

Decision No.: 1505 /QĐ-ĐHTCM

Ho Chi Minh City, 15 April 2026

DECISION

Issuing the Objectives and Learning Outcomes - Advanced programme in English at the undergraduate level, formal education format

RECTOR OF THE UNIVERSITY OF FINANCE - MARKETING

Pursuant to the Law on Higher Education No. 125/2025/QH15 adopted by the National Assembly on December 10, 2025;

Pursuant to the Government's Decree No. 91/2026/NĐ-CP dated March 30, 2026 specifying and prescribing measures for organizing and guiding the implementation of several articles of the 2025 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 the Regulations on undergraduate 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 Decision No. 1911/QĐ-ĐHTCM dated July 17, 2024, by the Rector of the University of Finance - Marketing promulgating regulations on the development, appraisal, and issuance of training programs; review, evaluation, and improvement of training programs at all education levels at the University of Finance - Marketing;

Pursuant to Announcement No. 1280/TB-ĐHTCM-QLĐT dated April 10, 2026 by the Rector of the University of Finance - Marketing on the conclusions of the Scientific and Training Council meeting in April 2025;

At the request of the Head of the Academic Affairs Department and the Heads of the training faculties and institutes.

DECIDES:

Article 1. Issued together with this Decision are the Objectives and Learning Outcomes - Advanced programme in English at the undergraduate level, formal education format.

(List attached)

Article 2. The Objectives and Learning Outcomes specified in Article 1 shall be applied from the 2026 enrollment period onwards. ✓



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

Recipients:

- Vice-Rector in charge of training;
- As in Article 3;
- Archive: Admin, Academic Affairs (02 copies).



RECTOR

Pham Tien Dat

MINISTRY OF FINANCE
UNIVERSITY OF
FINANCE - MARKETING



SOCIALIST REPUBLIC OF VIETNAM
Independence - Freedom - Happiness

**LIST OF MAJORS OF ADVANCED PROGRAMME IN ENGLISH
AT THE UNDERGRADUATE LEVEL, FORMAL EDUCATION FORMAT**

*(Issued together with Decision No. **1505** /QĐ-ĐHTCM dated **15** April 2026
of the Rector of the University of Finance - Marketing)*

No.	MAJOR
1	Business Administration
2	Marketing
3	International Business
4	Finance - Banking

Total: 04 training majors./.





SOCIALIST REPUBLIC OF VIETNAM
Independence - Freedom - Happiness

OBJECTIVES AND LEARNING OUTCOMES OF THE ADVANCED PROGRAMME IN ENGLISH

(Issued together with Decision No **1505** /QD-DHTCM, dated April **15** ,2026
of the Rector of the University of Finance - Marketing)

1. Introduction to the training program

- Major name (in Vietnamese): Quản trị kinh doanh
- Major name (in English): Business Administration
- Qualification level: Undergraduate/Bachelor
- Major code: 7340101
- Training orientation: Application-Oriented

2. Training Objectives:

2.1. Overall objectives:

The advanced program in English aims to train MBA graduates who possess professional ethics and social responsibility; have comprehensive and globally applicable knowledge of business, management, technology, and data analytics; are capable of applying modern management tools and digital technologies, and communicating effectively in English to solve business problems in an international and digital transformation environment; develop innovative and entrepreneurial thinking; and have the capacity for self-learning, self-research, professional practice, and adaptation to change in a dynamic global context.

2.2. Detailed objectives:

❖ *Knowledge*

- PO1: Developing the capacity to apply knowledge of natural and social sciences; integrated knowledge of business, technology, data analytics, artificial intelligence, and digital transformation to enhance the organization's competitiveness in the international environment.

❖ *Skill*

- PO2: Develop and hone skills in solving complex business problems, proficiently using modern analytical tools and digital technology, and communicating professionally in English.

❖ *Autonomy and Responsibility*

- PO3: Demonstrates professional ethics, social responsibility, high self-learning and adaptability capabilities, and readiness to work and develop in a global and digitally transforming environment.

3. Program Learning Outcomes

❖ *Knowledge*

- PLO1: Analyze the global business environment and digital transformation using integrated knowledge

+ PI1.1: Analyze economic, social, and technological factors in a global business context.

+ PI1.2: Evaluate the impact of these factors on business performance.

- PLO2: Evaluate management models, tools and systems in global and digital contexts.

+ PI2.1: Analyze management models and tools used in organizations.

+ PI2.2: Evaluate management effectiveness based on data.

- PLO3: Design data-driven management solutions in global business contexts

+ PI3.1: Develop business strategies or plans appropriate to context.

+ PI3.2: Propose feasible management solutions based on data..

❖ *Skill:*

- PLO4: Analyze business data for decision-making in global environments and digital transformation

+ PI4.1: Collect, integrate, and analyze data from multiple sources, effectively utilizing appropriate tools (including English language and documentation) to support decision-making in a global business environment and digital transformation.

+ PI4.2: Present data analysis results in English in professional contexts.

- PLO5: Apply digital technologies in business operations.

+ PI5.1: Use digital tools and technologies in business activities.

+ PI5.2: Evaluate the effectiveness of tools and digital technology applications.

- PLO6: Make decisions in teamwork and dynamic environments.

+ PI6.1: Collaborate effectively in teamwork to accomplish tasks.

+ PI6.2: Make decisions based on data and reasoning.

❖ *Autonomy and Responsibility*

- PLO7: Demonstrate professional responsibility and lifelong learning in global contexts.

+ PI7.1: Comply with legal regulations and professional ethics.

+ PI7.2: Adapt to changes in professional environments.

4. Matrix of Alignment between module, content scope and Program Learning Outcome

No.	Module name	Credits	PLOs													
			PLO1		PLO2		PLO3		PLO4		PLO5		PLO6		PLO7	
			PI1.1	PI1.2	PI2.1	PI2.2	PI3.1	PI3.2	PI4.1	PI4.2	PI5.1	PI5.2	PI6.1	PI6.2	PI7.1	PI7.2
1. General Education Knowledge																
a. Knowledge of political theory																
1	Marxist – Leninist philosophy	3	I										I			I
2	Marxist Leninist political economics	2	I		I								I			I
3	Scientific socialism	2	I											I	I	
4	History of Vietnamese Communist Party	2	I										I		I	
5	Ho Chi Minh Ideology	2	I										I		I	I
b. Legal knowledge																
6	Business Law	3	I											I	I	I
c. Foreign Languages																
7	English 1 (Listening-Speaking)	3	I							I			I			I
8	English 2 (Listening-Speaking)	3	I							I			I			I
9	English 3 (Listening-Speaking)	3	I							I			I			I
10	English 4 (Listening-Speaking)	3	I							I			I			I
11	Business English	3	I							R			R			R
12	Advanced Business English	3	R							M			R			R

[illegible]

No.	Module name	Credits	PLOs													
			PLO1		PLO2		PLO3		PLO4		PLO5		PLO6		PLO7	
			PI1.1	PI1.2	PI2.1	PI2.2	PI3.1	PI3.2	PI4.1	PI4.2	PI5.1	PI5.2	PI6.1	PI6.2	PI7.1	PI7.2
27	Entrepreneurship and Innovation	3			R								R	R	R	R
28	Artificial Intelligence in Business	3							M		M/A	M/A		R		
29	Managerial Accounting	3			M/A	M/A								R		
<i>b. Major knowledge</i>																
30	International Business Law	3	R											R	R/A	R/A
31	E-Business	3			R						M/A	M/A		R		I
32	International Business Management	3					M/A							R	R	
33	Organizational Behavior	3			R								R	R		R
34	Operations Management	3			R			R	R					R	R	
35	Change Management	3			R								M	M		R
36	Leadership	3			R								M	R		R
37	Business Communication Management	3			R	R			M/A				M/A			M/A
<i>c. Specialized knowledge</i>																
38	Sales Management	3			M			M					M	M		M
39	Business analytics for decision making	3			R					M/A					M	



No.	Module name	Credits	PLOs													
			PLO1		PLO2		PLO3		PLO4		PLO5		PLO6		PLO7	
			PI1.1	PI1.2	PI2.1	PI2.2	PI3.1	PI3.2	PI4.1	PI4.2	PI5.1	PI5.2	PI6.1	PI6.2	PI7.1	PI7.2
40	Supply Chain Management	3			M			M/A			M/A			M/A		
41	Production and Logistics	3			M	M		M						M		
42	Quality Management	3			M				M						M	
d. Major Supplementary knowledge																
43	Business ethics and Social Responsibility	3	R	R/A										M	M/A	M/A
44	Human Resource Management	3		R									R/A	R		R
3. Graduation																
45	Graduation Thesis	6	M/A			M			M	M/A					M/A	

Note: The level of contribution and support of the course to PLOs is specifically determined as follows:

- *I (Introduced) – The course supports achieving PLO and is at the introductory/beginning level.*
- *R (Reinforced) – The course supports achieving PLO and is at a more advanced level than the beginning level, with many opportunities for practice, experimentation, reality, etc.*
- *M (Mastery) – The course has high support for achieving PLO and is at the proficient/understanding level.*
- *A (Assessed) – Important courses (that maximize the achievement of PLO) must be included.*



RECTOR

Pham Tien Dat

HEAD OF BUSINESS
ADMINISTRATION FACULTY

Huynh The Nguyen



SOCIALIST REPUBLIC OF VIETNAM
Independence - Freedom - Happiness

OBJECTIVES AND LEARNING OUTCOMES OF THE ADVANCED PROGRAMME IN ENGLISH

*(Issued together with Decision No **1505** /QD-DHTCM, dated April **15**, 2026
of the Rector of the University of Finance - Marketing)*

1. General information:

- Major name (in Vietnamese): Kinh doanh quốc tế
- Major name (in English):: International Business
- Education level: Undergraduate/Bachelor
- Education major code: 7340120
- Education orientation: Application-Oriented

2. Education objectives:

2.1. General objective:

Application-oriented undergraduate education programme in English in major of International Business help graduates demonstrate the ability to apply fundamental knowledge combined with in-depth, comprehensive, and critical thinking skills to analyze, synthesize, and solve complex problems arising in international business practice; entrepreneurial skills, professional management skills, and the ability to work independently at a high level, while also taking professional responsibility for work results, being conscious of professional ethics and social responsibility, and adapting to technological changes and the global business environment as well as the development requirements of society.

2.2. Specific objectives:

❖ Knowledge

- PO1: Capable of applying the fundamental principles of Marxism-Leninism; natural, social, and legal laws; knowledge of information technology and foreign languages; and foundational knowledge in the field of International Business.;
- PO2: Capable of applying advanced, comprehensive, and in-depth theoretical knowledge of international business to analyze the global economic context, policies, and business environment; participating in proposing and implementing management decisions related to international trade, logistics, and global supply chains; contributing to improving the operational efficiency of businesses and organizations..

❖ Skills:

- PO3: Possess proficiency in information technology, foreign languages (English), and the ability to skillfully apply fundamental general knowledge to solve professional tasks in the field of international business (specializing in International Trade, International



Business Administration, Logistics and Global Supply Chain Management);

- PO4: Possess the ability to perform tasks, methods, and tools for analysis, evaluation, and proposing appropriate solutions to address issues arising in the practical operation of international business; and are capable of updating their knowledge, enhancing their professional skills, research, innovation and entrepreneurship capability, contributing to research, policy consulting, or business and organizational development..

❖ ***Autonomy and Responsibility:***

- PO5: Possessing a professional demeanor, ethical conduct, and professional responsibility for work results, social responsibility, and legal compliance; capable of working independently at a high level in a multicultural and internationally integrated environment; self-learning, researching, innovating, and starting businesses in the field of international business, contributing to the development of enterprises, organizations, and the economy.

3. Programme learning outcomes

❖ ***Knowledge***

- PLO1: Analyze the factors of the business environment that affect international business operations in different economic, political, legal, social, and technological contexts.

- + PI 1.1: Identify the impact of a country's or target market's international business environment using business environment analysis methods and tools.

- + PI 1.2: Analyze the impact of international business environment factors on a company's international business operations in a specific business scenario.

- PLO2: Evaluate business data and market information to support management decision-making in international business operations.

- + PI 2.1: Analyze real-world business data and market information within a specific international business context.

- + PI 2.2: Evaluate the results of international business data analysis and market information to support management decision-making in various international business scenarios.

- PLO3: Establish an international business plan for a company in a complex international business environment.

- + PI 3.1: Analyze the international business activities of a company within a specific international business environment.

- + PI 3.2: Propose a suitable international business plan for a specific business or product is based on an analysis of the business's operations in a complex international business environment.

❖ ***Skills:***

- PLO4: Able to apply technology, analytical tools, and foreign languages (English) to analyze business environment factors in international business operations.

+ PI 4.1: Able to use data analytics software to process information in international business operations.

+ PI 4.2: Proficiently use professional knowledge in English in academic and professional contexts.

- PLO5: Proficiently manage business decisions arising from international business operations based on the results of business data analysis and market information.

+ PI 5.1: Proficiently develop business plans based on the results of analyzing business data and market information regarding international business.

+ PI 5.2: Proficiently organize and implement business decisions based on business plans, business data analysis results, and market information.

- PLO6: Proficiently perform professional tasks in international business operations according to professional procedures and standards.

+ PI 6.1: Complete international business operations in a simulated exercise or practical scenario.

+ PI 6.2: Propose solutions for handling operational situations arising in international business activities.

❖ ***Autonomy and Responsibility:***

- PLO7: Demonstrate professional ethics and social responsibility; the ability to work independently and collaboratively, self-reliance, self-responsibility, and adaptability to a professional and specialized environment in international business operations.

+ PI 7.1: Adherence to professional ethical standards and adaptation to changes in the international business environment.

+ PI 7.2: Complete tasks within a team project, taking on both leadership and individual responsibilities as assigned, while remaining accountable for both personal and team results in a multicultural environment.



4. The matrix linking the modules and the learning outcomes of the training program.

No.	Module name	Credits	PLOs													
			PLO1		PLO2		PLO3		PLO4		PLO5		PLO6		PLO7	
			PI 1.1	PI 1.2	PI 2.1	PI 2.2	PI 3.1	PI 3.2	PI 4.1	PI 4.2	PI 5.1	PI 5.2	PI 6.1	PI 6.2	PI 7.1	PI 7.2
1. General Education knowledge block																
a. Knowledge of political theory																
1	Marxist – Leninist Philosophy	3	I						I							
2	Marxist Leninist Political Economics	2	I						I							
3	Scientific Socialism	2	I						I							
4	History of Vietnamese Communist Party	2	I						I							
5	Ho Chi Minh Ideology	2	I						I							
b. Legal knowledge																
6	Business Law	3	I						I						I	
c. Foreign language																
7	English 1 (Listening-Speaking)	3	I							I					I	
8	English 2 (Listening-Speaking)	3	I							I					I	
9	English 3 (Listening-Speaking)	3	R							R					R	
10	English 4 (Listening-Speaking)	3	R							R					R	
11	Business English	3	R							R					R	
12	Advanced Business English	3	R							R/A					R	

No.	Module name	Credits	PLOs													
			PLO1		PLO2		PLO3		PLO4		PLO5		PLO6		PLO7	
			PI 1.1	PI 1.2	PI 2.1	PI 2.2	PI 3.1	PI 3.2	PI 4.1	PI 4.2	PI 5.1	PI 5.2	PI 6.1	PI 6.2	PI 7.1	PI 7.2
<i>d. Mathematics – Informatics</i>																
13	Digital literacy	3		I					I						I	
14	Mathematics for Business and Economics	3		I					I						I	
2. Professional Education Knowledge Block																
<i>a. Foundation knowledge</i>																
15	Principles of Microeconomics	3			R/A						I				I	
16	Principles of Macroeconomics	3			I						I				I	
17	Introduction to Business	3			I						I				I	
18	Principles of Marketing	3			I						I				I	
19	Principles of Management	3			I						I				I	
20	Financial Management	3			R/A						R				R	
21	Strategic Management	3			R						R				R	
22	Taxation	3			R						R				R	
23	Financial Accounting	3			R						R				R	
24	Entrepreneurship and Innovation	3			R						R				R	
25	Managerial Accounting	3			R						R				R/A	
26	Sustainable Development	3			R						R				R	
27	Artificial Intelligence in Business	3			R						R/A				R	
28	Customer Behavior	3			R						R				R	

No.	Module name	Credits	PLOs													
			PLO1		PLO2		PLO3		PLO4		PLO5		PLO6		PLO7	
			PI 1.1	PI 1.2	PI 2.1	PI 2.2	PI 3.1	PI 3.2	PI 4.1	PI 4.2	PI 5.1	PI 5.2	PI 6.1	PI 6.2	PI 7.1	PI 7.2
29	Essential of Business Statistics	3			R						R/A				R	
b. Major knowledge																
30	International Business Law	3	R/A	R/A					R/A	R/A					R	
31	E-Business	3				R						R			R	
32	Payment in Foreign Trade	3			R	R					R	R				R
33	International Trade	3				R						R			R	
34	Logistics Management	3			M	M/A					M	M/A				M/A
35	International Marketing	3			M/A	M/A					M/A	M/A			R	
36	International Business	3	R/A	R/A					M	M					M	
37	Global Financial Management	3			M						M				R	
c. Specialized knowledge																
38	International Commerce Transactions	3	M/A	M/A					M/A	M/A					M	
39	Cargo Transport and Insurance in Foreign Trade	3					R/A						R/A		R	
40	Export – Import Management	3					R/A						R/A		R	
41	International Business Strategy	3						R/A						R/A		R/A
42	International Investment	3						R/A						R/A		R/A
d. Major supplementary knowledge																

No.	Module name	Credits	PLOs													
			PLO1		PLO2		PLO3		PLO4		PLO5		PLO6		PLO7	
			PI 1.1	PI 1.2	PI 2.1	PI 2.2	PI 3.1	PI 3.2	PI 4.1	PI 4.2	PI 5.1	PI 5.2	PI 6.1	PI 6.2	PI 7.1	PI 7.2
43	Business Ethics & Social Responsibility	3				R/A					R				R/A	
44	Managing Human Resources	3				R					R				R	
3. Graduation																
45	Graduation Thesis	6					M/A	M/A					M/A	M/A	M/A	

Note: The level of contribution and support of the course to PLOs is specifically determined as follows:

- *I (Introduced) – The course supports achieving PLO and is at the introductory/beginning level.*
- *R (Reinforced) – The course supports achieving PLO and is at a more advanced level than the beginning level, with many opportunities for practice, experimentation, reality, etc.*
- *M (Mastery) – The course has high support for achieving PLO and is at the proficient/understanding level.*
- *A (Assessed) – Important courses (that maximize the achievement of PLO) must be included.*



RECTOR

Pham Tien Dat

DEAN OF
COMMERCE AND TOURISM FACULTY

Nguyen Xuan Hiep



MINISTRY OF FINANCE
UNIVERSITY OF
FINANCE - MARKETING

SOCIALIST REPUBLIC OF VIETNAM
Independence – Freedom – Happiness

OBJECTIVES AND PROGRAM LEARNING OUTCOMES OF THE INTERNATIONAL UNDERGRADUATE PROGRAM

*(Issued pursuant to Decision No. 1505 /QĐ-ĐHTCM April, 15, 2026
by the Rector of the University of Finance – Marketing)*

1. Program Overview

- Major (in Vietnamese): Tài chính - Ngân hàng
- Major (in English): Finance - Banking
- Degree level: Undergraduate/Bachelor
- Major code: 7340201
- Training orientation: Application-Oriented

2. Training Objectives

2.1 Overall Objectives

The International Undergraduate Program in Finance and Banking is designed to develop high-quality human resources for the financial and banking sector. The program equips students with the ability to apply disciplinary and specialized knowledge, digital technologies, and analytical tools to address practical issues in a dynamic international business environment. In addition, the program fosters critical thinking, innovation, ethical awareness, effective communication, and the ability to work independently and collaboratively in multicultural contexts. Upon graduation, students are expected to adapt to the rapid changes of the global financial industry, pursue lifelong learning, and contribute effectively to financial institutions, multinational corporations, public organizations, and international markets.

2.2 Specific Objective

❖ Knowledge

Apply foundational knowledge in information technology, social sciences, political science, law, economics, and core disciplinary knowledge to solve problems in the field of Finance and Banking within the context of digital transformation and international integration. Analyze and evaluate financial and monetary policies, regulatory frameworks, and specialized issues in accordance with international standards, and propose innovative and value-added solutions in the field of Finance and Banking.

❖ Skills

Apply professional skills to effectively handle complex real-world tasks in the field of Finance and Banking within a global financial environment.

❖ Autonomy and Responsibility:

Work independently and collaboratively in international, multicultural, and dynamic environments while demonstrating personal and team responsibility. Make professional judgments in the field of Finance and Banking and defend viewpoints based on sound reasoning. Adapt effectively to changes in the global socio-economic environment and to innovation demands in the field of Finance and Banking.

3. Program Learning Outcomes

❖ *Knowledge*

- PLO1: Apply knowledge of social sciences, political science, law, and other relevant foundational knowledge to analyze, evaluate, and critically assess issues in professional practice.

- + PI 1.1: Apply knowledge of social sciences, political science, law, and other relevant foundational knowledge to analyze and evaluate issues in professional practice.

- + PI 1.2: Apply knowledge of social sciences, political science, law, and other relevant foundational knowledge to critically assess issues in professional practice.

- PLO2: Apply foundational knowledge in economics, finance, and quantitative tools to support professional tasks in the field of Finance and Banking within the context of digital finance and international integration.

- + PI 2.1: Apply foundational knowledge in economics, finance to support professional tasks in the field of Finance and Banking within the context of digital finance and international integration.

- + PI 2.2: Apply quantitative tools to support professional tasks in the field of Finance and Banking within the context of digital finance and international integration.

- PLO3: Analyze, evaluate, and propose solutions for practical issues in Finance and Banking based on disciplinary and specialized knowledge

- + PI 3.1: Analyze and evaluate practical issues in Finance and Banking based on disciplinary and specialized knowledge.

- + PI 3.2: Propose solutions to practical issues in Finance and Banking based on disciplinary and specialized knowledge.

❖ *Skills*

- PLO4: Handle situations related to social sciences, political science, and law; and demonstrate proficiency in using professional English to perform tasks within the field of study.

- + PI 4.1: Handle situations related to social sciences, political science, and law to perform tasks within the field of study.

- + PI 4.2: Demonstrate proficiency in using professional English to support tasks within the field of study.

- PLO5: Demonstrate proficiency in applying information technology and data analytics to perform professional tasks in practice; continuously update new knowledge, foster innovation, and engage in lifelong learning to meet job requirements.

- + PI 5.1: Apply information technology and data analytics proficiently to perform professional tasks in practice.

- + PI 5.2: Continuously update new knowledge, demonstrate an innovative mindset, and engage in lifelong learning to meet job requirements.

- PLO6: Handle real-world situations in the field of finance and banking; apply financial technology tools and solutions to support problem-solving in a modern and international business environment.

+ PI 6.1: Handle real-world situations in the field of finance and banking.

+ PI 6.2: Apply financial technology tools and solutions to support problem-solving in a modern and international business environment.

❖ *Autonomy and Responsibility:*

- PLO7: Work independently and collaboratively in dynamic environments; take individual and team responsibility; formulate and defend personal viewpoints in the professional field.

+ PI 7.1: Work independently and collaboratively in changing environments; take individual and team responsibility.

+ PI 7.2: Formulate and defend personal viewpoints in the professional field.



4. Curriculum–Program Learning Outcomes Mapping Matrix

No.	Module name	Credits	PLOs													
			PLO1		PLO2		PLO3		PLO4		PLO5		PLO6		PLO7	
			PI1.1	PI1.2	PI2.1	PI2.2	PI3.1	PI3.2	PI4.1	PI4.2	PI5.1	PI5.2	PI6.1	PI6.2	PI7.1	PI7.2
I. General Education modules																
a	Political Theory															
1	Marxist – Leninist phylosophy	3	I												I	
2	Marxist Leninist political economics	2	I												I	
3	Scientific socialism	2	I												I	
4	History of Vietnamese Communist Party	2	I												I	
5	Ho Chi Minh ideology	2	I												I	
b	Foreign Language															
6	English 1(Listening - Speaking)	3		I					I						I	
7	English 2 (Listening-Speaking)	3		I					I						I	
8	English 3 (Listening-Speaking)	3		I					I						I	
9	English 4 (Listening-Speaking)	3		I					I						I	
10	Business English	3		R					R						R	
11	Advanced Business English	3		R					R						R	
c	Legal Studies															
12	Business Law	3		I/A						I/A					I	

No.	Module name	Credits	PLOs													
			PLO1		PLO2		PLO3		PLO4		PLO5		PLO6		PLO7	
			PI1.1	PI1.2	PI2.1	PI2.2	PI3.1	PI3.2	PI4.1	PI4.2	PI5.1	PI5.2	PI6.1	PI6.2	PI7.1	PI7.2
d	Mathematics – Informatics															
13	Digital literacy	3				R/A						R/A			R/A	
14	Mathematics for business and economics	3	I						I						I	
II. Professional Education modules																
a	Fundamental discipline knowledge															
15	Taxation	3				R						R			R	
16	Customer behavior	3	I/A						I/A						I	
17	Principles of Microeconomics	3			I/A						I/A					
18	Principles of Macroeconomics	3				I					I				I	
19	Essential of Business Statistics	3				R/A						R/A			R	
20	Principles of Management	3			I/A						I/A				I/A	
21	Principles of Marketing	3	I/A						I/A						I	
22	Business Research	3				I					I				I	
23	Strategic Management	3				I					I				I	
24	Sustainable Development	3					R/A						R/A		R	
25	Financial Management	3						R/A						R/A		R/A
26	Financial Accounting	3		R/A						R/A						
27	Entrepreneurship and Innovation	3				R						R			R	
28	Artificial intelligence in business	3			R							R			R	



No.	Module name	Credits	PLOs													
			PLO1		PLO2		PLO3		PLO4		PLO5		PLO6		PLO7	
			PI1.1	PI1.2	PI2.1	PI2.2	PI3.1	PI3.2	PI4.1	PI4.2	PI5.1	PI5.2	PI6.1	PI6.2	PI7.1	PI7.2
29	Commercial Bank	3					R						R		R	R
<i>b</i>	<i>Core discipline knowledge</i>															
30	Contemporary issues in banking	3					R						R		R	
31	Analysis of banking business operations	3						R					R		R	
32	Stock market	3					R							R	R	
33	Financial institutions and markets	3					R						R		R	
34	Personal Financial Planning	3						R						R	R	
35	Managerial Accounting	3					M						M			
36	Corporate finance analysis	3						M						M		M
37	International Finance	3					M/A						M/A			
<i>c</i>	<i>Specialised discipline knowledge</i>															
Required modules																
38	International payments	3						M					M		M	
39	Advanced Financial Management	3						M						M		M
40	Risk management and derivatives	3						M					M		M	
Optional modules																
Banking Major (Choose 1 in 2)																
41	Foreign exchange trading	3						M					M		M	
42	Bank management	3						M					M		M	

No.	Module name	Credits	PLOs													
			PLO1		PLO2		PLO3		PLO4		PLO5		PLO6		PLO7	
			PI1.1	PI1.2	PI2.1	PI2.2	PI3.1	PI3.2	PI4.1	PI4.2	PI5.1	PI5.2	PI6.1	PI6.2	PI7.1	PI7.2
Corporate Finance Major (Choose 1 in 2)																
43	Financial investment	3						M					M		M	
44	Behavioral finance	3						M					M		M	
d	Supplementary discipline knowledge:															
45	Digital banking	3						M					M		M	M
46	Financial technology	3						M					M		M	M
III. Graduation																
47	Graduation thesis	6						M/A						M/A		M/A

Note: The level of contribution and support of the course to PLOs is specifically determined as follows:

- *I (Introduced)* – The course supports achieving PLO and is at the introductory/beginning level.
- *R (Reinforced)* – The course supports achieving PLO and is at a more advanced level than the beginning level, with many opportunities for practice, experimentation, reality, etc.
- *M (Mastery)* – The course has high support for achieving PLO and is at the proficient/understanding level
- *A (Assessed)* – The course is important (maximum support for achieving PLO) and must be available.



RECTOR

Pham Tien Dat

HEAD OF SCHOOL OF FINANCIAL
AND BANKING TECHNOLOGY

Nguyen Thi My Linh

**OBJECTIVES AND LEARNING OUTCOMES
OF THE ADVANCED PROGRAMME IN ENGLISH**

*(Issued together with Decision No 1506/QĐ-DHTCM, dated April 15, 2026
of the Rector of the University of Finance - Marketing)*

1. General information:

- Major name (Vietnamese): Marketing
- Major name (English): Marketing
- Qualification level: Undergraduate/Bachelor
- Major code: 7340115
- Training orientation: Application-Oriented

2. Training objectives:

2.1. Overall objectives:

The Bachelor's programme in Marketing, Advanced Program, fully taught in English with an application-oriented approach, equips students with the knowledge, skills, and competencies needed to independently develop specialized expertise to meet the demands of the marketing field in businesses and organizations in 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 organizations, in accordance with legal regulations and ethical standards in business operations. Additionally, students are trained to apply the knowledge gained from their learning, scientific research, technology, and foreign language competencies to address professional tasks, handle practical situations, and propose creative marketing solutions. They also develop independent research skills. Upon graduation, students will demonstrate autonomy and accountability in their professional decisions, as well as the ability to conduct research, engage in continuous learning, and update their knowledge in accordance with career demands. They will also cultivate lifelong learning abilities and an entrepreneurial mindset.

2.2. Detailed objectives

❖ *Knowledge:* 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.

❖ *Skills:* 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.

❖ *Autonomy and Responsibility*: Develop personal competencies and qualities, including social responsibility, professional ethics, entrepreneurial skills, and a commitment to lifelong learning.

3. Programme learning outcomes (PLOs)

❖ *Knowledge*

- PLO1: Apply knowledge of social sciences, law, economics, and business disciplines to analyze marketing and business problems in real-world contexts.

- + PI 1.1: Explain fundamental concepts, principles, and theories of social sciences, law, and economics relevant to marketing.

- + PI 1.2: Analyze the influence of economic, social, cultural, and legal factors on marketing activities in business contexts.

- PLO2: Demonstrate comprehensive knowledge of digital technologies, artificial intelligence, data analytics, and information systems in marketing, and understand their interdisciplinary impact on business and society.

- + PI2.1: Identify and describe digital marketing tools, platforms, artificial intelligence applications, and basic data analytics methods.

- + PI2.2: Explain how data, artificial intelligence, and digital technologies support marketing decision-making processes.

- PLO3: Apply marketing theories, models, and frameworks to analyze and solve business problems in local, global, and digitalized environments.

- + PI3.1: Analyze marketing theories, models, and frameworks in real business practices.

- + PI3.2: Apply marketing knowledge to evaluate complex business situations and propose appropriate strategic solutions.

❖ *Skills*

- PLO4: Apply critical thinking and problem-solving skills to analyze, evaluate, and develop innovative solutions to complex marketing problems considering legal, ethical, and social factors.

- + PI4.1: Analyze marketing situations based on legal, ethical, social, and sustainability considerations;

- + PI4.2: Communicate, defend, and justify marketing decisions using logical arguments in both professional and English-language contexts

- PLO5: Use digital tools and data analytics techniques to support data-driven marketing decision-making.

- + PI5.1: Collect, process, and analyze marketing data using appropriate digital tools and statistical methods;

- + PI5.2: Interpret data results and translate them into managerial insights and actionable marketing recommendations;

- PLO6: Implement, manage, and evaluate marketing activities using appropriate strategies and tools in organizational and global environments.

- + PI 6.1: Implement marketing activities using appropriate strategies and tools.

+ PI 6.2: Evaluate marketing performance using data and recommend improvements in multicultural and global business environments.

❖ *Autonomy and Responsibility*

- PLO7: Demonstrate autonomy, teamwork, adaptability, and professional responsibility in marketing practice.

+ PI 7.1: Work independently and collaboratively to achieve individual and team objectives in marketing projects.

+ PI 7.2: Demonstrate responsibility for decisions and outcomes, and uphold ethical, professional, and social responsibility standards in marketing practice.

4. The matrix linking between the modules and the programme learning outcomes (PLOs)

No.	Module name	Credits	PLOs													
			PLO1		PLO2		PLO3		PLO4		PLO5		PLO6		PLO7	
			PI1.1	PI1.2	PI2.1	PI2.2	PI3.1	PI3.2	PI4.1	PI4.2	PI5.1	PI5.2	PI6.1	PI6.2	PI7.1	PI7.2
I	General Education modules															
a	Political Theory Knowledge															
1	Marxist – Leninist phylosophy	3	I						I							
2	Marxist Leninist political economics	2	I						I							
3	Scientific socialism	2	I						I							
4	History of Vietnamese Communist Party	2	I						I							
5	Ho Chi Minh Ideology	2	I						I							
b	Foreign Language															
6	English 1 (Listening-Speaking)	3	I						I						I	
7	English 2 (Listening-Speaking)	3	I						I						I	
8	English 3 (Listening-Speaking)	3	I						I						I	
9	English 4 (Listening-Speaking)	3	I						I						I	
10	Business English	3	R						R						R	
11	Advanced Business English	3	R							R/A						

No.	Module name	Credits	PLOs													
			PLO1		PLO2		PLO3		PLO4		PLO5		PLO6		PLO7	
			PI1.1	PI1.2	PI2.1	PI2.2	PI3.1	PI3.2	PI4.1	PI4.2	PI5.1	PI5.2	PI6.1	PI6.2	PI7.1	PI7.2
<i>c</i>	Legal Studies															
12	Business Law	3	R/A						R/A							R
<i>d</i>	Mathematics – Informatic															
13	Digital literacy	3				I						I				I
14	Mathematics for Business and Economics	3				I						I				I
II	Professional Education modules															
<i>a</i>	Fundamental discipline knowledge															
15	Taxation	3		I					I							I
16	Customer behavior	3	R	R						R						R
17	Principles of Microeconomics	3	I						I							I
18	Principles of Macroeconomics	3	R/A						R/A							R
19	Essential of Business Statistics	3			R/A	R/A					R/A					R
20	Principles of Management	3		I									R			I
21	Principles of Marketing	3	R/A										R/A			R
22	Introduction to Business	3		I									R			I
23	Strategic Management	3		I									R			I
24	Sustainable Development	3		I									R			I
25	Financial Management	3										R/A		R/A		R
26	Financial Accounting	3			R						R					R



No.	Module name	Credits	PLOs													
			PLO1		PLO2		PLO3		PLO4		PLO5		PLO6		PLO7	
			PI1.1	PI1.2	PI2.1	PI2.2	PI3.1	PI3.2	PI4.1	PI4.2	PI5.1	PI5.2	PI6.1	PI6.2	PI7.1	PI7.2
27	Entrepreneurship and Innovation	3		R									I			R
28	Artificial Intelligence in Business	3				R						R				R
29	Managerial Accounting	3				R/A					R/A					
b	Core discipline knowledge (8 modules)															
30	International Business Law	3		I					R							R
31	International Business Management	3					R						R			R
32	Marketing Management	3		R/A			R/A						R/A		R/A	
33	Global Marketing	3					R/A	R/A						R/A		R/A
34	Digital Marketing	3			R/A	R/A					R/A	R/A	R/A			
35	Marketing Metrics	3			R						R			R		R
36	Competitive Marketing Planning & Strategy	3		R									R			R
37	Marketing Research	3				R			R			R			R	R
c	Specialised discipline knowledge															
	Marketing Management Orientation															
38	Service Marketing	3						R					M			M
39	Content Marketing	3						R					M			M
40	Innovative Product and Pricing Strategy	3						R					M			M

No.	Module name	Credits	PLOs													
			PLO1		PLO2		PLO3		PLO4		PLO5		PLO6		PLO7	
			PI1.1	PI1.2	PI2.1	PI2.2	PI3.1	PI3.2	PI4.1	PI4.2	PI5.1	PI5.2	PI6.1	PI6.2	PI7.1	PI7.2
41	Distribution & Logistics Management	3						R					M			M
42	Integrated Marketing Communications	3						R					M			M
Brand & Communication Orientation																
43	Brand Management	3						R					M			M
44	Digital Branding	3						R					M			M
45	Corporate Communication	3						R					M			M
46	Advertising management	3						R					M			M
47	Digital marketing communication	3						R					M			M
d Supplementary discipline knowledge																
48	Business Ethics & Social Responsibility	3		R/A					R/A	R/A						R/A
49	Managing Human Resources	3		R					R							R
III Graduation																
50	Graduation thesis	6						M/A				M/A		M/A	M/A	M/A

Note: The level of contribution and support of the course to PLOs is specifically determined as follows:

- *I (Introduced) – The course supports achieving PLO and is at the introductory/beginning level.*
- *R (Reinforced) – The course supports achieving PLO and is at a more advanced level than the beginning level, with many opportunities for practice, experimentation, reality, etc.*

- *M (Mastery)* – The course has high support for achieving PLO and is at the proficient/understanding level.
- *A (Assessed)* – Important courses (that maximize the achievement of PLO) must be included.



RECTOR ✓

Pham Tien Dat

DEAN OF
MARKETING FACULTY

Bao Trung