** 2.1 Problem Statement 2.2 Separation of Roots 2.3 Bisection Method 2.4 Fixed-Point Iteration Method 2.5 Tangent Method (Newton's Method)	9(9/0)	1	L; D; P	Exercise guidelines
3	**Chapter 3: System of Linear equations** 3.1 Gaussian Elimination Method 3.2 Fixed-Point Iteration Method 3.3 Gauss-Seidel Iteration Method	9(9/0)	1	L; D; P	Exercise guidelines
4	**Chapter 4: Polynomial Interpolation and Least Squares Method** 4.1 Interpolation Problem 4.2 Lagrange and Newton Interpolation Formulas 4.3 Least Squares Method	9(9/0)	2	L; D; P	Exercise guidelines
5	**Chapter 5: Numerical Integration** 5.1 Newton-Cotes Formula 5.2 Trapezoidal Rule	6(6/0)	3	L; D; P	Exercise guidelines

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	5.3 Simpson's One-Third Rule 5.4 Gaussian Quadrature Formula				
6	**Chapter 6: Differential Equations** 6.1 Overview of Differential Equations 6.2 Euler's Method 6.3 Improved Euler Method 6.4 Runge-Kutta Method	9(9/0)	4	L; D; P	Exercise guidelines

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	Essay test	1	Continuous	100.00%	6.67%
	Progress assessment 2	Essay test	2	Continuous	100.00%	6.67%
	Frequent assessment 3	Essay test	3	Continuous	100.00%	6.67%
	Mid-term test	Essay test	1	Continuous	100.00%	30.00%
	Final test	Essay test	1	Summative	25.00%	50.00%
		Essay test	2	Summative	25.00%	

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
		Essay test	3	Summative	25.00%	
		Essay test	4	Summative	25.00%	

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final test	Essay test	70.00%
2	Final test	Essay test	70.00%
3	Final test	Essay test	70.00%
4	Final test	Essay test	70.00%

8.3 Grading scale 10

Date of compilation/update: 01-Jun-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Office Management and Administration (2507418)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Le Nam Hai	lenamhai@iuh.edu.vn
MA./MSc./MEng./MBA. Le Thi Thanh Truc	lethithanhtruc@iuh.edu.vn
MA./MSc./MEng./MBA. Le Hoang Viet Phuong	lehoangvietphuong@iuh.edu.vn
PhD./DSc. Nguyen Ha Thach	nguyenhathach@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Nguyễn Hà Thạch, Lê Hoàng Việt Phương, Lê Thị Thanh Trúc, Giáo trình quản trị văn phòng, 2024. [TVL240121617]

4.2 Other supplemental materials:

[1] Nguyễn Thành Độ, Nguyễn Ngọc Diệp, Trần Phương Hiền, Giáo trình quản trị văn phòng, 2012. [TVL180102796]

5. Specific course information

5.1 Course objectives

After finishing this course, students can:

- Combine information technology and digital tools to support document drafting and presentation in enterprise business operations.

- Develop necessary skills in office management

5.2 Brief description of the course

Office management course is belonged to the fundamental knowledge. This course provides students skills in applying information technology and digital tools to drafting and presenting office documents, while also developing problem-solving competencies in office operations, thereby contributing to the development of professional skills in the field of business administration.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2507483 - Fundamentals of Management(a)

5.4 Other requirements

- Students attend class on time, regularly and within the prescribed hours.

- Students must prepare all necessary learning materials, students are not allowed to use no copyrighted or unauthorized textbooks.

- Students must discipline themselves and maintain appropriate learning attitude. Students must wear the student's ID card before entering the classroom. Students are not allowed to use their telephone without the instructor's approval.

- Students are polite in communication, respectful and polite to teachers, officials, employees and workers in the school. Students are conscious of protecting property, maintaining general hygiene, using electricity and water economically, turning off air-conditioning fans and lights, and closing the classroom door when leaving.

- Students read the textbook before coming to class.

- Students self-study through online lectures.

- Students learn English terms in the subject.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Combine information technology and digital tools to support document drafting and presentation in enterprise business operations. Level/Domain: Level 4 (Articulate)/Psychomotor domain (P)
2	Solve problems related to office management activities in enterprises to develop professional skills in the field of business administration. Level/Domain: Level 4 (Articulate)/Psychomotor domain (P)

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1					R				
2						R			

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
Theoretical content					
1	**Chapter 1: Overview of Office management** 1.1. Overview of office 1.2. Office management 1.3. Forms of office organization 1.4. Office management methods 1.5. Forms of office layout 1.6. Forms of office operations	7(7/0)	2	Lecture, Discussion, Work assignment	SV read more related documents
2	**Chapter 2: Information and time management** 2.1. Information management 2.2. Records management 2.3. Time management	7(7/0)	2	Lecture, Discussion, Work assignment	SV read more related documents
3	**Chapter 3: Reception Organization** 3.1. Overview of reception 3.2. Reception Organization	8(8/0)	2	Lecture, Discussion, Work assignment	SV read more related documents
4	**Chapter 4: Organizing meetings and business trips** 4.1. Organizing meetings 4.2. Organizing business trips	8(8/0)	2	Lecture, Discussion, Work assignment	SV read more related documents
Practice content					
1	**Chapter 5: Structure and techniques in formatting of administrative documents** 5.1. Overview of administrative documents 5.2. Language in administrative documents	3(0/3)	1	Practice	SV read more related documents

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	5.3. Drafting and signing administrative documents 5.4. Formatting structure of administrative document 5.5. Formatting techniques of administrative document				
2	**Chapter 6: Techniques for drafting and formatting common administrative documents** 6.1. Techniques for drafting and formatting decisions (for specific purposes) 6.2. Techniques for drafting and formatting announcements) 6.3. Techniques for drafting and formatting reports) 6.4. Techniques for drafting and formatting minutes) 6.5. Techniques for drafting and formatting statements) 6.6. Techniques for drafting and formatting official dispatch)	27(0/27)	1	Practice	SV read more related documents

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
	Progress assessment 1	Case study (group)	2	Continuous	0.00%	10.00%
	Progress assessment 2	Case study (group)	2	Continuous	0.00%	10.00%
	Mid-term test	Group Essay	2	Continuous	0.00%	30.00%
	Final test	Written test	2	Summative	100.00%	50.00%
Practice	**Practice 1**	Written test in computer room	1	Continuous	0.00%	33.33%
	Practice 2	Written test in computer room	1	Continuous	0.00%	33.33%
	Practice 3	Written test in computer room	1	Summative	100.00%	33.33%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Practice 3	Written test in computer room	70.00%
2	Final test	Written test	70.00%

8.3 Grading scale Grading scale According to credit regulations

Date of compilation/update: 09-Jun-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Philosophy of Marxism and Leninism (2512012)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
PhD./DSc. Le Thanh Hoa	lethanhhoa@iuh.edu.vn
MA./MSc./MEng./MBA. Huynh Thi Yen Ny	huynhthiyenniy@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Thi Thu Hien	nguyenthithuhien@iuh.edu.vn
PhD./DSc. Pham Thi Lan	phamthilan@iuh.edu.vn
MA./MSc./MEng./MBA. Truong Ngoc Lan	truongngoclan@iuh.edu.vn
MA./MSc./MEng./MBA. Mai Thi Hong Ha	maithihongha@iuh.edu.vn
MA./MSc./MEng./MBA. Ngo Van Duan	ngovanduan@iuh.edu.vn
MA./MSc./MEng./MBA. Truong Thi Chuyen	chuyenthitruong@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Thi Nu	nguyenthinu@gmail.com
MA./MSc./MEng./MBA. Huynh Ngoc Bich	huynhngocbich@iuh.edu.vn
PhD./DSc. Ho Van Duc	hovanduc@iuh.edu.vn
MA./MSc./MEng./MBA. Vu Ba Hai	vubahai@iuh.edu.vn
MA./MSc./MEng./MBA. Le Dinh Truong	ledinhtruong@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] , Giáo trình triết học Mác - Lênin, 2021. [TVL220114669]

4.2 Other supplemental materials:

[1] , Giáo trình triết học Mác - Lênin, 2021. [TVL220114670]

[2] Phạm Thị Lan chủ biên...[và những người khác], Tài liệu học tập môn triết học Mác - Lênin, 2025. [TVL250123969]

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	**Course Learning Outcomes**
1	
2	
3	

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**
1	I								
2	I								
3							I		

7. Topics to be covered

No	**Topics**	**Number of periods**	**CLOs**	**Teaching/learning activities**	**Content and instructions for self-study**
1		8(8/0)	1, 2, 3		
2		20(20/0)	1, 2, 3		
3		17(17/0)	1, 2, 3		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Cá nhân, nhóm		1	Continuous	0.00%	6.67%
	Cá nhân, nhóm		1	Continuous	0.00%	6.67%
	Cá nhân, nhóm		2	Continuous		6.67%
	Tập trung		2	Continuous		30.00%
	Tập trung		3	Summative		50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
3			70.00%

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Physical Education 1 (2520405)

2. Number of credits

Total: 2 Theory: 0 Practice: 4 Self-study: 4

3. Instructors' names

First and last name	Email
Tran Van Tuong	
Nguyen Lam Van Luat	
Pham Van Dung	
Nguyen Phuc Thanh Phong	
Nguyen Thanh Liem	
Tran Van Dung	
Nguyen Minh Luan	nguyenminhluan@iuh.edu.vn
Ta Hong Ha	

4. Instructional materials

4.1 Required textbooks/materials:

[1] PGS. TS. Dương Nghiệp Chí và nhóm biên soạn, Điền kinh, 2015. [GDTC_01]

[2] Trường Đại học Sư phạm TDTT Thành phố Hồ Chí Minh, Giáo trình điền kinh, 2017. [GDTC_02]

4.2 Other supplemental materials:

[1] Nguyễn Công Hân, Hướng dẫn tập luyện kỹ năng các môn thể thao trong trường học, 2017. [TVL180100473]

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	
2	
3	

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1							I		
2							I		
3							I		

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1		5(0/5)	1		
2		5(0/5)	1		
3		5(0/5)	1, 2		
4		5(0/5)	1, 2, 3		
5		5(0/5)	1		
6		5(0/5)	1		
7		5(0/5)	1		
8		5(0/5)	1		
9		5(0/5)	1		
10		5(0/5)	1		
11		5(0/5)	1		
12		5(0/5)	1, 2, 3		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Practice	Bài thực hành 1		1	Summative		33.33%
			2	Summative		
			3	Summative		
	Bài thực hành 2		1	Summative		33.33%
			2	Summative		
			3	Summative		
	Bài thực hành 3		1	Summative		33.33%
			2	Summative		
			3	Summative		

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1			70.00%
1			70.00%
1			70.00%
2			70.00%
2			70.00%
2			70.00%
3			70.00%
3			70.00%
3			70.00%

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Physical Education 2 (2520406)

2. Number of credits

Total: 2 Theory: 0 Practice: 4 Self-study: 4

3. Instructors' names

First and last name	Email
Tran Van Tuong	
Nguyen Lam Van Luat	
Pham Van Dung	
Nguyen Phuc Thanh Phong	
Nguyen Thanh Liem	
Nguyen Minh Luan	nguyenminhluan@iuh.edu.vn
Ta Hong Ha	
Tran Van Dung	

4. Instructional materials

4.1 Required textbooks/materials:

[1] UB TDTT, Luật bóng chuyền, 2018. [GDTC_05]

4.2 Other supplemental materials:

[1] UB TDTT, Luật bóng đá, 2018. [GDTC_03]

[2] UB TDTT, Luật bóng rổ, 2018. [GDTC_04]

[3] Richard Alagich, Huấn luyện bóng đá hiện đại, 2016. [GDTC_06]

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	
2	
3	

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1							I		
2							I		
3							I		

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1		5(0/5)	1		
2		5(0/5)	1		
3		5(0/5)	1		
4		5(0/5)	1		
5		5(0/5)	1		
6		5(0/5)	1, 2, 3		
7		5(0/5)	1		
8		5(0/5)	1		
9		5(0/5)	1		
10		5(0/5)	1		
11		5(0/5)	1, 2, 3		
12		5(0/5)	1, 2, 3		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Practice	Bài thực hành 1		1	Summative		33.33%
			2	Summative		
			3	Summative		
	Bài thực hành 2		1	Summative		33.33%
			2	Summative		
			3	Summative		
	Bài thực hành 3		1	Summative		33.33%
			2	Summative		
			3	Summative		

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1			70.00%
1			70.00%
1			70.00%
2			70.00%
2			70.00%
2			70.00%
3			70.00%
3			70.00%
3			70.00%

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Political Economics of Marxism and Leninism (2512013)

2. Number of credits

Total: 2 Theory: 2 Practice: 0 Self-study: 4

3. Instructors' names

First and last name	Email
PhD./DSc. Le Thanh Hoa	lethanhhoa@iuh.edu.vn
MA./MSc./MEng./MBA. Hoang Thi Duyen	hoangthiduyen@iuh.edu.vn
MA./MSc./MEng./MBA. Huynh Thi Yen Ny	huynhthiyenniy@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Thi Thu Hien	nguyenthithuhien@iuh.edu.vn
PhD./DSc. Pham Thi Lan	phamthilan@iuh.edu.vn
MA./MSc./MEng./MBA. Truong Ngoc Lan	truongngoclan@iuh.edu.vn
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MA./MSc./MEng./MBA. Ngo Van Duan	ngovanduan@iuh.edu.vn
MA./MSc./MEng./MBA. Truong Thi Chuyen	chuyenthitruong@iuh.edu.vn
PhD./DSc. Bui Thi Hao	buithihao@iuh.edu.vn
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MA./MSc./MEng./MBA. Vu Ba Hai	vubahai@iuh.edu.vn
MA./MSc./MEng./MBA. Le Dinh Truong	ledinhtruong@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] , Giáo trình Kinh tế chính trị Mác - Lênin, 2021. [TVL220114672]

4.2 Other supplemental materials:

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	**Course Learning Outcomes**
1	
2	
3	

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**
1	R								
2	R								
3							I		

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1		2(2/0)	1, 2		
2		8(8/0)	1, 2, 3		
3		8(8/0)	1, 2, 3		
4		4(4/0)	1, 2, 3		
5		4(4/0)	1, 2, 3		
6		4(4/0)	1, 2, 3		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Cá nhân, nhóm		1	Continuous		10.00%
	Cá nhân, nhóm		2	Continuous		10.00%
	Tập trung		2	Continuous		30.00%
	Tập trung		3	Summative		50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
3			70.00%

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Principles of Accounting (2527402)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
Doan Thi Thuy Anh	doanthithuyanh@iuh.edu.vn
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Nguyen Tai Yen	nguyentaiyen@iuh.edu.vn
Co Thi Thanh Huong	cothithanhhuong@iuh.edu.vn
PhD./DSc. Nguyen Thi Thu Hien	nguyenthithuhien@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] NguyễnThị Thu Hiền chủ biên; Cồ Thị Thanh Hương, Phạm Tú Anh, Nguyên lý kế toán, 2021. [TVL210112080]

[2] NguyễnThị Thu Hiền chủ biên; Phạm Tú Anh, Nguyễn Tài Yên, Bài tập nguyên lý kế toán, 2021. [TVL210112078]

4.2 Other supplemental materials:

[1] Quốc hội. , Luật Kế toán số 88/2015/QH13, ngày 20 tháng 11 năm 2015, 2015. [VTCKT-KT-0007]

[2] Bộ Tài Chính, Thông tư 70/2015/TT-BTC - Chuẩn mực đạo đức nghề nghiệp kế toán kiểm toán, ngày 08 tháng 05 năm 2015, 2015. [VTCKT-KT-0018]

[3] Bộ Tài Chính, Thông tư 200/2014/TT-BTC, ngày 22 tháng 12 năm 2014, 2014. [VTCKT-KT-0008]

5. Specific course information

5.1 Course objectives

O1 - Ability to apply accounting principles and methods to measure, record, and present basic accounting entities.

O2 - Ability to use Excel software to record economic transactions in documents and accounting books at a basic level.

O3 - Develop professional ethics and social responsibility.

5.2 Brief description of the course

The course provides students with fundamental knowledge of accounting, including concepts, accounting entities, principles, and methods for measuring, recording, and presenting information on financial statements.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

- Studying Modes: Students should read the required materials and complete all assigned homework. They should also actively involve themselves in class by asking questions, answering them, and participating in discussions.

- Assessment Compliance Information: Students study and carry out assessments per the current studying regulations established by IUH. Students are responsible for checking the due date of all assessment activities. No extension of time will be granted for submitting homework or assignments. Therefore, students receive 0 marks if they submit homework or assignments later than the due date.

- Ensure academic integrity: Students should cite the sources for references (if any) in the assignments. Students receive 0 marks if they copy from published authorities, including online sources, without acknowledgement.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Apply accounting principles to handle economic transactions.
2	Use double-entry bookkeeping and cost methods to record transactions.
3	Compile financial statements using aggregation and balance methods.
4	Utilise Excel at a basic level for economic transaction recording.
5	Demonstrate professional ethics and social responsibility.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		I							
2		I							
3		I							
4			I						
5				I					

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chương 1: Overview of Accounting** 1.1 Concept of Accounting and Accounting Entities 1.2 Users of Accounting Information 1.3 Areas of Accounting 1.4 Accounting Principles 1.5 Accounting Methods 1.6 Duties, Roles, and Fundamental Requirements of Accounting 1.7 Ethics in Accounting 1.8 Legal Framework for Accounting in Vietnam	6(6/0)	1, 5	<- Lectures, - Q&A, -Practice exercises, - Self-study, - Flipped classroom, - Demos	Refer to sections 1.4, 1.7, and 1.8 in the textbook, Circular No. 70/2015/TT-BTC
2	**Chương 2: Financial Statements** 2.1 Statement of Financial Position 2.2 Statement of Comprehensive Income 2.3 Statement of Cash Flows and Notes to the Financial Statements	9(9/0)	1, 3	- Lectures, - Q&A, -Practice exercises, - Self-study, - Flipped classroom, - Demos	Refer to Articles 29-32 of Accounting Law No. 88/2015/QH13, VAS No. 21, and Appendix 2 of Circular No. 200/2014/TT-BTC

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	2.4 Qualitative Characteristics of Useful Financial Information 2.5 Analysis and Evaluation Based on Financial Statement Information				
3	**Chương 3: Accounting Documents** 3.1 The Concept and Significance of Accounting Documents 3.2 The Content of Accounting Documents 3.3 Classification of Accounting Documents 3.4 The Procedure for Processing Accounting Documents	3(3/0)	1, 4	- Lectures, - Q&A, -Practice exercises, - Self-study, - Flipped classroom, - Demos	Refer to Articles 16-21 of Accounting Law No. 88/2015/QH13, Appendix 3 of Circular No. 200/2014/TT-BTC
4	**Chương 4: Accounting Accounts and Double-Entry Bookkeeping** 4.1 Accounting Accounts 4.2 Double-Entry Bookkeeping 4.3 Application of Accounting Accounts and Double-Entry Bookkeeping Methods 4.4 The Relationship between Accounting Accounts and the Statement of Financial Position and Income Statement.	12(12/0)	1, 2, 4	- Lectures, - Q&A, -Practice exercises, - Self-study, - Flipped classroom, - Demos	Refer to Articles 22-28 of Accounting Law No. 88/2015/QH13, Appendix 4 of Circular No. 200/2014/TT-BTC
5	**Chương 5: Accounting for Key Business Processes in Enterprises** 5.1 Overview of Business Processes in Enterprises	15(15/0)	1, 2, 3	- Lectures, - Q&A, -Practice exercises, - Self-study,	Refer to Articles 1-71 of Accounting Law No. 88/2015/QH13

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	5.2 Accounting for Key Business Processes in Commercial Enterprises 5.3 Accounting for Key Business Processes in Manufacturing Enterprises			- Flipped classroom, - Demos	

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Frequent assessment 1	Multiple-choice and written test (LMS)	1	Continuous	50.00%	6.67%
		Multiple-choice and written test (LMS)	2	Continuous	50.00%	
	Frequent assessment 2	Assignment	4	Summative	100.00%	6.67%
	Frequent assessment 3	Written test	5	Summative	100.00%	6.67%
	Mid-term test	Written test	3	Summative	100.00%	30.00%
	Final test	Written test	1	Summative	30.00%	50.00%
		Written test	2	Summative	70.00%	

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final test	Written test	65.00%
2	Final test	Written test	65.00%
3	Mid-term test	Written test	65.00%
4	Frequent assessment 2	Assignment	65.00%
5	Frequent assessment 3	Written test	65.00%

8.3 Grading scale according to the credit system of IUH.

Date of compilation/update: 12-Sep-2024.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Principles of Marketing (2507405)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Pham Thi Hong Ngoc	phamthihongngoc@iuh.edu.vn
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MA./MSc./MEng./MBA. Le Thi Thanh Huong	lethithanhhuong@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Nguyễn Quốc Cường, Trần Phi Hoàng, Lê Bảo Hân, Giáo trình marketing căn bản, 2022. [TVL220117554]

4.2 Other supplemental materials:

[1] Philip Kotler, Gary Armstrong, Sridhar Balasubramanian, Principles of Marketing, 2024. [TVL250122164]

[2] David Jobber, Fiona Ellis-Chadwick, Principles and Practice of Marketing, 2020. [TVL240121264]

5. Specific course information

5.1 Course objectives

After finishing this course:

+ Students will acquire a solid understanding of fundamental marketing principles and the environmental factors impacting a business's marketing activities.

+ Students will possess comprehensive knowledge of consumer behavior, the target market selection process, and product positioning.

+ Students will be able to apply marketing knowledge to make informed marketing mix decisions (product, price, place, and promotion).

5.2 Brief description of the course

The Principles of Marketing course is a foundational module within the marketing program's core curriculum. This course provides fundamental marketing knowledge, including the marketing environment, the identification of customer needs, and consumer behavior in the marketplace. The primary focus of the course revolves around the 4Ps of the marketing mix: product, price, place, and promotion.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

- Commitments to learning time: students must regularly attend the course on time. Students are allowed to be absent for 01 lesson with their instructors' approval and with the Dean's approval in case of more than 02 lessons. Students are not allowed to take the final test if they are absent more than 20% lesson time of the course.

- Commitments to learning materials: students must prepare all necessary learning materials. Students are not allowed to use uncopyrighted or unauthorized textbooks.

- Commitments to learning attitude: students must discipline themselves and maintain appropriate learning attitude. Students must wear the student's ID card before entering the classroom. Students are not allowed to use their telephone without the instructor's approval.

The requirements of academic ethics and anti-plagiarism

- Students are not allowed to cheat in learning, testing, and assessment. During the process of thesis writing, students are not allowed to involve in kind of academic dishonesty and plagiarism. In case of violation, students will be punished according to the university’s academic rules and regulations.

Other requirements

- Students, wear polite clothes when entering class (wear uniform for regular systems).

- Students must respect and be polite to lecturers, officers, employees, and workers in the school.

- Students must be polite and courteous in communication, walk, and speak softly; Line up, maintain order, let teachers (lecturers) go before entering or exiting the elevator.

- Students must be conscious of protecting property, maintaining general hygiene, using electricity and water for the right purposes, effectively and economically. After class, all students must leave the classroom and class officials turn off the lights. fan, close the classroom door.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Explain the fundamental concepts of marketing activities. Level/Domain: Level 2 (Understand) / Cognitive Domain (C)

No	Course Learning Outcomes
2	Present tactics for specific marketing situations within a business. Level/Domain: Level 3 (Apply) / Cognitive Domain (C)
3	Apply marketing knowledge to solve specific problems within a business. Level/Domain: Level 3 (Apply) / Cognitive Domain (C)

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		I							
2			I						
3				I					

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Overview of marketing** 1.1. What is marketing? 1.2. Basic content of the marketing process. 1.3. Marketing manager. 1.4. Marketing management orientations. 1.5. Marketing enviroment. 1.6. Marketing information system.	9(9/0)	1, 3	L; D	H
2	**Chapter 2: Market and consumer behavior** 2.1. Market research. 2.2. Consumer behavior in consumer product markets. 2.3. Consumer behavior in industrial product markets.	9(9/0)	1, 2, 3	L; D; S	WA

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	2.4. Market segmentation and product positioning				
3	**Chapter 3: Products** 3.1. What is the product? 3.2. Product classification. 3.3. Product decisions. 3.4. Product life cycle 3.5. New product development. 3.6. The New-Product Development Process	9(9/0)	1, 2, 3	L; D; S	WA
4	**Chapter 4: Price** 4.1. Factors affecting price. 4.2. Major Pricing Strategies 4.3. Price fixing strategies. 4.4.Price adjustment strategies.	6(6/0)	1, 2, 3	L; D; S	WA
5	**Chapter 5: Place** 5.1. Nature of place channels. 5.2. Channel design decisions. 5.3. Select the type of place channel. 5.4. Determine place intensity. 5.5. Conflict and conflict management in place channels. 5.6. Retail. 5.7. Wholesale.	6(6/0)	1, 2, 3	L; D; S	WA
6	**Chapter 6: Promotion** 6.1. The nature and purpose of promotion.	6(6/0)	1, 2, 3	L; D; S	WA

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	6.2. Set a promotional budget. 6.3. Influencing factors that determine promotion mix. 6.4. Decide on the promotional mix.				

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Assessment 1	Discussion Assignment	2	Continuous	0.00%	6.67%
	Assessment 2	Discussion Assignment	2	Continuous	0.00%	6.67%
	Assessment 3	Discussion Assignment	2	Summative	100.00%	6.67%
	Midterm	Group Assignment Report	3	Summative	100.00%	30.00%
	Final	Multiple-Choice Exam	1	Summative	100.00%	50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final	Multiple-Choice Exam	65.00%

CLOs	Forms of assessment	Assessment methods	Targets
2	Assessment 3	Discussion Assignment	65.00%
3	Midterm	Group Assignment Report	65.00%

8.3 Grading scale Follow the credit system

Date of compilation/update: 09-Jun-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Principles of Statistics (2527611)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
PhD./DSc. Ho Thi Van Anh	hothivananh@iuh.edu.vn
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Tran Thu Ba	
Ha Ngoc Tam	
Huynh Phu Khanh	
Nguyen Thi Duc Hanh	nguyenthiduchanh@iuh.edu.vn
Le Thi Bich	
Truong Thi Hoai Tho	

4. Instructional materials

4.1 Required textbooks/materials:

[1] Trần Thứ Ba, Hà Ngọc Tâm, Hồ Thị Vân Anh, Nguyên lý thống kê, 2018. [TVL220115109]

4.2 Other supplemental materials:

[1] BtuceL. Bowerman...[et al], Business statistics in practice, 2017. [TVL190107195]

[2] G. Marchal William, Statistical Techniques in business and economics, 1999. [HUI_Lib0000010297]

5. Specific course information

5.1 Course objectives

To provide students with fundamental concepts and methods in descriptive and inferential statistics.

To develop students' ability to use R software for statistical functions.

To foster students' professional attitudes.

5.2 Brief description of the course

This course provides students with a comprehensive understanding of statistical concepts, including the nature and scope of statistics, populations and samples, the statistical research

process, data collection methods, data analysis and processing techniques, and methods for analyzing and evaluating economic phenomena, with a particular focus on estimation, hypothesis testing, trend analysis, regression analysis, and forecasting.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Apply descriptive and inferential statistical knowledge to aggregate data generated from business operations.
2	Employ inferential statistics to draw conclusions and make forecasts for business operations.
3	Utilize R software to perform statistical functions.
4	Design automated processes for generating statistical reports.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		I							
2			I						
3				I					
4								I	

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
Theoretical content					
1	**Chapter 1: DATA AND STATISTICS** 1.1 Concepts in Statistics 1.1.1 Statistics 1.1.2 Population and Sample	3(3/0)	1, 3	Lecture Discussion	None

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	1.1.3 Statistical Criteria and Indicators 1.1.4 Descriptive and Inferential Statistics 1.2 Variables and Data 1.2.1 Concept and Classification of Data 1.2.2 Data Sources 1.2.3 Concept and Classification of Variables 1.2.4 Measurement Scales 1.3 Introduction to R Language 1.3.1 Overview 1.3.2 RStudio User Interface 1.3.3 Community-Contributed Packages				
2	**Chapter 2: DESCRIPTIVE STATISTICS** 2.1 Describing Data Using Data Tables 2.1.1 Statistical Classification 2.1.2 Frequency Distribution for Qualitative Variables 2.1.3 Frequency Distribution for Quantitative Variables 2.2 Describing Data Using Graphs 2.2.1 Common Graphs for Qualitative Variables 2.2.2 Common Graphs for Quantitative Variables 2.3 Measures of Central Tendency 2.3.1 Arithmetic Mean 2.3.2 Median	9(9/0)	1, 3	Lecture Discussion	None

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	2.3.3 Mode 2.3.4 Geometric Mean 2.3.5 Quantile 2.4 Measures of Variability and Distribution Shape 2.4.1 Range 2.4.2 Interquartile Range and Box Plot 2.4.3 Variance and Standard Deviation 2.4.4 Coefficient of Variation 2.4.5 Z-score 2.4.6 Shape of Distribution 2.5 Covariance and Correlation Coefficient 2.5.1 Covariance 2.5.2 Correlation Coefficient				
3	**Chapter 3: PROBABILITY DISTRIBUTIONS OF RANDOM VARIABLES** 3.1 Random Variables 3.2 Characteristic Parameters of Random Variables 3.2.1 Expected Value 3.2.2 Variance 3.2.3 Covariance 3.3 Some Commonly Used Probability Distributions 3.3.1 Binomial Distribution 3.3.2 Normal Distribution 3.3.3 Standard Normal Distribution 3.4 Empirical Rule and Chebyshev's Theorem 3.4.1 Empirical Rule	3(3/0)	2	Lecture Discussion	None

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	3.4.2 Chebyshev's Theorem				
4	**Chapter 4: SAMPLING AND ESTIMATION OF POPULATION PARAMETERS** 4.1 Sampling Methods 4.1.1 Probability Sampling 4.1.2 Cluster Sampling 4.1.3 Stratified Sampling 4.1.4 Systematic Sampling 4.1.5 Non-probability Sampling 4.2 Population Parameters and Sample Statistics 4.2.1 Basic Population Parameters 4.2.2 Basic Sample Statistics 4.3 Point Estimation 4.3.1 Criteria for Point Estimation 4.3.2 Point Estimator 4.4 Interval Estimation 4.4.1 Interval Estimation of Population Mean 4.4.2 Interval Estimation of Population Proportion 4.4.3 Interval Estimation of Population Variance 4.5 Determining Sample Size 4.5.1 Sample Size for Estimating the Mean 4.5.2 Sample Size for Estimating the Proportion4.1 Sampling Methods	6(6/0)	2, 3	Lecture Discussion	None
5	**Chapter 5: HYPOTHESIS TESTING**	9(9/0)	3, 2	Lecture	None

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	5.1 Introduction 5.1.1 Statistical Hypothesis 5.1.2 Types of Errors and Power of a Test 5.1.3 Steps in Hypothesis Testing 5.1.4 Formulating Hypotheses and Controlling Errors 5.2 Hypothesis Testing for a Single Population 5.2.1 Hypothesis Testing for a Population Mean 5.2.2 Hypothesis Testing for a Population Proportion 5.2.3 Hypothesis Testing for a Population Variance 5.3 Hypothesis Testing and Estimation of the Difference Between Parameters of Two Populations 5.3.1 Hypothesis Testing and Estimation of the Difference Between Means of Two Populations, Paired Samples 5.3.2 Hypothesis Testing and Estimation of the Difference Between Means of Two Populations, Independent Samples 5.3.3 Hypothesis Testing and Estimation of the Difference Between Proportions of Two Populations 5.3.4 Hypothesis Testing for the Equality of Variances of Two Populations			Discussion	
Practice content					

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Topic 1: Overview of R and RStudio software** Overview of R and RStudio software	3(0/3)	1	Instruction Practice	<None
2	**Topic 2: Data collection and processing in R** Data collection and processing in R	3(0/3)	1, 2	Instruction Practice	None
3	**Topic 3: Descriptive statistics: summarizing and visualizing data using tables and graphs in R** Descriptive statistics: summarizing and visualizing data using tables and graphs in R	3(0/3)	2, 1	Instruction Practice	None
4	**Topic 4: Descriptive statistics: descriptive statistics measures in R** Descriptive statistics: descriptive statistics measures in R	3(0/3)	1, 2	Instruction Practice	None
5	**Topic 5: Probability distributions of random variables in R** Probability distributions of random variables in R	3(0/3)	1, 2	Instruction Practice	None
6	**Topic 6: Point estimation** Sampling in R Point estimation in R	3(0/3)	1, 2	Instruction Practice	None
7	**Topic 7: Interval estimation** Interval estimation in R Sample size determination in R	3(0/3)	2, 1, 3	Instruction Practice	None

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
8	**Topic 8: Hypothesis testing for a single population parameter in R** Hypothesis testing for a single population parameter in R	3(0/3)	3, 4	Instruction Practice	None
9	**Topic 9: Hypothesis testing and estimation of the difference between parameters of two populations** Hypothesis testing and estimation of the difference between parameters of two populations	3(0/3)	4, 3	Instruction Practice	None
10	**Topic 10: Hypothesis testing and estimation of the difference between parameters of two populations (continued)** Hypothesis testing and estimation of the difference between parameters of two populations (continued)	3(0/3)	3, 4	Instruction Practice	None

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
			1	Continuous		10.00%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
	Đánh giá thường xuyên		2	Continuous		
	Đánh giá thường xuyên		4	Continuous		10.00%
	Kiểm tra giữa kỳ		1	Continuous		30.00%
			2	Continuous		
	Kiểm tra cuối kỳ		1	Summative		50.00%
			2	Summative		
Practice	**Bài thực hành**		3	Continuous		33.00%
	Bài thực hành		3	Continuous		33.00%
	Bài thực hành		4	Continuous		33.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1			70.00%
2			70.00%

8.3 Grading scale According to the credit-based training regulations

Date of compilation/update: 01-Jun-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Product and Service Development (2507534)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Nguyen Thi Tuc	nguyenthituc@iuh.edu.vn
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PhD./DSc. Nguyen Van Thanh Truong	nguyenvanthanhtruong@iuh.edu.vn
PhD./DSc. Bui Huy Khoi	buihuykhoi@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Merle Crawford, Anthony Di Benedotto, New products management, 2021. [TVL240121857]

4.2 Other supplemental materials:

[1] Paul Trott, Innovation management and new product development, 2021. [TVL240121265]

[2] Philip Kotler, Gary Armstrong, Sridhar Balasubramanian, Principles of Marketing, 2024. [TVL250122164]

5. Specific course information

5.1 Course objectives

This course equips students with knowledge of product and service development:

- Introducing an overview of new products and new product development.

- Equipping students with knowledge of the design and development process for new products and services.

- Building a positive attitude toward teamwork.

- Practicing teamwork, coordination, presentation, and public speaking skills.

- Developing awareness of compliance with legal regulations and professional ethics in product and service development.

5.2 Brief description of the course

Product and Service Development is a compulsory course for Marketing students. The course provides in-depth knowledge of product and service development management, helping students understand the product and service development process and formulate strategic orientations for developing new products and services to improve business performance.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2507405 - Principles of Marketing(a)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Propose a marketing project based on collecting and analyzing relevant information to provide appropriate solutions for developing businesses' new products and services. Cognitive domain - level 6
2	Integrate information technology and digital tools to support work and management in product and service development activities. Psychomotor domain - level 4
3	Develop professional skills in activities related to product and service development for businesses. Psychomotor domain - level 4

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1				E					
2					E				
3						E			

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Overview of new product development** 1.1 Definition 1.2 The importance of New Products 1.3 Types of New Products 1.4 The Strategic elements of Product Development 1.5 The New Products Process	6(6/0)	1, 2, 3	L D	H
2	**Chapter 2: Opportunity identification and selection** 2.1 New product strategy inputs and identifying opportunities 2.2 The Product Innovation Charter	6(3/3)	1, 2, 3	L D	H
3	**Chapter 3: Concept generation** 3.1 Creativity and the Product Concept 3.1.1 Preparation 3.1.2 The Product Concept 3.1.3 Ready-made New Product Ideas 3.2 Approaches for Product Concept Generation 3.2.1 The Problem Find-Solve Approach 3.2.2 Analytical Attribute Approaches	9(6/3)	1, 2, 3	L D	H
4	**Chapter 4: Concept/Project Evaluation** 4.1 The Concept Evaluation System	9(6/3)	1, 2, 3	L D	H

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	4.2 Concept Testing 4.3 Sales Forecasting and Financial Analysis 4.4 Product Protocol				
5	**Chapter 5: Development** 5.1 Design 5.2 Development Team Management 5.3 Product Use Testing	6(3/3)	1, 2, 3	L D	H
6	**Chapter 6: Launch** 6.1 Strategic Launch Planning 6.2 Implementation of the Strategic Plan 6.3 Market Testing 6.4 Launch Management 6.5 Public Policy Issues	9(6/3)	1, 2, 3	L D	H

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	Group assignment report - PIC	1	Continuous	0.00%	10.00%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
	Progress assessment 2	Group assignment report - Theory application	1	Continuous	0.00%	10.00%
	Mid-term test	Group assignment report - Marketing plan for launching a new product	3	Summative	100.00%	30.00%
	Final test	Oral examination	1	Summative	100.00%	50.00%
Practice	**Practice 1**	Poster/PowerPoint design assignment	2	Continuous	0.00%	33.33%
	Practice 2	Group presentation - Course theories	3	Continuous	0.00%	33.33%
	Practice 3	Market research report - Using information technology and digital tools to collect data	2	Summative	100.00%	33.33%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final test	Oral examination	65.00%
2	Practice 3	Market research report - Using information technology and digital tools to collect data	65.00%
3	Mid-term test	Group assignment report - Marketing plan for launching a new product	65.00%

8.3 Grading scale

Date of compilation/update: 30-May-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Psychology (2510585)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
PhD./DSc. Le Thi Huong	lethihuong@iuh.edu.vn
Assoc. Prof. Phan Thi To Oanh	phanthhitooanh@iuh.edu.vn
MA./MSc./MEng./MBA. Le Thi Thuong	lethithuong@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Phan Thị Tố Oanh, Giáo trình tâm lý học đại cương, 2016. [TVL180100316]

4.2 Other supplemental materials:

[1] Phan Thị Kim Ngân, Phạm Văn Dinh, Lê Văn Bích, Giáo trình tâm lý học đại cương, 2015. [TVL160091259]

[2] Phan Thị Kim Ngân chủ biên ...[và những người khác], Giáo trình tâm lý học đại cương, 2020. [TVL220115004]

[3] Ian Tuhovsky, (Nguyễn Tư Thắng dịch), Khám phá Tâm lý học giao tiếp , 2022. [TLHĐC1]

[4] Phan Thị Tố Oanh, Lê Thị Thương, Tâm lý học đại cương, 2022. [TLHĐC2]

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Explain basic knowledge of Psychology such as: Nature of human psychology; Natural and social basis of human psychology; Activities, communication and personality; Cognitive process; Emotions, will and volitional actions.
2	
3	Express diligence and positivity in learning

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1	I								
2	I								
3	I								

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1		10(10/0)	1		
2		7(7/0)	1		
3		4(4/0)	1		
4		7(7/0)	1		
5		4(4/0)	1		
6		7(7/0)	1		
7		4(4/0)	1		
8		10(10/0)	1		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1		2	Continuous		6.67%
	Progress assessment 2		3	Continuous		6.67%
	Progress assessment 3		2	Continuous		6.67%
	Mid-term test		1	Continuous		30.00%
	Final test		1	Summative		50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1			70.00%

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Public Relations (2507468)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Tran Thu Thao	tranthuthao@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Thi Phuong Trang	trang.ntp@iuh.edu.vn
MA./MSc./MEng./MBA. Phung Tien Dung	phungtiendung@iuh.edu.vn
MA./MSc./MEng./MBA. Ha Thi Thanh Minh	hathithanhminh@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Đinh Thị Thúy Hằng chủ biên ... [và những người khác], PR Lý luận & ứng dụng, 2014. [TVL150084972]

4.2 Other supplemental materials:

[1] Fraser P. Seitel, The practice of public relations, 2017. [TVL180102789]

[2] Đinh Thị Thúy Hằng, Viết cho PR, 2022. [TVL240121242]

5. Specific course information

5.1 Course objectives

- Provide students with basic knowledge about the field of PR and PR activities in businesses.

- Students can build a plan for PR activities for businesses and perform simulations of PR activities for businesses.

- Students have the ability to analyze the effectiveness of some PR activities in businesses.

- Develop teamwork skills and presentation skills.

- Actively cooperate in group activities and have a professional demeanor when simulating PR activities for businesses.

5.2 Brief description of the course

The subject of Public Relations (PR) is the general subject of the economic sector. This course is designed to provide students with knowledge of PR - an important element of marketing. The purpose of this course is to help students be able to effectively carry out PR activities in their businesses.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2507405 - Principles of Marketing(a)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Apply subject knowledge to analyze and solve a specific PR situation in a business
2	Apply multimedia technology to write PR scripts and PR articles.
3	Apply some PR skills, develop and simulate a PR activity directly and on the business's digital platform
4	Plan or implement a PR activity that demonstrates social responsibility to the community on the business's digital platform

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		E							
2			E						
3			E						
4						E			

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Overview of PR activities** 1.1. History of formation and development of PR 1.2. PR concept 1.3. PR activities in businesses 1.4. PR professional ethics	6(6/0)	1	Lecture, group discussions, assignments	Students research + PR professional ethics. + A number of laws and regulations directly related to the PR industry.

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	1.5. Legal issues in the PR industry				
2	**Chapter 2: Effective communication skills and methods** 2.1. Writing skills for PR 2.2. Presentation skills 2.3. Negotiation and bargaining skills 2.4. Interview skills 2.5. Effective communication methods	12(6/6)	2, 3	Assignments and projects	Students research + Some good PR articles written for magazines, beautifully presented. + Some good interview video clips
3	**Chapter 3: PR planning** 3.1. Analyze the situation 3.2. Determine goals and objectives 3.3. Propose action strategies 3.4. Set up a communication strategy 3.5. Plan your implementation 3.6. Plan your assessment 3.7. Budget estimates 3.8. Write a report proposing a PR plan	3(3/0)	1, 3	Lecture, group discussions, assignments	Students research + Situation of applying PR plan to a specific PR activity
4	**Chapter 4: Contact with the media** 4.1. The importance of exposure to the press 4.2. Forms of contact with the press 4.3. Organize press conference	9(6/3)	1, 3, 2	Lecture, assignments, projects	Students research: + Some good press releases + Some clips of professional press conferences
5	**Chapter 5: Event organization** 5.1. Organize events	6(3/3)	1, 2, 3	Lecture, assignments, projects	Students research

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	5.2. Sponsorship activities				+ Some clips of professional event organization. + Several successful sponsorship campaigns
6	**Chapter 6: Crisis management** 6.1. Overview of the crisis 6.2. Crisis management program 6.3. Crisis resolution program	6(3/3)	1, 2, 3	Lecture, assignments, projects	Students research + Some communication crisis situations of businesses and applying management and crisis management programs to handle reference situations.
7	**Chapter 7: Evaluating the effectiveness of PR activities** 7.1. Criteria for evaluating the effectiveness of PR activities 7.2. Process and method for evaluating the effectiveness of PR activities	3(3/0)	2	Lecture	Students research Some evaluation standards for some specific PR activities.

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Regular Term 1	Situation exercises	1	Continuous	0.00%	10.00%
	Regular Term 2	Situation exercises	2	Continuous	0.00%	10.00%
	Mid-term	Group Essay	4	Summative	100.00%	30.00%
	Final	Essay	1	Summative	100.00%	50.00%
Practice	**Practice 1**	Scenario Exercise 1	3	Summative	100.00%	33.33%
	Practice 2	Scenario Exercise 2	3	Continuous	0.00%	33.33%
	Practice 3	Scenario Exercise 3	3	Summative	100.00%	33.33%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final	Essay	65.00%
3	Practice 1	Scenario Exercise 1	65.00%
3	Practice 3	Scenario Exercise 3	65.00%
4	Mid-term	Group Essay	65.00%

8.3 Grading scale According to the credit systerm regulations

Date of compilation/update: 28-May-2024.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Real estate investment and business (2508452)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Nguyen Le Hong Vy	nguyenlehongvy@iuh.edu.vn
PhD./DSc. Pham Ngoc Van	phamngocvan@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Thi Minh Thao	minhthaonguyen@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Nguyễn Thị Mỹ Linh, Trịnh Thị Kim Oanh, Giáo trình đầu tư và kinh doanh bất động sản, 2016. [TVL170095452]

4.2 Other supplemental materials:

[1] Quốc hội, Luật đất đai số 31/2024/QH15, 2024. [VTCKT-TC-0006]

[2] Quốc hội, Luật kinh doanh bất động sản số 29/2023/QH15, 2024. [VTCKT-TC-0007]

5. Specific course information

5.1 Course objectives

O1 – The ability to employ regulations and theories to understand knowledge on real estates and calculate relevant financial claims on real estates.

O2 – The ability to determine value of real estates to make decision on real estates business.

O3 – The ability to propose real estates investment based on the appraisal for real estates projects.

5.2 Brief description of the course

- This module provides fundamental knowledge on real estates and real estates market, calculation of financial liabilities in real estates business and investment, appraisal of real estates value and profitability in real estates investment projects.

- Students are able to appraise real estates value to do real estates business and investments

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

- Students must attend completely class periods in accordance with the University’s regulations.

- Students are required to read the assigned materials, complete weekly assignments, and ensure a full understanding of each topic before moving on to the next one.

- Students must attend classes and assessments in accordance with the current academic regulations of the university. Additionally, they should pay attention to the due dates for evaluation activities and the timelines set by the instructor

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Employ regulations and theories to understand knowledge on real estates to make decision on real estates business and investment .
2	Apply knowledge to calculate relevant financial liabilities on real estates business and investment
3	Determine value of real estates to make decision on real estates business
4	Propose real estates investment based on the appraisal for real estates projects.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		R							
2		R							
3								R	
4								R	

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Overview of real estates investment and business** 1.1. Real estates 1.2. Real estates market	6(6/0)	1	- L: Lecture - D: Discussion	Pre-read: - Chapter 1 page 12-52 of the main textbook - Lecture slide
2	**Chapter 2: Real estates investment and business environment** 2.1. Legal environment 2.2. Socio-economic environment	6(6/0)	1, 2	- L: Lecture - D: Discussion - P: Practices	Pre-read: - Chapter 2 page 53-151 of the main textbook

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	2.3. Risks in real estates business				- Land Law No. 31/2024/QH15 - Law on real estates business No. 29/2023/QH15 - Lecture slide and homework
3	**Chapter 3: Real estates investment** 3.1. Definition of real estates investment 3.2. Forms of real estates investment projects 3.3. Procedure of implementing real estates investment projects 3.4. Sources of funds for real estates projects	3(3/0)	1	- L: Lecture - D: Discussion	Pre-read: - Chapter 3 page 152-180 of the main textbook - Land Law No. 31/2024/QH15 - Law on real estates business No. 29/2023/QH15 - Lecture slide and homework
4	**Chapter 4: Real estate business** 4.1. Conditions of business and services for real estates 4.2. Real estates business 4.3. Real estates services 4.4. Contract of business and services for real estates.	3(3/0)	1	- L: Lecture - D: Discussion	Pre-read: - Chapter 4 page 181-214 of the main textbook - Land Law No. 31/2024/QH15 - Law on real estates business No. 29/2023/QH15 - Lecture slide and homework
5	**Chapter 5: Real estates value appraisal**	15(6/9)	3	- L: Lecture - D: Discussion - P: Practices	Pre-read: - Chapter 5 page 215-359

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	5.1. Introduction of services for real estates value appraisal 5.2. Conditions of services for real estates value appraisal 5.3. Principles for real estates value appraisal 5.4. Procedure of real estates value appraisal 5.5. Methods of real estates value appraisal				of the main textbook - Lecture slide and homework
6	**Chapter 6: Evaluation of effectiveness in real estates investment and business** 6.1. Evaluation from financial perspective 6.2. Evaluation from social perspective	12(6/6)	4	- L: Lecture - D: Discussion - P: Practices	Pre-read: - Chapter 6 page 360-413 of the main textbook - Lecture slide and homework

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	In-class practices	2	Continuous	100.00%	10.00%
	Progress assessment 2	In-class practices	3	Continuous	50.00%	10.00%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
		In-class practices	4	Continuous	50.00%	
	Mid-term test	Essay questions	1	Continuous	40.00%	30.00%
		Essay questions	2	Continuous	40.00%	
		Essay questions	3	Continuous	20.00%	
	Final test	Essay questions	1	Summative	20.00%	50.00%
		Essay questions	2	Summative	20.00%	
		Essay questions	4	Summative	60.00%	
Practice	**Practice 1**	Assignment	3	Continuous	100.00%	33.33%
	Practice 2	Assignment	1	Continuous	20.00%	33.33%
		Assignment	3	Continuous	80.00%	
	Practice 3	Assignment	4	Continuous	100.00%	33.33%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final test	Essay questions	70.00%
2	Final test	Essay questions	70.00%
4	Final test	Essay questions	70.00%

8.3 Grading scale In accordance with Regulations of IUH

Date of compilation/update: 19-Sep-2024.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Research Methodology (2513433)

2. Number of credits

Total: 2 Theory: 2 Practice: 0 Self-study: 4

3. Instructors' names

First and last name	Email
PhD./DSc. Dang Huu Phuc	danghuuphuc@iuh.edu.vn
PhD./DSc. Hoang Thi Thu	hoangthithu@iuh.edu.vn
PhD./DSc. Nguyen Thi Thu Trang	
Phan Thi Tuyet Nga	
Do Thi Thin	
Ly Thanh Binh	

4. Instructional materials

4.1 Required textbooks/materials:

[1] Nguyễn Thị Thu Trang, Đặng Hữu Phúc, Giáo trình Phương pháp luận nghiên cứu khoa học, 2022. [TVL220117542]

4.2 Other supplemental materials:

[1] Vũ Cao Đàm, Giáo trình phương pháp luận nghiên cứu khoa học, 2015. [TVL170095106]

[2] Võ Thị Ngọc Lan, Nguyễn Văn Tuấn, Giáo trình phương pháp nghiên cứu khoa học giáo dục, 2015. [TVL180100318]

[3] John W. Creswell, Research design, 2014. [TVL140077132]

5. Specific course information

5.1 Course objectives

After the course, students:

- Have basic knowledge of scientific research, research methods and the sequential steps in the research process;

- Acquire research skills; reading, writing and thinking skills; and

- Have active learning behaviors and attitudes and research integrity awareness.

5.2 Brief description of the course

The course provides students with knowledge of basic concepts, procedures, processes and methods usually used in scientific research. The course aims at developing students' basic academic and research skills such as reading, writing, thinking skills, ability to identify and solve problems, skills of collecting and analyzing data. Students can apply these skills to carry out their graduation projects or theses scientifically and effectively. They can also use

knowledge and skills gained from the course to conduct scientific research while at university or after graduation

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Explain basic concepts of scientific research, its methods, and processes.
2	Apply knowledge and skills acquired form the course to write a research proposal.
3	Actively participate in and contribute to group work activities; handle group tasks effectively.
4	Demonstrate research honesty and integrity in their research proposals.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1							I		
2							I		
3								R	
4								R	

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Introduction to science and scientific research** 1.1 Science 1.2 Scientific research 1.3 Research methods 1.4 Steps in the research process	4(4/0)	1, 3	Lecture Discussion	Read the course Create a mind map that shows the relationships between concepts
2	**Chapter 2: Scientific research methods**	2(2/0)	1, 3	Lecture	Read the course

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	2.1 Group of theoretical research methods. 2.2 Group of practical research methods			Discussion	Compare scientific research methods
3	**Chapter 3: Exploration** 3.1 Defining research problems 3.2 Constructing hypotheses 3.3.Developing research theoretical background	5(5/0)	2, 3	Lecture Discussion	Read the course Group exercises: Identify the group's research problem Operationalize the concept
4	**Chapter 4: Exploration** 3.1 Defining research problems 3.2 Constructing hypotheses 3.3.Developing research theoretical background	5(5/0)	2, 3	Lecture Discussion	Read the course Group exercises: Identify the group's research problem Operationalize the concept
5	**Chapter 5: Developing a research design** 5.1 Concept "Research proposal" 5.2 Parts of a research proposal 5.3. Points to be noted while writing research proposals	4(4/0)	2, 3, 4	Lecture Discussion	Read the course Group exercises: Develop an outline for the group's research topic
6	**Chapter 6: Data processing and analyzing** 6.1. Processing and analyzing quantitative data 6.2. Processing and analyzing qualitative data	2(2/0)	2, 3	Lecture Discussion	Group exercises: Develop an outline for the group's research topic

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	6.3 Displaying the results of data analysis				
7	**Chapter 7: Publishing research results** 7.1 Scientific journal articles 7.2 Reports on research results 7.3 Theses 7.4 Scientific presentations	8(8/0)	2, 3	Lecture Discussion	Group exercises: Develop an outline for the group's research topic
8	**Chapter 8: Group serminar** Group serminar	6(6/0)	2, 3	Group serminar	Group homework: Prepare group presentations

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Multiple-choice	Multiple-choice	1	Summative	100.00%	30.00%
	Group essay	Group essay	2	Summative	50.00%	50.00%
		Group essay	3	Summative	25.00%	
		Group essay	4	Summative	25.00%	

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Multiple-choice	Multiple-choice	75.00%
2	Group essay	Group essay	70.00%
3	Group essay	Group essay	80.00%
4	Group essay	Group essay	65.00%

8.3 Grading scale

Date of compilation/update: 01-Dec-2025.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Retail Management (2507516)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Le Thi Thanh Huong	lethithanhhuong@iuh.edu.vn
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MA./MSc./MEng./MBA. Tran Phi Hoang	tranphihoang@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Thi Phuong Trang	trang.ntp@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] M. Levy, B. A. Weitz and D. Grewal, Retailing management, 2023. [KQT-Quan tri ban le]

4.2 Other supplemental materials:

[1] Michael Levy, Barton A. Weitz, Dhruv Grewal, Retailing management, 2019. [TVL180103721]

[2] Philip Kotler, Gary Armstrong, Marc Oliver Opresnik, Principles of Marketing, 2021. [TVL240121227]

[3] George E. Belch & Michael A. Belch, both of San Diego State University, Advertising and promotion, 2018. [TVL180103694]

[4] Nguyễn Quốc Cường, Trần Phi Hoàng, Lê Bảo Hân, Giáo trình marketing căn bản, 2022. [TVL220117554]

5. Specific course information

5.1 Course objectives

Upon completion of the course:

- Students will have a solid understanding of the key concepts related to retail management in businesses.

- Students will be able to apply the learned knowledge to analyze and solve problems in retail management.

- Students will be able to work effectively in teams.

5.2 Brief description of the course

The Retail Management course is an elective course within the specialized knowledge block, providing students with fundamental knowledge of retail management operations and

specialized retail management skills to help them solve problems related to retail management activities in businesses.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Apply retail management knowledge to effectively solve problems related to the retail management operations of a business. Level/Domain: Level 3 (Application)/Cognitive Domain (C)
2	Analyze the retail plans and strategies of businesses in the context of international integration, based on the application of retail management knowledge. Level/Domain: Level 4 (Analysis)/Cognitive Domain (C)

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		R							
2						R			

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chương 1: Overview of Retail** 1.1. The concept of retail and retailers 1.2. The role of retailers in the supply chain 1.3. Traditional and Modern Retail Models 1.4. Omnichannel Retailing 1.5. Business opportunities, ethics, and social responsibility of retailers	6(4/2)	1, 2	Problem-solving teaching, case-based learning, group discussion	Read Chapters 1, 2, 3, and 4 in Retailing Management 11e beforehand; find real-world examples of omnichannel models in Vietnam.

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
2	**Chương 2: Retail Strategy** 2.1. Retail strategy and retail management decision-making process 2.2. Retail Strategy Development Process 2.3. Components in the retail mix	6(3/3)	1, 2	Problem-solving teaching, case-based learning, group discussion	Review Chapter 1; read Chapter 5 in Retailing Management 11e beforehand.
3	**Chương 3: Deciding on the store location** 3.1. The role of location in retail strategy 3.2. Types of Traditional and Online Retail Locations 3.3. Factors influencing retail location selection decisions 3.4. Store Location Selection Process 3.5. The role of data and technology in retail location analysis	6(4/2)	1, 2	Problem-solving teaching, case-based learning, group discussion	Review Chapter 2; read Chapters 7 and 8 in Retailing Management 11e beforehand.
4	**Chương 4: Store Design and Layout** 4.1. Objectives of store design 4.2. Components in store design 4.3. Managing store space and customer journey Visual Merchandising 4.5. Store Atmosphere and Customer Experience 4.6. Trends in smart stores and retail technology	6(3/3)	1, 2	Problem-solving teaching, case-based learning, group discussion	Review Chapter 3; read Chapter 16 in Retailing Management 11e beforehand.
5	**Chương 5: Inventory Management**	6(5/1)	1, 2	Problem-solving teaching, case-	Review Chapter 4; read

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	5.1. Overview of Inventory Management 5.2. Goods Planning Process 5.3. Managing product catalogs and private labels 5.4. Application of data and analytics in inventory management			based learning, group discussion	Chapters 11 and 12 in Retailing Management 11e in advance.
6	**Chương 6: Retail Pricing Strategy** 6.1. The role of price in retail strategy 6.2. Factors Affecting Retail Pricing 6.3. Retail Pricing Strategies 6.4. Pricing in a Multichannel Retail Environment 6.5. Discounts and pricing techniques to increase revenue and profit.	6(3/3)	1, 2	Problem-solving teaching, case-based learning, group discussion	Review Chapter 5; read Chapter 13 in Retailing Management 11e beforehand.
7	**Chương 7: Retailer's Communication Strategy** 7.1. Integrated marketing communications and the role of communications in retail strategy 7.2. Integrated marketing tools and media 7.3. Developing a communication program for retailers 7.4. Evaluating the effectiveness of retail communication activities	6(3/3)	1, 2	Problem-solving teaching, case-based learning, group discussion	Review Chapter 6; read Chapter 14 in Retailing Management 11e beforehand
8	**Chương 8: Customer Experience and Service**	6(5/1)	1, 2	Problem-solving teaching, case-	Review Chapter 7; read Chapter

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	8.1. The concept and role of customer experience in retail. 8.2. Personalization and Standardization of Customer Service 8.3. Evaluating service quality and customer experience 8.4. Developing high-quality customer experiences in a multi-channel environment.			based learning, group discussion	17 in Retailing Management 11e beforehand.

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	Case study	1	Continuous	0.00%	10.00%
	Progress assessment 2	Case study	1	Continuous	0.00%	10.00%
	Mid-term test	Group essay	2	Summative	100.00%	30.00%
	Final test	Essay	1	Summative	100.00%	50.00%
Practice	**Practice 1**	Case study	1	Continuous	0.00%	33.33%
	Practice 2	Midterm Project Presentation	2	Continuous	0.00%	33.33%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
	Practice 3	On-site store observation report	2	Continuous	0.00%	33.33%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Final test	Essay	65.00%
2	Mid-term test	Group essay	65.00%

8.3 Grading scale

Date of compilation/update: 09-Jun-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Scientific Socialism (2512014)

2. Number of credits

Total: 2 Theory: 2 Practice: 0 Self-study: 4

3. Instructors' names

First and last name	Email
PhD./DSc. Le Thanh Hoa	lethanhhoa@iuh.edu.vn
MA./MSc./MEng./MBA. Hoang Thi Duyen	hoangthiduyen@iuh.edu.vn
MA./MSc./MEng./MBA. Huynh Thi Yen Ny	huynhthiyenniy@iuh.edu.vn
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MA./MSc./MEng./MBA. Le Dinh Truong	ledinhtruong@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] , Giáo trình chủ nghĩa xã hội khoa học, 2021. [TVL220114666]

4.2 Other supplemental materials:

[1] Hoàng Chí Bảo biên soạn...[và những người khác], Giáo trình chủ nghĩa xã hội khoa học, 2021. [TVL230120734]

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	**Course Learning Outcomes**
1	
2	
3	

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**
1	R								
2	R								
3	R								

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1		2(2/0)	1, 2		
2		5(5/0)	1, 2, 3		
3		4(4/0)	1, 2, 3		
4		5(5/0)	1, 2, 3		
5		4(4/0)	1, 2, 3		
6		5(5/0)	1, 2, 3		
7		5(5/0)	1, 2, 3		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Cá nhân, nhóm		1	Continuous		10.00%
	Cá nhân, nhóm		2	Continuous		10.00%
	Trắc nghiệm		2	Continuous		30.00%
	Trắc nghiệm		3	Summative		50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
3			70.00%

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Search Engine Marketing (2507544)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
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MA./MSc./MEng./MBA. Pham Thi Hong Ngoc	phamthihongngoc@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

4.2 Other supplemental materials:

[1] Trình Nguyễn, SEO On-Page trong tầm tay, 2021. [TVL240121274]

[2] Hà Anh Tuấn ... [và nh.ng. khác], Digital marketing, từ chiến lược đến thực thi, 2018. [TVL240121247]

[3] Kevin Hartman, Digital marketing analytics, 2020. [TVL240121235]

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	
2	
3	

No	Course Learning Outcomes
4	

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		E							
2		E							
3			E						
4						E			

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1		6(6/0)	1		
2		6(3/3)	1, 4		
3		15(6/9)	1, 2, 3, 4		
4		12(6/6)	1, 2, 3, 4		
5		6(3/3)	1, 2, 3, 4		

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment	Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Service marketing (2507439)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
PhD./DSc. Nguyen Van Thanh Truong	nguyenvanthanhtruong@iuh.edu.vn
MA./MSc./MEng./MBA. Tran Phi Hoang	tranphihoang@iuh.edu.vn
MA./MSc./MEng./MBA. Le Nguyen	lenguyen@iuh.edu.vn
MA./MSc./MEng./MBA. Pham Thi Hong Ngoc	phamthihongngoc@iuh.edu.vn
PhD./DSc. Nguyen Ha Thach	nguyenhathach@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Thi Ngoc Tram	nguyenthingoctram@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

4.2 Other supplemental materials:

[1] Jochen Wirtz, Christopher Lovelock, Services marketing, 2016. [TVL240121232]

[2] Philip Kotler, Gary Armstrong, Marc Oliver Opresnik, Principles of Marketing, 2021. [TVL240121227]

5. Specific course information

5.1 Course objectives

The Service Marketing course guides students:

– Analyze and synthesize information with critical thinking to make decisions to solve problems of service industry enterprises/organizations based on the application of specialized knowledge of Service Marketing.

– Recommend plans, strategies and practical implications of Service Marketing at service industry enterprises/organizations.

– Develop research projects related to the industry and specialization based on collecting, analyzing, and synthesizing information to provide management solutions or implications.

5.2 Brief description of the course

The service marketing course is part of the specialized knowledge block in marketing. The course teaches students about the service marketing environment, service quality, productivity, pricing and distribution techniques, effective communication tools, and relationship development. To deploy marketing operations for service firms in the global market, focus on developing customer connections, refining service procedures, and managing human resources and physical facilities

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2507405 - Principles of Marketing(a)

5.4 Other requirements

Requirements for course commitments:

– Commitment to study time: Students must attend class on time, regularly, and with enough classes. Students who request permission to be absent from school for one day must be approved by the subject teacher; the absences from school for two days or more must be approved by the head of the training faculty. Students absent for more than 20% of the classes for each subject will be banned from taking the exam.

– Commitment to study materials: Students must have all necessary books, documents, and learning tools. Students are not allowed to use textbooks or study materials without copyright and clear publication origin.

– Commitment to study attitude: Students must maintain order during class hours and have a serious study attitude. Students must wear name tags and student cards when entering the classroom. Students are not allowed to use phones for personal use during class hours.

Requirements on academic ethics and anti-plagiarism:

– Students cannot cheat on studying, testing, and exams. When writing essays, projects, and graduation theses, students are not allowed to participate or organize others to do it, copy or cheat on scientific data.

Other requirements:

- Students are polite in communication, respectful and polite to teachers, staff, civil servants, and workers in the school. Students are aware of protecting property, maintaining public hygiene, sparing electricity and water, turning off lights, fans, and air conditioners, and closing classroom doors when leaving.

- Students read the textbook before coming to class.

- Students study on their own through online lectures.

- Students learn English terms in the subject.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	– Analyze and synthesize information with critical thinking to make decisions to solve problems of service industry enterprises/organizations based on the application of specialized knowledge of Service Marketing.

No	Course Learning Outcomes
	– Level/Domain: Level 4 (Analyzing)/Cognitive Domain (C)
2	– Recommend plans, strategies and practical implications of Service Marketing at service industry enterprises/organizations. – Level/Domain: Level 5 (Evaluating)/Cognitive Domain (C)
3	- Develop a research project related to the industry and specialization based on collecting, analyzing, and synthesizing information to provide solutions or management implications. - Level/Domain: Level 6 (Construct)/Cognitive Domain (C)

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		E							
2			E						
3								E	

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Overview of services and services marketing** 1.1 Overview of services 1.1.1 Concept of services 1.1.2 Service trends 1.1.3 Service characteristics 1.1.4 Service recipients: perspective from the process 1.1.5 Main factors affecting the service market	3(3/0)	1	Case study method, group discussion method	Students read additional documents with related content in the textbook (Chapter 1 - Creating Value in the Service Economy)

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	1.2 Overview of services marketing 1.2.1. Service marketing triangle 1.2.2. 7Ps Marketing Mix model 1.2.3. SERVUCTION system 1.2.4. Service marketing integration model				
2	**Chapter 2: Service positioning** 2.1. Service positioning concept 2.2. Central activities of service positioning 2.3. Analyze customers, competitors, and company (3Cs) 2.3.1. Customer Analysis 2.3.2. Competitor Analysis 2.3.3. Company Analysis 2.4. Market segmentation, target market identification, and service positioning (STP) 2.4.1. Segmentation 2.4.2. Targeting 2.4.3. Positioning 2.5. Develop an effective positioning strategy.	3(3/0)	1, 2	Case study method, group discussion method, project method	Students read additional documents with related content in the textbook (Chapter 2 - Understanding Service Consumers; Chapter 3 - Positioning Services in Competitive Markets)
3	**Chapter 3: Service products strategy**	6(6/0)	1, 2	Case study method, group discussion method, project method.	Students read additional documents with related content in

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	3.1. Product and service concept 3.2. Components of service products 3.3. Service flower model 3.4. Develop new services 3.4.1. When do businesses need to develop new services? 3.4.2. New service development methods 3.5. Service brand strategies 3.5.1. Branded House 3.5.2. House of Brands 3.5.3. Sub-brands 3.5.4. Endorsed Brands 3.6. Service branding model				the textbook (Chapter 4 - Developing Service Products and Brands)
4	**Chapter 4: Service pricing strategy** 4.1. Service pricing concept 4.2. Service pricing goals 4.3. The foundation of pricing strategy 4.3.1. Based on cost 4.3.2. Based on competitors 4.3.3. Based on the value provided to customers 4.4. Service revenue management	6(6/0)	1, 2, 3	Case study method, group discussion method, project method.	Students read additional documents with related content in the textbook (Chapter 6 - Service Pricing and Revenue Management)

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	4.4.1. Reserve capacity for high-margin customer segments 4.4.2. Analyze price elasticity 4.4.3. Create rate fences 4.5. Ethical perspectives and fairness in service pricing 4.5.1. The issue of complexity in service pricing 4.5.2. Designing equity in service revenue management 4.6. Issues to consider when developing service tariffs.				
5	**Chapter 5: Service delivery strategy** 5.1. Concept of service delivery 5.2. Design an effective service delivery strategy 5.2.1. What is delivered by the service? 5.2.2. How is the service delivered? 5.2.3. Where should the service facility be located? 5.2.4. When should the service be provided? 5.3. The Role of Intermediaries in Service Distribution 5.4. Franchise 5.5. Challenges in distributing services to a large domestic market	3(3/0)	1, 2, 3	Case study method, group discussion method, project method.	Students read additional documents with related content in the textbook (Chapter 5 - Distributing Services Through Physical and Electronic Channels)

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	5.6. Internationalization in service distribution				
6	**Chapter 6: Service marketing communication strategy** 6.1. Integrated marketing communications in services 6.1.1. Concept of integrated marketing communication 6.1.2. Integrated marketing communication tools 6.1.3. Design an integrated marketing communications strategy. 6.2. Develop a communication strategy. 6.2.1. Identify the target audience. 6.2.2. Determine communication goals. 6.3. Deploy a communication strategy 6.3.1. Develop effective communication goals. 6.3.2. Identify media 6.3.3. Decide when to deploy 6.4. Decide on a budget and evaluate communication programs. 6.5. Ethical perspectives and privacy in communications	6(6/0)	1, 2, 3	Case study method, group discussion method, project method.	Students read additional documents with related content in the textbook (Chapter 7 - Service Marketing Communications)

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	6.6. The role of service business identity design in communication				
7	**Chapter 7: Service human resource management strategy** 7.1 The role of human factors in service marketing 7.2 The importance of frontline staff 7.3 Difficulties and Stress of Frontline Staff 7.3.1. Sources of Role Conflict 7.3.2. Emotional labor 7.4 Service human resource management 7.4.1. Hire the Right People 7.4.2. Train Service Employees Actively 7.4.3. Motivate and Energize People 7.5 The inverted pyramid model enables frontline support to provide outstanding service.	3(3/0)	1, 2, 3	Case study method, group discussion method, project method.	Students read additional documents with related content in the textbook (Chapter 11 - Managing People for Service Advantage).
8	**Chapter 8: Designing service process** 8.1. Service process concept 8.2. Service process flow chart 8.3. Blueprint of service process 8.3.1. Steps to develop detailed service process diagrams	6(6/0)	1, 2, 3	Case study method, group discussion method, project method.	Students read additional documents with related content in the textbook (Chapter 8 - Designing Service Processes)

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	8.3.2. Elements in the detailed service process diagram 8.3.3. Set standards 8.3.4. Tangible elements 8.3.5. The three segments in the service process flow diagram 8.3.6. Failure points (F-points) and service waiting times 8.3.7. Consider consumer perceptions and emotions 8.4. Redesign service processes 8.5. Manage customer engagement in the service process 8.5.1. Customers as co-creators of services. 8.5.2. Promote customer self-service 8.5.3. Apply self-service system.				
9	**Chapter 9: Crafting the services physical environment** 9.1. Concept of services physical environment 9.2. The strategic role of the services physical environment 9.3. Models explaining consumer reactions to the services environment 9.3.1. The Mehrabian-Russell Stimulus-Response Model	3(3/0)	1, 2, 3	Case study method, group discussion method, project method.	Students read additional documents with related content in the textbook (Chapter 10 - Crafting the Service Environment).

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	9.3.2. The Russell Model of Affect 9.4. SERVICESCAPE model 9.4.1. The Effect of Ambient Condition 9.4.2. Spatial layout and functions, 9.4.3. Signs, symbols and artifacts 9.5. Human Factors in the service space 9.6. Complete integration of the physical environment in the service				
10	**Chapter 10: Service quality** 10.1. Service quality concept 10.2. The model identifies and corrects service quality issues 10.2.1. 6 gap model in service design and delivery 10.2.2. Solutions to narrow the service quality gap 10.3. Measuring service quality 10.4. Tools for analyzing and identifying service quality problems 10.4.1. Root cause analysis: Fishbone diagram 10.4.2. Pareto analysis	3(3/0)	1, 2, 3	Case study method, group discussion method, project method.	Students read additional documents with related content in the textbook (Chapter 14 - Improving Service Quality and Productivity).

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	10.4.3. Blueprinting services: Identify F-points.				
11	**Chapter 11: Develop customer relationships in service** 11.1. Build loyalty and manage customer relationships 11.1.1 Customer loyalty 11.1.2. Understand the customer-company relationship 11.1.3. Wheel of loyalty 11.1.4. Customer relationship management 11.2. Resolve service complaints 11.2.1. Understand customer complaint behavior 11.2.2. Effective service error recovery system 11.2.3. Handling customer complaints/	3(3/0)	1, 2, 3	Case study method, group discussion method, project method.	Students read additional documents with related content in the textbook (Chapter 12 - Managing Relationships and Building Loyalty; Chapter 13 - Complaint Handling and Service Recovery).

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
	Progress assessment 1	Situational group exam	1	Continuous	0.00%	6.67%
	Progress assessment 2	Situational group exam	1	Continuous	0.00%	6.67%
	Progress assessment 3	Group presentation	1	Summative	100.00%	6.67%
	Mid-term test	Group assignment	3	Summative	100.00%	30.00%
	Final test	Written test	2	Summative	100.00%	50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Progress assessment 3	Group presentation	65.00%
2	Final test	Written test	65.00%
3	Mid-term test	Group assignment	65.00%

8.3 Grading scale According to the credit systerm regulations

Date of compilation/update: 09-Jun-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Social Marketing (2507545)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
Nguyen Le Phuong Uyen	nguyenlephuonguyen@iuh.edu.vn
Pham Dang Nhat Nguyen	phamdangnhatnguyen@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

4.2 Other supplemental materials:

[1] Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Mary Lou Roberts, Debra Zahay, Social media marketing, 2017. [TVL240121267]

5. Specific course information

5.1 Course objectives

- Analyze and synthesize information with critical thinking to make decisions to effectively solve business problems based on the application of specialized knowledge;

- Propose plans, strategies and solve practical situations at businesses in the context of international integration based on the application of specialized knowledge of Social Meida Marketing;

- Develop professional skills in activities related to Social Media Marketing and combine specialized knowledge.

5.2 Brief description of the course

The course provides a strategic approach and develops a comprehensive and effective social media marketing plan through an eight-step planning cycle. This cycle includes observing the organization's goals, presence, and competition in the online environment. Learners will know how to set social media goals with SMART criteria; Identify your target market and customer behavior on social media platforms. People implementing social media marketing activities will follow the principles of social media engagement and ethical behavior; Develop platform-specific marketing tactics. From there, deploy and measure progress toward goals, manage and organize social media groups.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2507405 - Principles of Marketing(a)

5.4 Other requirements

There are some additional rules as the followings:

-Students are required to attend ≥ 80% of class periods

-Students must wear the university’s uniform before entering the classroom.

-Students must respect all instructors and the university's staff.

-Students must behave kindly and politely during the time at the campus.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Analyze and synthesize information with critical thinking to make decisions to effectively solve business problems based on the application of specialized knowledge;
2	Propose plans, strategies and solve practical situations at businesses in the context of international integration based on the application of specialized knowledge of Social Meida Marketing;
3	Develop professional skills in activities related to Social Media Marketing and combine specialized knowledge.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		E							
2			E						
3					E				

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Unit 1: Overview of Social Media Marketing** 1.1 What is Social Media Marketing 1.2 The Seven Myths of SMM 1.3 Why SMM Is Different? 1.4 Careers in SMM? 1.5 Best Practices for SMM	6(6/0)	1	Lecture, group discussions, assignments	Read textbook, slide, materials...

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	1.6 From Bowling to Pinball ; The 6C Model of SMM 1.7 SMM Ethics 1.8 Best Practices: Following the Rules of Engagement for SMM				
2	**Unit 2: Social Media Marketing Planning** 2.1 Introduction to Marketing Planning 2.2 The main stages in developing a digital marketing plan	7(6/1)	1, 2	Lecture, group discussions, assignments	Read textbook, slide, materials...
3	**Unit 3: Social Media Platforms & Social Networking Sites** 3.1 List of Social Media Platforms 3.2 Benefits of Marketing with Social Networks 3.3 The Future of Social Networks 3.4. Best Practices for Social Media Platform Marketing	6(6/0)	1, 2	Lecture, group discussions, assignments	Read textbook, slide, materials...
4	**Unit 4: Paid Social & Influencers** 4.1 Social Media Advertising Formats 4.2 What Is Influencer Marketing? 4.3 Types of Influencers; Measuring the Effectiveness of Influencers 4.4 Best Practices for Developing a Paid Social Strategy	3(3/0)	1, 2	Lecture, group discussions, assignments	Read textbook, slide, materials...

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
5	**Unit 5: Visual Storytelling** 5.1 The Growing Importance of Visual Storytelling 5.2. How to Tell a Story 5.3 The Hero's Journey 5.4 The Continually Evolving Social Media Landscape 5.5 SMM with Photos and Other Images 5.6 How to Create Appealing Video Content 5.7 Sharing Online Videos	9(9/0)	1, 2, 3	Lecture, Group discussion, projects	Read textbook, slides, materials...
6	**Unit 6: Virtual Communities** 6.1 What is Virtual Communities ? 6.2 The Role of Online Forums and Discussion Boards in Virtual Communities 6.3 Social News and Content Aggregation Sites 6.4 Social Bookmarking Sites and Social Commerce 6.5 Best Practices for Social Media Marketers When Building Virtual Communities	6(6/0)	1, 2	Lecture, group discussions, assignments	Read textbook, slides, materials...
7	**Unit 7: Mobile Marketing on Social Networks** 7.1 The Role of Apps in Mobile Social Media Marketing 7.2 M-Commerce and Social Commerce 7.3 Omnichannel Marketing	6(6/0)	1, 2, 3	Lecture, group discussions, assignments	Read textbook, slides, materials...

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	7.4 Location-Based Marketing and Promixity				
8	**Unit 8: Social Media Marketing Controlling** 8.1 Social Media Marketing Communication Objectives 8.2 Non-financial social metrics 8.3 Financial social metrics	3(3/0)	1, 2, 3	Lecture, group discussions, assignments	Read textbook, slides, materials...

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	Situational group exam	1	Continuous	0.00%	6.67%
	Progress assessment 2	Situational group exam	1	Continuous	0.00%	6.67%
	Progress assessment 3	Group presentation	1	Summative	100.00%	6.67%
	Mid-term test	Group report	3	Summative	100.00%	30.00%
	Final test	Written test	2	Summative	100.00%	50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Progress assessment 3	Group presentation	65.00%
2	Final test	Written test	65.00%
3	Mid-term test	Group report	65.00%

8.3 Grading scale According to the credit systerm regulations

Date of compilation/update: 09-Jun-2026.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Sociology (2513439)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
Do Thi Thin	
Dao Thi Nguyet Anh	
Pham Thi Oanh	

4. Instructional materials

4.1 Required textbooks/materials:

[1] Lương Văn Úc, Giáo trình xã hội học, 2012. [TVL180100192]

4.2 Other supplemental materials:

[1] Phạm Đức Trọng, Nguyễn Hữu Túc, Hoàng Thế Cường, Giáo trình xã hội học đại cương, 2016. [TVL160091260]

[2] Nguyễn Tiến Nam, Đoàn Thị Lan Hương, Nguyễn Mậu Dựng, Giáo trình xã hội học, 2010. [TVL110058612]

5. Specific course information

5.1 Course objectives

Upon completion of the course, learners will:

Acquire basic knowledge of sociological concepts, theories, and research methods.

Understand cultural differences, social mechanisms, processes of social stability and change, and the relationships between individuals, groups/organizations, and society.

Be able to analyze and evaluate various social phenomena occurring in Vietnamese society from a sociological perspective.

5.2 Brief description of the course

The Sociology course provides students with fundamental knowledge of sociology, including the history and development of sociology, its objects and functions, sociological concepts and frameworks, various sociological theories, and research methods. Students can apply this knowledge to understand, analyze, and interpret various social phenomena in Vietnam from a sociological standpoint. This course also contributes to fostering a positive, scientific approach to identifying, evaluating, and solving social issues, as well as cultivating correct political attitudes, organizational discipline, a sense of responsibility, and a healthy, wholesome spirit.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Demonstrate fundamental knowledge of sociology.
2	Explain some sociological issues.
3	Provide explanations for some social phenomena occurring in our country.
4	Address social issues in personal life in accordance with legal regulations and social norms.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1	I								
2	I								
3	I								
4	I								

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Overview of Sociology** 1.1. Overview of the Emergence of Sociology 1.2. The Needs for the Emergence of Sociology 1.3. Conditions for the Emergence of Sociology 1.4. Significance of the Emergence of Sociology 1.5. Classic Sociological Theorists 1.6. Concepts, Research Objects, Structure, Functions, and Tasks of Sociology, and its	6(6/0)	1	L: Lecture D: Discussion	Students should read the following materials in advance: "Sociology Textbook". Hanoi: National Economics University Publishing House, 2012, pp. 21-66. "General Sociology Textbook". Hanoi: Hong Duc Publishing House -

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	Relationship with Other Social Sciences Fields				Vietnam Lawyers Association, 2016, pp. 13-55.
2	**Chapter 2: Basic Sociological Theories** 2.1. Structural Functionalism Theory 2.2. Role Theory 2.3. Conflict Theory 2.4. Symbolic Interactionism Theory 2.5. Deviance Theories 2.6. Marxist Sociology Perspective	6(6/0)	1, 2	L: Lecture D: Discussion	- Read the materials provided by the instructor and study the following theories: social action theory, Marx's theory of social conflict, and social conflict theory.
3	**Chapter 3: Culture** 3.1. Concept of Culture 3.2. Types of Culture 3.3. Elements of Culture 3.4. Diversity and Consequences of Cultural Differences	6(6/0)	1, 2	L: Lecture D: Discussion H: Instruction for Homework	Students should research the following materials: "Sociology Textbook". Hanoi: National Economics University Publishing House, 2012, pp. 289-299, and related documents, to understand: The functions of culture Building an advanced and deeply rooted Vietnamese culture.
4	**Chapter 4: Socialization**	6(6/0)	2, 3	L: Lecture D: Discussion	Students should read the materials and

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	4.1. Concept of Socialization 4.2. Process of Socialization 4.3. Socialization Environment 4.4. Social Position, Status, and Role				study the role of socialization. Segment the process of socialization according to the Eastern perspective.
5	**Chapter 5: Social Organization and Social Structure** 5.1. Social Groups 5.2. Social Communities 5.3. Social Organizations 5.4. Social Structure	6(6/0)	3, 4	L: Lecture D: Discussion	Students should refer to additional materials: Sociology. Hanoi: National University Publishing House, 1997, pp. 161-203.
6	**Chapter 6: Social inequality and Social stratification** 6.1. Social inequality 6.2. Social stratification 6.3. Social class	5(5/0)	3, 4	L: Lecture D: Discussion H: Instruction for Homework	-Students should research the materials provided by the lecturer beforehand, and study: Theories of social inequality and social stratification. -Students should also explore related literature to understand social stratification in Vietnam in the present period.
7	**Chapter 7: Some specialized fields of sociology**	5(5/0)	3, 4	L: Lecture D: Discussion H: Instruction for Homework	Students needs to study the following materials: "Sociology

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	7.1. Sociology of the Family 7.2. Rural Sociology 7.3. Urban Sociology 7.4. Sociology of Public Opinion and Mass Communication 7.5. Sociology of Law				Textbook". Hanoi: National Economics University Publishing House, 2012, pp. 446-507. -The main function of the family -Some issues facing Vietnamese families under the impact of industrialization and urbanization today. -Sociology of labor -Economic sociology
8	**Chapter 8: The methods of sociological research** The methods of sociological research	5(5/0)	1, 4	L: Lecture D: Discussion P: Practies	-The steps for conducting a sociological survey are as follows: identifying the topic, subjects, purpose, and research tasks; constructing hypotheses; determining methods of data collection; developing questionnaires; selecting the survey sample;...

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Essay	Essay	1	Summative		6.67%
	Exercise, Presentation	Exercise, Presentation	2	Summative		6.67%
	Exercise, Presentation	Exercise, Presentation	3	Summative		6.67%
	Essay	Essay	1	Summative		30.00%
		Essay	2	Summative		
	Essay	Essay	3	Summative		50.00%
		Essay	4	Summative		

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Essay	Essay	85.00%
1	Essay	Essay	85.00%
2	Essay	Essay	85.00%
2	Exercise, Presentation	Exercise, Presentation	85.00%
3	Essay	Essay	85.00%
3	Exercise, Presentation	Exercise, Presentation	85.00%
4	Essay	Essay	85.00%

8.3 Grading scale

Date of compilation/update: 30-May-2024.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Strategic Marketing Simulation (2507531)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
PhD./DSc. Nguyen Van Thanh Truong	nguyenvanthanhtruong@iuh.edu.vn
PhD./DSc. Nguyen Thi Phuong Chi	nguyenthiphuongchi@iuh.edu.vn
MA./MSc./MEng./MBA. Phung Tien Dung	phungtiendung@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Thi Tuc	nguyenthituc@iuh.edu.vn
MA./MSc./MEng./MBA. Nguyen Thi Truc Ngan	nguyenthitrucngan@iuh.edu.vn
MA./MSc./MEng./MBA. Pham Thi Hong Ngoc	phamthihongngoc@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Roger J. Best, Market-based management, 2013. [TVL240121260]

4.2 Other supplemental materials:

[1] Orville C. Walker, John W. Mullins, Marketing Strategy, 2014. [TVL260124711]

[2] William D. Perreault, Jr., Joseph P. Cannon, E. Jerome McCarthy, Essentials of marketing, 2010. [TVL130074128]

5. Specific course information

5.1 Course objectives

5.2 Brief description of the course

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

2507405 - Principles of Marketing(a)

2507483 - Fundamentals of Management(a)

5.4 Other requirements

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Planning a marketing project based on data collection and integrating of relevant information to propose solutions for the marketing strategy; (Cognitive Domain – Level 6) – Final Exam (Oral Presentation).
2	Proficiently coordinate information technology application skills to implement Marketing projects (Psychomotor Domain – Level 4) – Practical Exercise 2
3	Self-manage decision-making, problem-solving, resource management, and effective team leadership skills during the marketing strategy implementation process (Psychomotor Domain – Level 5) – Regular Assessment 2

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1				E					
2					E				
3						E			

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	Chapter 1: Overview of marketing strategy 1.1 General introduction to the subject 1.2 Overview of marketing strategy 1.3 Overview of the software used for simulation	6(5/1)	1	L: Lecture O: Observation P: Practice	Chapter 11: Textbook Chapters 1 & 2: Reference [2]
2	Chapter 2: Market research 2.1. Overview of market research 2.2. Market research process	9(6/3)	1, 2, 3	L: Lecture D: Discussion P: Practice PBL Project implementation	Chapters 1, 2, 3 of the coursebook. Chapter 3 (Reference [1])

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	2.3 Some analytical frameworks applied in market research Discussion: Practice market research for a simulated situation				Chapters 4 & 5 (Reference [2])
3	Chapter 3: Strategic Marketing Decisions 3.1 Overview of strategic marketing decisions 3.2 Strategic Marketing decision-making process 3.3 Make strategic marketing decisions 3.4 Practice strategic marketing decision making Discussion: Practice some simulation activities to make strategic marketing decisions	12(9/3)	1, 2, 3	L: Lecture D: Discussion P: Practice SI: Simulation Project implementation	Chapters 5–10: Textbook Chapters 8–10: Supplementary Materials [2]
4	Chapter 4: Establishing and implementing a Marketing plan Chapter 4: Establishing and implementing a Marketing plan 4.1. Overview of the marketing plan 4.2. Marketing planning process 4.3. Implement marketing plan 4.4. Adjust your Marketing plan Discussion: Develop a plan to implement a simulated Marketing strategy for a specific business.	15(9/6)	1, 2, 3	L: Lecture D: Discussion P: Practice Project implementation	Textbook Chapters 11–14. Chapter 12, Reference [2].

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
5	Chapter 5: Evaluating Marketing Strategy 5.1. Overview of marketing strategy evaluation activities 5.2. Some forms businesses use for evaluation 5.3. Develop evaluation criteria 5.4 Presentation of assessment report Discussion: Students practice identifying evaluation criteria related to hypothetical situations	3(1/2)	1, 3	L: Lecture D: Discussion P: Practice H: Homework	Chapters 15 and 16 of the textbook. Chapter 13 of Reference [2].

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1	Individual assignment	3	Continuous	0.00%	10.00%
	Progress assessment 2	Group assignment	3	Continuous	100.00%	10.00%
	Mid-term test	Group essay report	1	Continuous	0.00%	30.00%
	Cá nhân	Oral exam	1	Continuous	100.00%	50.00%

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Practice	**Practice 1**	Market research practical exercise	1	Continuous	0.00%	33.33%
	Practice 2	Market segmentation practice using simulation software	2	Continuous	100.00%	33.33%
	Practice 3	Product design for a marketing campaign	2	Continuous	0.00%	33.33%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets

Date of compilation/update:

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Taxation (2508470)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
Doan Thi Thuy Anh	doanthithuyanh@iuh.edu.vn
Tran Thi Quynh Huong	tranthiquynhhuong@iuh.edu.vn
Vo Thuy Ha	vothuyha@iuh.edu.vn
Pham Thi Ly	phamthily@iuh.edu.vn
Do Khanh Ly	dokhanhly@iuh.edu.vn
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PhD./DSc. Nguyen Thanh Tai	nguyenthanhtai@iuh.edu.vn
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Nguyen Manh Tuyen	nguyenmanhtuyen@iuh.edu.vn
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MA./MSc./MEng./MBA. Ta Thi Kim Thoa	tathikimthoa@iuh.edu.vn
Assoc. Prof. Doan Van Dinh	doanvandinh@iuh.edu.vn
Nguyen Thi Van Anh	nguyenthivananh@iuh.edu.vn
Le Thi Tuyet Dung	lethituyetdung@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Võ Văn Hợp, Giáo trình thuế, 2021. [TVL210112085]

[2] Huỳnh Tấn Dũng chủ biên; Nguyễn Mạnh Tuyển, Hoàng Đình Vui, Báo cáo thuế, 2021. [TVL210112064]

[3] Huỳnh Tấn Dũng chủ biên; Tăng Thị Thanh Thủy, Hoàng Đình Vui, Bài tập báo cáo thuế, 2021. [TVL210112065]

4.2 Other supplemental materials:

[1] Lê Quang Cường, Nguyễn Kim Quyến, Giáo trình Thuế, 2023. [VTCKT-KT-0019]

5. Specific course information

5.1 Course objectives

O1 - Ability to understand current taxation policies in Vietnam and identify essential tax obligations.

O2 - Ability to propose solutions to minimise the risk of tax law violations.

O3 - Proficiency in using information technology to prepare tax reports.

O4 - Proficiency in both oral and written communication.

O5 - Ability to work effectively in teams.

O6 - Demonstrate ethical behaviour and respect for tax laws.

5.2 Brief description of the course

This course provides economics students with a foundational knowledge of taxation. It covers current tax laws in Vietnam, clarifying key concepts, the nature of taxation, its role, and specific tax types. By the end of this course, students should be able to apply this knowledge to resolve tax-related issues in civil and commercial transactions.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

- Studying Modes: Students should read the required materials and complete all assigned homework. They should also actively involve themselves in class by asking questions, answering them, and participating in discussions.

- Assessment Compliance Information: Students study and carry out assessments per the current studying regulations established by IUH. Students are responsible for checking the due date of all assessment activities. No extension of time will be granted for submitting homework or assignments. Therefore, students receive 0 marks if they submit homework or assignments later than the due date.

- Ensure academic integrity: Students should cite the sources for references (if any) in the assignments. Students receive 0 marks if they copy from published authorities, including online sources, without acknowledgement.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	
2	.
3	
4	
5	

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1		R							
2		R							
3			R						
4								R	
5								R	

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chương 1: Overview of Taxes** 1.1 The Origin and Development of Taxes 1.2 Definition, Characteristics, and Role of Taxes 1.3 Basic Elements of a Tax Law 1.4 Criteria for Establishing a Tax Policy System 1.5 Tax Classification 1.6 The Impact of	3(3/0)	5	- Lectures, - Q&A, - Home exercise, - Self-study,	Chapter 1: Overview of Taxation, Tax Textbook, Faculty of Banking and Finance. Chapter 1: Overview of Taxation, Tax Textbook, Faculty of Public Finance.

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	Tax Policies on the Economy				
2	**Chương 2: Export and Import Taxes (EIT)** 2.1 Overview of Export and Import Taxes 2.2 Subjects Liable for Export and Import Taxes 2.3 Methods for Calculating Export and Import Taxes 2.4 Deadlines for Submitting Export and Import Taxes 2.5 Tax Exemption, Consideration for Exemption, Tax Reduction, and Tax	9(9/0)	1, 2, 3, 5	- Lectures, - Q&A, -Practice exercises, - Self-study, - Problems solving, - Home exercise	Chapter 2: Export Tax, Import Tax, Tax Textbook, Faculty of Banking and Finance. Chapter 2: Export Tax, Import Tax, Tax Textbook, Faculty of Public Finance. (See further details in Articles 2, 3, 8, 9 of Law 107/2016/QH13). (Refer to Appendices I & II attached to Decree 26/2023/ND-CP, effective July 15, 2023). Articles 1 and 2 of Decree 18/2021/ND-CP. YouTube: Guide to Declaring Business Export Declarations <https://www.youtube.com/watch?v=jzDDWZAxYNY> <https://www.youtube.com/watch?v=XaVFoJjamkA>

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	Refund on EIT				
3	**Chương 3: Special Consumption Tax (SCT)** 3.1 Overview of Special Consumption Tax 3.2 Taxpayers and Subjects Liable for SCT 3.3 Tax Bases and Methods for Calculating SCT 3.4 SCT Exemption and Reduction 3.5 SCT Refund	6(6/0)	1, 2, 3, 4, 5	- Lectures, - Q&A, -Practice exercises, - Self-study, - Problems solving, - Home exercise	Chapter 3: Special Consumption Tax, Tax Textbook, Faculty of Finance and Banking. Chapter 3: Special Consumption Tax, Tax Textbook, Faculty of Public Finance. Articles 2, 3, 6, 7, 8, 9 of Decree 108/2015/ND-CP and Clauses 1 and 2 of Article 2 of Decree 100/2016/ND-CP - Article 2 of the Special Consumption Tax Law No. 27/2008/QH12. Circular 195/2015/TT-BTC and Decree 108/2015/ND-CP. YouTube: TaxOnline - Preparing the Special Consumption Tax Declaration
4	**Chương 4: Value-Added Tax (VAT)** 4.1 Overview of Value-Added Tax 4.2 Taxpayers and	9(9/0)	1, 2, 3, 4, 5	- Lectures, - Q&A, -Practice exercises, - Self-study, - Problems solving, - Home exercise - Demo	Chapter 4: Value Added Tax (VAT), Tax Textbook, Faculty of Banking and Finance. Chapter 4: Value Added Tax (VAT), Tax Textbook, Faculty of Public Finance. References: Clause 1, Article 3; Clause 4, Article 1; and Appendices I, II, and III issued together with Decree No. 15/2022/ND-CP. Law No. 106/2016/QH13 amends and supplements specific provisions of the VAT Law. YouTube: Instructions on

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	Subjects Liable for VAT 4.3 Tax Bases and Methods for Calculating VAT 4.4 Invoices and Receipts for Goods and Services 4.5 VAT Declaration and Payment 4.6 VAT Exemption and Refund				Filing and Declaring VAT Returns: <https://www.youtube.com/watch?v=WoZp7jmLAmc>
5	**Chương 5: Corporate Income Tax (CIT)** 5.1 Overview of Corporate Income Tax 5.2 Taxpayers Liable for Corporate Income Tax 5.3 Tax Bases and	9(9/0)	1, 2, 3, 4, 5	- Lectures, - Q&A, -Practice exercises, - Self-study, - Problems solving, - Home exercise - Demo	Chapter 5: Corporate Income Tax, Tax Textbook, Faculty of Finance and Banking Chapter 5: Corporate Income Tax, Tax Textbook, Faculty of Public Finance References: Articles 4 and 10, Consolidated Document No. 14/VBHN-VPQH. Article 6, Corporate Income Tax Law 2008. Clause 11, Article 1 of the amended Corporate Income Tax Law 2013. Clauses 4 and 5, Article 19, and Article 22 of Circular 78/2014/TT-BTC

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	Methods for Calculating Corporate Income Tax 5.4 Corporate Income Tax Declaration and Payment				
6	**Chương 6: Personal Income Tax (PIT)** 6.1 Overview of Personal Income Tax 6.2 Taxpayers Liable for Personal Income Tax 6.3 Taxable Income for Personal Income Tax 6.4 Tax Bases and Methods for Calculating Personal Income Tax	6(6/0)	1, 2, 3, 4, 5	- Lectures, - Q&A, -Practice exercises, - Self-study, - Problems solving	Chapter 6: Personal Income Tax, Tax Textbook, Department of Finance and Banking. Chapter 6: Personal Income Tax, Tax Textbook, Department of Public Finance. References: Law No.: 26/2012/QH13. Personal Income Tax Law of 2007. Law Amending and Supplementing the Personal Income Tax Law of 2012. Law Amending Various Tax Laws of 2014. Circular No. 111/2013/TT-BTC. Resolution No. 954/2020/UBTVQH14. YouTube: General Department of Taxation's guidance on individual tax declaration and submission of personal income tax finalisation documents <https://www.youtube.com/watch?v=XlOX8RgmWZQ>

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	6.5 Personal Income Tax Declaration, Finalization, and Refund				
7	**Chương 7: Other Types of Taxes** 7.1 Environmental Protection Tax 7.2 Resource Tax 7.3 Agricultural Land Use Tax 7.4 Non-Agricultural Land Use Tax 7.5 Contractor Tax	3(3/0)	1, 2, 5	- Self-study	Chapter 7: Other Types of Taxes, Tax Textbook, Faculty of Banking and Finance. Chapter 8: Agricultural Land Use Tax Chapter 9: Non-Agricultural Land Use Tax Chapter 10: Environmental Protection Tax, Tax Textbook, Faculty of Public Finance References: Law No. 72/2020/QH14, Environmental Protection Law. Clause 2, Article 2 of Circular 152/2011/TT-BTC. Article 2, Clause 1 of the Environmental Protection Tax Law. Circular 35/2013/TT-BNNPTNT. Law No. 45/2009/QH12, Resource Tax Law. Law No. 48/2010/QH12, Non-Agricultural Land Use Tax Law. Law No. 48/2010/QH12, Non-Agricultural Land Use Tax Law (duplicate). Circular 103/2014/TT-BTC, regulations on contractor tax. YouTube: Guide to Tax Declaration, Resource Tax Allocation, and Payment link <https://www.youtube.com/watch?v=JRlcxpDtrqM>

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Progress assessment 1		1	Continuous	100.00%	6.67%
	Progress assessment 2		2	Continuous	80.00%	6.67%
			3	Continuous	20.00%	
	Progress assessment 3		4	Summative	50.00%	6.67%
			5	Summative	50.00%	
	Mid-term test		2	Summative	80.00%	30.00%
			3	Summative	20.00%	
	Final test		1	Summative	100.00%	50.00%

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1			65.00%
2			65.00%
3			65.00%
4			65.00%
5			65.00%

8.3 Grading scale according to the credit system of IUH.

Date of compilation/update: 30-May-2026.

Head of division	**Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Using keyboard and office equipment skills (2501727)

2. Number of credits

Total: 3 Theory: 2 Practice: 2 Self-study: 6

3. Instructors' names

First and last name	Email
Giang Thanh Tron	

4. Instructional materials

4.1 Required textbooks/materials:

[1] Lê Nhật Duy, Giáo trình Kỹ năng sử dụng bàn phím và thiết bị văn phòng, 2024. [FIT_CS032]

4.2 Other supplemental materials:

[1] Shiva G, Typing lessons for beginners: quick way to learn English typing, 2017. [FIT_CS033]

5. Specific course information

5.1 Course objectives

•Proficiently use 10 fingers to edit documents on the computer, forming a professional text editing style.

•Proficient in the use of common office equipment.

5.2 Brief description of the course

The Course on Skills to Use Keyboard and Office Equipment includes the following contents:

•Theoretical content: The subject provides basic knowledge about using computers and office equipment as a foundation to help learners understand the importance and role of computer typing skills using 10 fingers. At the same time, the subject helps learners understand common office equipment, take responsibility for themselves, maintain, detect common errors, and repair these devices in order to best serve office work. their own in the future.

•Practical content: Practical exercises help students sit and use the computer in the correct posture. Form a correct and fast typing style, know how to use common keys, number keys, shortcuts and special character keys used during typing. Use typing techniques using 10 fingers to type documents with speed and correct technique. In addition, students will have access to common office equipment, know how to preserve, detect and repair some common errors.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

•Learning Methods: Students need to read the required materials, complete the weekly assignments. During class, students need to actively interact with the lecturer and practice the required exercises. Attend all lectures by the instructor.

•Evaluation method: Students attend and test according to the current academic regulations of the University. Students are responsible for checking the due dates of assessment activities. The

assignments are not extended the deadline for submission, if students submit late, they will be graded zero.

•Ensure academic honesty: Students are required to cite references (if any) in the assessments and will be given zero marks if plagiarism is found in any form. Be honest in studying and taking tests and exams.

•Show a serious and active learning attitude in seeking knowledge. Solidarity to help friends and a sense of well implementation of school and classroom regulations.

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Use corrects sitting posture, correct and fast typing of basic keys
2	Apply the correct and fast typing of the number keys and special characters
3	Manipulating key combinations, typing correctly and typing fast
4	Proficient use of common office equipment
5	Install, configure, and fix common errors when using the device

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1	I								
2	I								
3	I								
4	I								
5	I								

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
Theoretical content					
1	**Chapter 1: Basics of keyboard skills** 1.1. Concept of Keyboard skills	3(3/0)	1	Explicit teaching; and raises some situational questions; makes model exercises	Take notes; ask or answer relevant questions

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	1.2. Type faster with all ten fingers 1.3. Improve computing habits 1.4. Fingers Postion				
2	**Chapter 2: Using Keyboard** 2.1. Using home row: ASDFG HJKL; 2.2. Using up row: QWERT YUIOP 2.3. Using down row: ZXCV BNM,. 2.4. Using number row: 1234567890-= 2.5. Using Special key drill 2.6. Combine Space bar with key drill: !@#$%^&*()_+	6(6/0)	1, 2	Explicit teaching; and raises some situational questions; makes exercises	Take notes. do exercise: key drill; Word drill; Paragraph drill; Text drill
3	**Chapter 3: Practices Touch Typing** 3.1. Combine key drill on the multiple rows 3.2. Text drill	6(6/0)	2, 3	Explicit teaching; and raises some situational questions; makes exercises; observe and guide students to practice	Take notes; do exercises key drill. Word drill. Paragraph drill. Text drill
4	**Chapter 4: Introduction to office Equipments** 4.1. Concept to office equipment 4.2. Equipment office 4.2.1. Computer PC 4.2.1.1 Concept to PC 4.2.1.2. PC functions and features 4.2.1.3. Basic of components	6(6/0)	4	Explicit teaching; and raises some situational questions; makes exercises; instruction in serving as model; observe and guide students to practice	Take note. Do exercises

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	PC: 4.2.1.2.1. Hardware 4.2.1.2.2. Software 4.2.1.3.3. Operating system 4.2.1.3.4. Desktop 4.2.1.3.5. Utilitíe software 4.2.2. Modem 4.2.3. Printer 4.4.1.1. Concept to printer 4.4.1.2. Tpyes of printers 4.4.4. Scanner 4.4.5. Photocopy 4.4.6. Projector 4.4.5. Webcam				
5	**Chapter 5: Install and Using office equipment** 5.1. Computer Foundation 5.1.1 Computer basic step 5.1.2 Ports 5.2. Internet connecting 5.2.1 PC connection 5.2.2 Laptop/ Tablet connection 5.3. Printing Usual 5.3.1 Driver install	9(9/0)	4	Explicit teaching; and raises some situational questions; makes exercises; instruction in serving as model; observe and guide students to practice	Take notes. Do exercises

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	5.3.1.1 Windows environment 5.3.1.2 Mac environment 5.3.2 Print setting 5.3.3 Common error 5.4. Using Webcam 5.4.1 Using Webcam on Windows OS 5.4.2 Using Webcam Mac OS 5.5. Using Projector 5.5.1 Connected to PC/ Laptop 5.5.2 Presentation with MS. PowerPoint 5.6. Install and Using Scanner 5.6.1 Install Scanner 5.6.1.1 Windows environment 5.6.1.2 Mac environment 5.6.2 Using Scanner 5.6.2.1 Basic of scanner 5.6.2.2 Advanced of scanner 5.7. Using of Photocopy machine 5.7.1 Basic of Photocopy 5.7.2 Advanced of Photocopy				
Practice content					
1	**Unit 1: Basics of keyboard skills** 1.1. Concept of Keyboard skills 1.2. Type faster with all ten fingers	3(0/3)	1	Explicit teaching; and raises some situational questions; makes model exercises	Take notes; ask or answer relevant questions

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	1.3. Improve computing habits 1.4. Fingers Postion				
2	**Unit 2: Using Keyboard** 2.1. Using home row: ASDFG HJKL; 2.2. Using up row: QWERT YUIOP 2.3. Using down row: ZXCV BNM,. 2.4. Using number row: 1234567890-= 2.5. Using Special key drill 2.6. Combine Space bar with key drill: !@#$%^&*()_+	12(0/12)	1, 2	Explicit teaching; and raises some situational questions; makes exercises	Take notes. do exercise: key drill; Word drill; Paragraph drill; Text drill
3	**Unit 3: Practices Touch Typing** 3.1. Combine key drill on the multiple rows 3.2. Text drill	6(0/6)	2, 3	Explicit teaching; and raises some situational questions; makes exercises; observe and guide students to practice	Take notes; do exercises key drill. Word drill. Paragraph drill. Text drill
4	**Unit 4: Introduction to office Equipments** 4.1. Concept to office equipment 4.2. Equipment office 4.2.1. Computer PC 4.2.1.1 Concept to PC 4.2.1.2. PC functions and features 4.2.1.3. Basic of components PC: 4.2.1.2.1. Hardware	3(0/3)	4	Explicit teaching; and raises some situational questions; makes exercises; instruction in serving as model; observe and guide students to practice	Take note. Do exercises

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	4.2.1.2.2. Software 4.2.1.3.3. Operating system 4.2.1.3.4. Desktop 4.2.1.3.5. Utilitíe software 4.2.2. Modem 4.2.3. Printer 4.4.1.1. Concept to printer 4.4.1.2. Tpyes of printers 4.4.4. Scanner 4.4.5. Photocopy 4.4.6. Projector 4.4.5. Webcam				
5	**Unit 5: Install and Using office equipment** 5.1. Computer Foundation 5.1.1 Computer basic step 5.1.2 Ports 5.2. Internet connecting 5.2.1 PC connection 5.2.2 Laptop/ Tablet connection 5.3. Printing Usual 5.3.1 Driver install 5.3.1.1 Windows environment	6(0/6)	4	Explicit teaching; and raises some situational questions; makes exercises; instruction in serving as model; observe and guide students to practice	Take notes. Do exercises

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	5.3.1.2 Mac environment 5.3.2 Print setting 5.3.3 Common error 5.4. Using Webcam 5.4.1 Using Webcam on Windows OS 5.4.2 Using Webcam Mac OS 5.5. Using Projector 5.5.1 Connected to PC/ Laptop 5.5.2 Presentation with MS. PowerPoint 5.6. Install and Using Scanner 5.6.1 Install Scanner 5.6.1.1 Windows environment 5.6.1.2 Mac environment 5.6.2 Using Scanner 5.6.2.1 Basic of scanner 5.6.2.2 Advanced of scanner 5.7. Using of Photocopy machine 5.7.1 Basic of Photocopy 5.7.2 Advanced of Photocopy				

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Multiple-choice tests	Marking Guide	1	Continuous	33.33%	10.00%
		Marking Guide	2	Continuous	33.33%	
		Marking Guide	3	Continuous	33.33%	
	Multiple-choice tests	Marking Guide	4	Continuous	50.00%	10.00%
		Marking Guide	5	Continuous	50.00%	
	Practical Test	Automatic Marking using Typing Master computer tools	1	Continuous	33.33%	30.00%
		Automatic Marking using Typing Master computer tools	2	Continuous	33.33%	
		Automatic Marking using Typing Master computer tools	3	Continuous	33.33%	
	Practical Test	Automatic Marking using Typing Master computer tools	1	Continuous	33.33%	50.00%
		Automatic Marking using Typing Master computer tools	2	Continuous	33.33%	
		Automatic Marking using Typing Master computer tools	3	Continuous	33.33%	

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Practice	**Practical Test**	Automatic Marking using Typing Master computer tools	1	Continuous	33.33%	33.33%
		Automatic Marking using Typing Master computer tools	2	Continuous	33.33%	
		Automatic Marking using Typing Master computer tools	3	Continuous	33.33%	
	Practical Test	Automatic Marking using Typing Master computer tools	1	Continuous	33.33%	33.33%
		Automatic Marking using Typing Master computer tools	2	Continuous	33.33%	
		Automatic Marking using Typing Master computer tools	3	Continuous	33.33%	
	Practical Test	Automatic Marking using Typing Master computer tools	1	Continuous	33.33%	33.33%
		Automatic Marking using Typing Master computer tools	2	Continuous	33.33%	
		Automatic Marking using Typing Master computer tools	3	Continuous	33.33%	

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets

8.3 Grading scale 10

Date of compilation/update: 30-Aug-2024.

Head of division **Dean/Vice Dean in charge**

COURSE SPECIFICATION

1. Course name and code: Vietnamese Language in Use (2511492)

2. Number of credits

Total: 3 Theory: 3 Practice: 0 Self-study: 6

3. Instructors' names

First and last name	Email
MA./MSc./MEng./MBA. Nguyen Thi Duc	nguyenthiduc@iuh.edu.vn
MA./MSc./MEng./MBA. Dang Thi Kim Phuong	dangthikimphuong@iuh.edu.vn
MA./MSc./MEng./MBA. Ha Thi Anh	hathianh@iuh.edu.vn

4. Instructional materials

4.1 Required textbooks/materials:

[1] Bùi Minh Toán, Lê A và Đỗ Việt Hùng , Tiếng Việt thực hành, 2023. [KNN.2111492.C]

4.2 Other supplemental materials:

[1] Đặng Thị Hảo Tâm , Giáo trình Tiếng Việt và Tiếng Việt thực hành, 2023. [KNN.2111492.TK1]

[2] Hữu Đạt, Lê Thị Nhường , Thực hành văn bản Tiếng Việt, 2019. [KNN.2111492.TK2]

5. Specific course information

5.1 Course objectives

- Provide students with knowledge on characteristics and basic structure of the Vietnamese language.
- Recognize and correct errors when speaking, writing, using words, and forming sentences.
- Present a coherent text and be confident in speaking and writing Vietnamese.

5.2 Brief description of the course

The course provides essential foundational knowledge about the characteristics and structures of the Vietnamese language in both written and spoken forms. The knowledge provided in this course also aims to help students recognize and correct errors in speaking, writing, word usage, and sentence construction. It develops students' ability to use words accurately, form correct sentences, and present a coherent text, fostering confidence in speaking and writing Vietnamese. Additionally, it contributes to raising awareness, respect, and appreciation for the mother tongue- Vietnamese- as the official language of communication in Vietnamese society.

5.3 Prior courses (a), prerequisite courses (b) or corequisite courses (c)

5.4 Other requirements

Attend all classes, actively discuss, work in groups, test, and take exams according to regulations (do not miss more than 20% of the classes).

6. Course learning outcomes and Mapping matrix

6.1 Course learning outcomes (CLOs)

Upon completing the course, the students will be able to:

No	Course Learning Outcomes
1	Write with correct spelling, appropriate word usage, and accurate punctuation.
2	Analyze the structures of Vietnamese sentences, identify errors, and correct sentence mistakes.
3	Analyze methods of cohesion and practice linking sentences.
4	Present the structures of different types of texts and draft various kinds of documents.

6.2 Mapping matrix between CLOs and PLOs/SOs

CLOs	1	2	3	4	5	6	7	8	9
1	I								
2	I								
3	I								
4	I								

7. Topics to be covered

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
1	**Chapter 1: Introduction** 1.1. Characteristics of the Vietnamese 1.2. Current State of Vietnamese Usage 1.3. Vietnamese Language and the Issue of Preserving its Purity	3(3/0)	1	Lecture, Discussion, Individual or Group Assignment	- Students research the current state of Vietnamese usage, causes, and impacts; propose solutions based on common standards.
2	**Chapter 2: Vietnamese Spelling Skills** 2.1. Overview of Vietnamese Spelling 2.2. Regulations on Vietnamese Spelling	6(6/0)	1	Lecture, Discussion, Individual Assignment	- Read materials to understand spelling rules and tips. Identify spelling errors

No	Topics	Number of periods	CLOs	Teaching/learning activities	Content and instructions for self-study
	2.3. Practicing Correcting Common Spelling Errors				in practical contexts.
3	**Chapter 3: Word Usage Skills** 3.1. Overview of Words in Vietnamese 3.2. General Requirements for Word Usage in Texts 3.3. Correcting Common Word Usage Errors	9(9/0)	1	Lecture, Discussion, Individual Assignment	- Complete exercises to expand the source of vocabulary. Understand requirements for word usage to correct errors.
4	**Chapter 4: Sentence Usage Skills** 4.1. Overview of Vietnamese Sentences 4.2. Requirements for Sentences in Texts 4.3. Correcting Common Sentence Errors	12(12/0)	1, 2	Lecture, Discussion, Individual Assignment	Understand sentence components, punctuation, and common sentence errors for analysis and correction.
5	**Chapter 5: Sentence Cohesion** 5.1. Overview 5.2. Methods of Formal Cohesion 5.3. Methods of Content Cohesion	6(6/0)	3	Lecture, Discussion, Individual Assignment	Read materials and listen to the lectures to grasp the content of cohesion methods and how to identify them.
6	**Chapter 6: Texts** 6.1. Overview 6.2. Structure of a Common Text 6.3. Types of Texts 6.4. Scientific Texts 6.5. Administrative Texts	9(9/0)	4	Lecture, Discussion, Individual or Group Assignment	Read materials to understand the characteristics of text styles and special forms of scientific texts such as theses and essays.

The following active T&L activies are encouraged:

L: Lecture; **S**: Seminar; **D**: Discussion; **I**: Instructions in serving as model; **Si**: Simulation; **O**: Observation; **P**: Practices; **H**: Instruction for Homework; **WA**: Work Assignment;

8. Forms and methods of assessment

8.1 Forms and methods of assessment

Forms of assessment		Assessment methods	CLOs	Types of Assessment	Portion of the CLO assessment in the test	Portion in the final course score (%)
Theory	**Progress assessment**					20.00%
	Written test	Regular test 1	1	Continuous	100.00%	6.67%
	Written test	Regular test 2	2	Continuous	100.00%	6.67%
	Written test	Regular test 3	3	Continuous	100.00%	6.67%
	Written test	Midterm Exam	1	Summative	100.00%	30.00%
	Written test	Final Exam	2	Summative	30.00%	50.00%
		Final Exam	3	Summative	30.00%	
		Final Exam	4	Summative	40.00%	

8.2 Measurement of CLOs (Summative Assessment)

CLOs	Forms of assessment	Assessment methods	Targets
1	Written test	Midterm Exam	80.00%
2	Written test	Final Exam	80.00%
3	Written test	Final Exam	80.00%
4	Written test	Final Exam	80.00%

8.3 Grading scale According to the credit system

Date of compilation/update: 25-Sep-2024.

Head of division **Dean/Vice Dean in charge**

PART 3: PROGRAMME LEARNING OUTCOMES MAPPING MATRIX

No	COURSE CODE	COURSE	STUDENTS OUTCOME (SO)								
			1	2	3	4	5	6	7	8	9
1	2507404	Microeconomics		I	I	I					
2	2507405	Principles of Marketing		I	I	I					
3	2512012	Philosophy of Marxism and Leninism	I						I		
4	2513430	Calculus	I	I	I	I					
5	2520405	Physical Education 1							I		
6	2531678	General laws	I						I	I	
7	2507409	Macroeconomics		R	R	R					
8	2507483	Fundamentals of Management		I	I				I		
9	2507529	Introduction to Marketing		I					I		
10	2511011	English 1						I	I		I
11	2520406	Physical Education 2							I		
12	2520504	National Defence Education and Security	I						I		
13	2527402	Principles of Accounting		I	I	I					
14	2513434	Applied Mathematics		I	I	I					
15	2513435	Numerical Analysis	R								
16	2513436	Complex Analysis and Laplace Transform	R								
17	2513438	Logics	R								
18	2507417	Consumer Behavior		I	I	I					
19	2507514	Econometrics		R		R		R			
20	2510508	Communication skills						I	I		
21	2511012	English 2						R	R		
22	2512013	Political Economics of Marxism and Leninism	R						I		
23	2512014	Scientific Socialism	R								
24	2513433	Research Methodology							I	R	
25	2527611	Principles of Statistics		I	I	I				I	
26	2501727	Using keyboard and office equipment skills	I								
27	2506529	Fine Art	I								
28	2510585	Psychology	I								

No	COURSE CODE	COURSE	STUDENTS OUTCOME (SO)								
			1	2	3	4	5	6	7	8	9
29	2511491	Introduction to Vietnamese Culture	I								
30	2511492	Vietnamese Language in Use	I								
31	2512011	Music - Music Theory and Guitar Basics	I								
32	2513439	Sociology	I								
33	2523996	Environment and Human	I								
34	2507532	Business-to-Business Marketing		R	R				R		
35	2507539	International Marketing		R	R						R
36	2508456	Corporate Finance		I	I	I				R	
37	2510646	Digital Capacity Development Skills	R				R	R			
38	2511013	English 3						R	R		
39	2512005	Ho Chi Minh Ideology	R						I		
40	2512015	History of Vietnamese Communist Party	R						I		
41	2531510	Business law	R	R	R						
42	2507418	Office Management and Administration					R	R			
43	2507492	Business Communication					R	R	R		
44	2507511	Leadership			R	R			R		
45	2507573	Change management			R	R					
46	2508452	Real estate investment and business		R						R	
47	2527614	Management Accounting	R	R							
48	2507469	Marketing Research			R	R	R				
49	2507475	Integrated Marketing Communications			E	E		E			
50	2507523	Data Analysis in Business		R		R	R				
51	2507546	Analysis and Synthesis Techniques		R	R		R				
52	2508470	Taxation		R	R					R	
53	2508773	Artificial Intelligence in Business	R				R				
54	2511014	English 4						R	R		
55	2507468	Public Relations		E	E			E			
56	2507516	Retail Management		R				R			
57	2507545	Social Marketing		E	E		E				

No	COURSE CODE	COURSE	STUDENTS OUTCOME (SO)								
			1	2	3	4	5	6	7	8	9
58	2507547	Content Marketing		E	E			E			
59	2507683	Corporate Culture and Business Ethics	R						R	R	
60	2507359	Ideas for Start-up		E	E			E			
61	2507424	Brand Management		E	E						
62	2507433	Customer Relationship Management		E	E			E			E
63	2507439	Service marketing		E	E					E	
64	2507531	Strategic Marketing Simulation				E	E	E			
65	2507534	Product and Service Development				E	E	E			
66	2507460	Electronic Marketing		R	R						
67	2507544	Search Engine Marketing		E	E			E			
68	2510521	E-Retailing		R	R						
69	2507578	Internship	E	E	E		E	E	E	E	E
70	2507579	Graduation Thesis		E	E	E	E	E	E	E	
71	2599406	Certificate of Informatics									
72	2599451	Certificate of English Language Proficiency									