

Decision No.: *1049* /QĐ-ĐHTCM

Ho Chi Minh City, *28* March 2025

DECISION
Issuing the Objectives and Learning Outcomes
for Undergraduate Advanced Programme in English,
formal education format

RECTOR OF THE UNIVERSITY OF FINANCE - MARKETING

Pursuant to the Law on Higher Education dated June 18, 2012, and the Law Amending and Supplementing several Articles of the Law on Higher Education dated November 19, 2018;

Pursuant to the Government's Decree No. 99/2019/NĐ-CP dated December 30, 2019 specifying and guiding the implementation of the Law Amending and Supplementing several Articles of the Law on Higher Education;

Pursuant to Prime Minister's Decision No. 1982/QĐ-TTg dated October 18, 2016 approving the Vietnamese Qualifications Framework;

Pursuant to Circular No. 08/2021/TT-BGDĐT dated March 18, 2021 of the Minister of Education and Training on promulgating Regulations on higher education;

Pursuant to Circular No. 17/2021/TT-BGDĐT dated June 22, 2021 of the Minister of Education and Training on Regulations on training program standards; development, appraisal, and issuance of training programs for higher education levels;

Pursuant to Resolution No. 13/NQ-ĐHTCM-HĐT dated September 28, 2021 of the University Council issuing the Regulations on organization and operation of the University of Finance - Marketing;

Pursuant to Decision No. 1911/QĐ-ĐHTCM dated July 17, 2024, by the Rector of the University of Finance - Marketing promulgating regulations on the development, appraisal, issuance, review, evaluation, and improvement of training programs at all levels at the University of Finance – Marketing;

Pursuant to Announcement No. 646/TB-ĐHTCM dated March 6, 2025, by the Rector of the University of Finance – Marketing on the conclusions of the Scientific and Training Council meeting dated February 28, 2025;

At the request of the Head of the Academic Affairs Department;✓

DECIDES:

Article 1: Issued together with this Decision are the Objectives and Learning outcomes of Regular Undergraduate Advanced Programs in English, application-oriented.

Article 2: The Objectives and Learning outcomes in Article 1 shall be applied from the 2025 enrollment period onwards.

Article 3: This Decision takes effect from the date of its signing. The Head of the Department of Academic Affairs, the Deans of faculties managing the programs, and the Head of the Department of Testing and Quality Assurance are responsible for implementing this Decision././✓

Recipients:

- Vice-Rector in charge of training;
- As in Article 3;
- Archive: Admin, Academic Affairs. ✓

RECTOR**Pham Tien Dat**

MINISTRY OF FINANCE
**UNIVERSITY OF
 FINANCE MARKETING**

SOCIALIST REPUBLIC OF VIETNAM
Independence - Freedom - Happiness

**LIST OF OBJECTIVES AND LEARNING OUTCOMES
 FOR UNDERGRADUATE ADVANCED PROGRAMME IN ENGLISH,
 FORMAL EDUCATION FORMAT**

(Issued together with Decision No.: 1049/QĐ-ĐHTCM dated 28 March 2025
 of the Rector of the University of Finance - Marketing)

No.	Training Program	Major Code
1	Business Administration	7340101
2	Marketing	7340115
3	International Business	7340120
4	Finance - Banking	7340201
Total: 04 training programmes./.		

OBJECTIVES AND LEARNING OUTCOMES OF THE UNDERGRADUATE PROGRAMME

(Issued pursuant to Decision No. 1049 /QĐ-ĐHTCM, dated 28 March 2025
by the Rector of the University of Finance – Marketing)

- Programme name (Vietnamese): Tài chính - Ngân hàng
- Programme name (English): Finance - Banking
- Level of training: Undergraduate
- Major: Finance - Banking
- Major code: 7340201
- Training orientation: Application-Oriented

1. TRAINING OBJECTIVES

1.1. Overall objectives

The application-oriented undergraduate programme in Finance – Banking aims to help students develop good political qualities, ethics, and health; apply fundamental knowledge of socio-economics, have the ability to analyze, evaluate policies, and solve professional issues in the field of Finance - Banking.

1.2. Detailed objectives

❖ Knowledge

- PO1: Apply knowledge of information technology, social sciences, political science, law, and basic industry knowledge in the field of Finance - Banking.
- PO2: Apply economic theories to solve practical tasks in the field of Finance - Banking.
- PO3: Analyze policies and practical professional issues related to the field of Finance - Banking.

❖ Skills:

- PO4: Have skills in using foreign languages fluently and apply foundational knowledge to solve professional tasks in the field of Finance - Banking.
- PO5: Be able to use appropriate methods, tools, and appropriate professional skills of Finance - Banking to solve practical professional tasks. Have the ability to update new knowledge and a spirit of lifelong learning to meet job requirements.

❖ Autonomy and Responsibility:

- PO6: Have a sense of ethics, responsibility in professional expertise, as well as a sense of protecting organizational and national interests.

- PO7: Be capable of working in a professional and specialized environment and be responsible for personal decisions and group responsibilities. Be proactive in self-study, self-study and have enough knowledge to perform the tasks assigned at banks, financial institutions and enterprises.

2. CAREER POSITIONS

After graduation, students can take on job positions related to the field of banking and finance at commercial banks, financial institutions, securities companies, investment funds, and other businesses. Do teaching and research work at research institutions and higher education institutions in the field of Finance - Banking economics.

3. PROGRAMME LEARNING OUTCOMES (PLOs)

❖ *Knowledge*

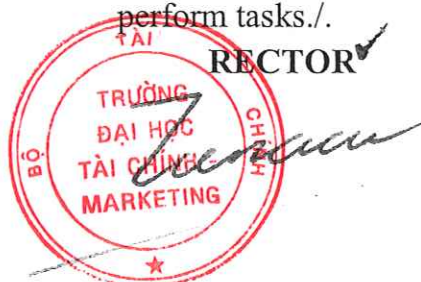
- PLO1: Apply knowledge of social sciences, political sciences, law and general professional knowledge of the industry to evaluate and criticize issues at work.
- PLO2: Apply knowledge of information technology, economic mathematics, data analysis, and entrepreneurship to perform work in the trained industry.
- PLO3: Analyze basic theories in Finance – Banking and apply them in the socio-economic reality.
- PLO4: Make decisions to solve practical problems in depth in the field of Finance - Banking.

❖ *Skills:*

- PLO5: Handle situations related to activities in social sciences, political sciences, and law; use specialized English to solve work in the trained field.
- PLO6: Handle situations related to technology application, solve economic problems, build and implement business startup plans.
- PLO7: Perform industry analysis to support solving specialized problems in the field of Finance - Banking.
- PLO8: Proficiently solve practical situations related to professional and specialized issues.

❖ *Autonomy and Responsibility*

- PLO9: Self-orient, draw professional conclusions, and be able to defend personal viewpoints.
- PLO10: Work independently or in teams under changing working conditions, take personal responsibility and group responsibility. Guide and supervise others to perform tasks./.



Pham Tien Dat

DEAN OF FINANCIAL – BANKING FACULTY

Nguyen Thi My Linh

OBJECTIVES AND LEARNING OUTCOMES OF THE UNDERGRADUATE PROGRAMME

(Issued pursuant to Decision No. 1049 /QĐ-ĐHTCM, dated 28 March 2025 by
the Rector of the University of Finance – Marketing)

- Programme name (Vietnamese): Kinh doanh quốc tế
- Programme name (English): International business
- Level of training: Undergraduate
- Major: International business
- Major code: 7340120
- Training orientation: Application-Oriented

1. TRAINING OBJECTIVES

1.1. Overall objectives

Application-oriented undergraduate education in major of International Business aims to help learners have good political, moral and health qualities; Master the fundamental knowledge, theory, and basic scientific reasoning about natural sciences, society, politics, and law; Have advanced, comprehensive, in-depth theoretical knowledge of international business; Have professional practice skills and the ability to analyze, synthesize, plan and propose appropriate solutions to solve complex problems that arise in international business activities, and develop lifelong learning skills; Have the ability to work independently or in groups, be autonomous, self-responsible, and adapt to the international business environment in the context of international integration.

1.2. Detailed objectives

❖ *About knowledge*

- PO1: Master the basic principles of Marxism-Leninism, natural, social and legal laws in the field of economics and international business; knowledge of information technology and foreign languages to acquire vocational education knowledge in international business and be able to continue studying at a higher level;
- PO2: Have comprehensive, in-depth theoretical knowledge to start a business and solve complex tasks arising from international business practices in the International Business education major.

❖ *About skills:*

- PO3: Able to use information technology and proficient in foreign languages (English) to perform international business operations;



- PO4: Able to competently practice operations, analyze, synthesize, plan and propose appropriate solutions to solve complex tasks arising in international business activities.

❖ *About the level of autonomy and self-responsibility:*

- PO5: Self-orientation, learning and autonomy, self-responsibility in planning and organizing the implementation of international business operations and orienting and adapting to the international business environment in the context of international integration.

2. CAREER POSITIONS

- Customer care and management specialist
- Marketing and research and market development specialist
- Negotiation and promotion of import and export expert
- Import and export documentation specialist
- International payment specialist
- Supply chain management specialist
- Human resource management specialist
- International investment consultant at businesses and investment funds
- Trade and investment promotion specialist
- Cargo import and export operator at seaports, airlines, railways, and ICDs
- International freight business specialist
- Import and export merchandising specialist
- Forwarding and logistics specialist
- Transport and warehousing management specialist
- Customs declaration specialist/agent
- Expert in state management of import and export

3. PROGRAMME LEARNING OUTCOMES (PLOs)

❖ *Knowledge*

- PLO1: Apply knowledge of social sciences, political science, law and general professional knowledge of the industry in evaluating and criticizing issues at work.
- PLO2: Apply knowledge of information technology, economic mathematics, data analysis, and entrepreneurship to perform work in the field of training;
- PLO3: Flexibly apply basic and comprehensive theoretical knowledge of economics and international business, practical and in-depth theoretical knowledge of specialized operations to establish, organize, implement, inspect and control practical activities of the enterprise;
- PLO4: Analyze factors and suggestions in decision-making to solve complex problems arising in international business operations at enterprises.

❖ *Skills:*

- PLO5: Skillfully handle situations related to social science, political science, and law activities; use specialized English fluently to solve work in the field of training.

- PLO6: Proficiently handle situations related to technology application, solve economic problems, build and implement startup business plans. Skillful quantitative and technological skills to analyze and interpret business data to improve business performance.

- PLO7: Proficiently perform industry analysis to support the establishment, implementation, inspection, and control of international business operations at the enterprise.

- PLO8: Proficiently solve complex problems arising in international business operations at the enterprise.

❖ *Autonomy and Responsibility*

- PLO9: Self-directed, able to draw professional conclusions and defend personal views in new circumstances and devise innovative solutions to cope with an unforeseen events.

- PLO10: Work independently or in groups in a dynamic and diverse world, take personal responsibility and responsibility for the team. Guide and supervise others to perform tasks. Assess their own ethical values and the social context of issues./.

RECTOR

DEAN OF COMMERCE AND TOURISM FACULTY



Pham Tien Dat

Nguyen Xuan Hiep



OBJECTIVES AND LEARNING OUTCOMES OF THE UNDERGRADUATE PROGRAMME

*(Issued pursuant to Decision No. 1049 /QĐ-ĐHTCM, dated 28 March 2025
by the Rector of the University of Finance – Marketing)*

- Programme name (Vietnamese): Quản trị kinh doanh
- Programme name (English): Business Administration
- Level of training: Undergraduate
- Major: Business Administration
- Major code: 7340101
- Training orientation: Application-Oriented

1. TRAINING OBJECTIVES

1.1. Overall objectives

Bachelor of Business Administration is designed to provide learners with the knowledge, skills, political qualities, good health and social responsibility as well as ethical values essential for success in the business world. Learners will acquire knowledge regarding the basic concepts, principles, and functions of management, business, economics, and society. Furthermore, the program equips learners with general knowledge of business operations, business environment, principles of business administration, and entrepreneurship within a market economy and a context of international integration. Learners will also gain a robust understanding of business processes, including the ability to effectively manage and implement them. Finally, the program instills a strong foundation in legal and ethical standards relevant to business practices.

Moreover, graduates are equipped to apply their knowledge, scientific research findings, and technological advancements to address challenges and manage workplace issues effectively. They possess independent research skills, demonstrate a strong capacity for self-directed learning, and cultivate a commitment to lifelong learning.

1.2. Detailed objectives

- PO1: To provide a foundational understanding of law, economics, administration, and business principles, develop a comprehensive grasp of the requirements of a market economy, and gain insights into the characteristics of production, commodity circulation, and business management practices both domestically and internationally.
- PO2: To provide in-depth knowledge of business administration and



management, including entrepreneurship, corporate culture, and sustainable development, knowledge management, and innovation within a market economy; acquire proficiency in the tools and methods necessary to apply the scientific principles of business administration to real-world situations.

- PO3: To acquire current and contemporary knowledge in business administration and entrepreneurship, enabling learners to effectively apply their skills within an integrated global environment.

- PO4: To apply knowledge to solve problems within the scope of their profession, such as administration and business management, business start-up, sustainable business practices, knowledge management, and innovation.

- PO5: To utilize modern techniques and tools in processes of business administration and enterprise development.

- PO6: To apply soft skills, foreign language proficiency, and information technology to enhance professional activities in order to improve professional capacity and adaptability skills, thus maximizing personal potential.

- PO7: To demonstrate an awareness of compliance with laws, regulations, and ethical and professional values, possess a commitment to business ethics and social responsibility.

- PO8: To be active, innovative, and responsible in their work; to demonstrate initiative in approaching, organizing, and solving problems related to business administration; to possess adaptability skills in diverse work environments; to exhibit a strong capacity for self-directed learning and maintain a positive work attitude, contributing to the development of the country.

2. CAREER POSITIONS

Learners graduated from the program of Business Administration can work in various positions at agencies and organizations, including media agencies, departments of information and communication, the Business Department of manufacturing and service companies, as well as consulting firms that provide services in strategy, planning, sales, operations, quality, human resources, and organizations focused on business and management education and training, with job positions such as:

- Business specialist, developing business strategies, sales management specialist, quality management, human resources management, strategic consulting and management model specialist; operations manager;

- Management/Leadership positions such as Head/Deputy Head of Sales Department, Human Resources Director, Sales Director, Planning Director, Purchasing Department, Quality Department, Business Director, Project Director, and Sales Director in enterprises, especially in joint ventures and multinational companies;

- Researchers and lecturers at research institutions and universities engaged in research and training related to the field of management and business;

- To establish a business to create jobs for oneself and the community.

3. PROGRAMME LEARNING OUTCOMES (PLOs)

❖ *Knowledge*

- PLO1: Apply knowledge of social sciences, political science, law, and general professional knowledge of the field of study to evaluate and critique issues in the workplace.

- PLO2: Apply knowledge of economic mathematics, data analysis, and entrepreneurship to perform tasks in/related to the field of study.

- PLO3: Flexibly apply basic and comprehensive theoretical knowledge to effectively solve management and business problems within a global context.

- PLO4: Select solutions that enhance management and business performance within a global environment.

❖ *Skills:*

- PLO5: Handle situations related to social science, political science, and law activities; proficiently use ESP (English for Specific Purposes) to solve tasks in the field of study.

- PLO6: Proficiently handle situations related to technology applications, solve economic problems, and develop and implement startup business plans.

- PLO7: Effectively utilize organizational resources in administrative and business activities.

- PLO8: Work effectively in a team setting to achieve organizational administrative and business goals within a global context.

❖ *Autonomy and Responsibility*

- PLO9: Self-directed, draw professional conclusions, and defend personal viewpoints.

- PLO10: Work independently or in teams in dynamic work environments, taking personal responsibility and responsibility for the group. Can guide and supervise others in performing assigned tasks/.



RECTOR

Pham Tien Dat

DEAN OF BUSINESS FACULTY

Huynh The Nguyen



OBJECTIVES AND LEARNING OUTCOMES OF THE UNDERGRADUATE PROGRAMME

(Issued pursuant to Decision No. 1049 /QĐ-ĐHTCM, dated 28 March 2025 by
the Rector of the University of Finance – Marketing)

- Programme name (Vietnamese): Marketing
- Programme name (English): Marketing
- Level of training: Undergraduate
- Major: Marketing
- Major code: 7340115
- Training orientation: Application-Oriented

1. TRAINING OBJECTIVES

1.1. Overall objectives

The Bachelor's program in Marketing, fully taught in English with a practical orientation, equips students with the knowledge, skills, and the ability to independently develop specialized expertise to meet the demands of the marketing field in businesses and organizations, within the context of a dynamic environment and global integration. Students receive a comprehensive foundation in economics, finance, social sciences, management, and business, along with a solid understanding of the principles and processes involved in planning, implementing, and evaluating marketing activities within businesses, all within the framework of legal regulations and ethical standards in business operations. Additionally, students are trained to apply the outcomes of their learning, scientific research, technology, and foreign languages to address tasks, handle situations, and propose creative marketing solutions; they also develop independent research skills. Upon graduation, students will possess autonomy and accountability for their decisions, as well as the ability to conduct research, engage in continuous learning, and supplement knowledge in accordance with career demands. They will also cultivate lifelong learning and research skills, alongside an entrepreneurial mindset and capabilities.

1.2. Detailed objectives

- PO1: Flexibly apply knowledge of politics, ideology, natural and social sciences, law, economics, finance, accounting, management, foreign languages, and information technology to effectively solve issues in marketing activities.
- PO2: Apply and creatively use in-depth knowledge to analyze and evaluate marketing activities, develop expertise in marketing management, branding, and



marketing communication, and have the capability to work in a global environment.

- PO3: Develop personal competencies and qualities, including social responsibility, professional ethics, entrepreneurial skills, and a commitment to lifelong learning.

2. CAREER POSITIONS

Graduates of the Marketing program can work in various positions within agencies and organizations, including media agencies, government ministries or departments in charge of information and communication, marketing departments of business enterprises, and companies providing consulting services in marketing and communication, as well as consulting, education, and training organizations in marketing, with the following job positions:

- Marketing staff, market development staff, market research analyst, communication consultant, communication specialist, media staff, external communication staff, PR-communication staff, event communication staff, advertising communication staff, event organizer, event management specialist, copywriter; etc.

- Management/Leadership positions such as Marketing Department Head/Deputy Head, Communication Director, Head of Marketing Communications, Head of Internal Communication, Head of Communication Department, Public Relations (PR) Department Head, Event Management Director, Creative Director, Advertising Director, Business Director in companies.

- Starting your own business to create employment opportunities for yourself and others.

- Advancing qualifications: Pursuing a second degree, master's, or doctoral programs in Marketing, Business Administration, or related fields at domestic or international higher education institutions.

3. PROGRAMME LEARNING OUTCOMES (PLOs)

❖ Knowledge

- PLO1: Apply knowledge of social sciences, political science, law, and general professional knowledge of the industry to assess and critically evaluate issues in the workplace.

- PLO2: Apply knowledge of information technology, economics, data analysis, and entrepreneurship to perform tasks within the trained field.

- PLO3: Analyze and evaluate economic, financial, management, and marketing knowledge in practice, develop specialized marketing skills to effectively solve issues in businesses or multinational organizations and on a global scale.

- PLO4: Make decisions to address practical issues in businesses, multinational organizations, and on a global scale based on the analysis and evaluation of in-depth knowledge in marketing management, marketing communications, and brand management.

❖ Skills:

- PLO5: Proficiently address situations related to social sciences, political science, and law; apply specialized English to resolve tasks within the trained field.

- PLO6: Proficiently address situations involving the application of technology, resolve economic challenges, and develop and implement entrepreneurial business plans.

- PLO7: Master the necessary skills for marketing activities within businesses or multinational organizations on a global scale, including planning, organizing, implementing, monitoring, evaluating, and resolving issues in the marketing domain.

- PLO8: Proficiently resolve issues and lead others to effectively address situations in marketing management and marketing communications within businesses and organizations in the global business environment.

❖ *Autonomy and Responsibility:*

- PLO9: Demonstrate self-direction, draw informed professional conclusions, and effectively apply critical thinking to defend personal viewpoints.

- PLO10: Work independently or collaboratively in dynamic environments, taking both personal and group responsibility; provide guidance and supervision to others in completing tasks./.



RECTOR

Pham Tien Dat

DEAN OF MARKETING FACULTY

Bao Trung



