



HOC VIEN NGOAI GIAO

Bachelor's Program in International Communication **Faculty of International Communication and Culture**

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❖ **OBJECTIVES:**

The Bachelor's Program in International Communication is designed with a practical orientation to cultivate top-tier professionals to meet the demands of society in international communication. Additionally, graduates are also equipped with skills to work with modern communication technologies, thus effectively navigating the complexities of international integration in this new era.

The Program is to equip graduates with the following set of knowledge, skills and values:

- General knowledge of socio-politics, law, economics, national defense and security.
- Comprehensive and in-depth theoretical understanding of international communication and foreign cultural communication.
- Proficiency in professional techniques essential for effective and innovative work in international communication.
- Capacity for independent and life-long learning.
- Adaptability to dynamic work environments, both independently and within teams.
- Demonstrated accountability in the dissemination and promotion of knowledge in international communication and foreign cultures.
- Commitment to political, ethical, and societal obligations.
- Fluency in at least one foreign language.

❖ **PROGRAM LEARNING OUTCOMES:**

After completing the bachelor's degree program in International Communication, learners will achieve the following outcomes:

No.	Types of PLOs	PLO descriptions	Level
2.1. KNOWLEDGE			
1	PLO1	Summarize the basic knowledge of political philosophy and ideology in Vietnam as well as general knowledge of economics, culture, society, law and the state's policies.	2/6
2	PLO2	Interpret basic knowledge of international relations, international economics or international law to meet the requirements of international communication jobs.	2/6
3	PLO3	Apply knowledge of international communication, including (i) schools of communication theories, media research methodologies, communication deployment models, and media production principles; (ii) theories of the cultural diplomacy, globalization and intercultural communication, and those of religions and international relations; and (iii) cultural diplomacy and intercultural communication tools and methods in specialized activities of international communication.	3/6
4	PLO4	Analyze professional content related to the chosen orientation (Professional international communication or International marketing communication)	4/6

2.2. SKILLS

5	PLO5	Collect, analyze and evaluate information to implement international communication activities such as formulating communication strategy, producing media products, and analyzing various forms of cultural diplomacy, intercultural communication, and international conflicts.	3/5
6	PLO6	Effectively and creatively apply communication, presentation and negotiation skills in Vietnamese or foreign languages.	3/5
7	PLO7	Produce international media news articles; organize press conferences, meetings with the press, and events; and promote activities related to foreign communications and public relations.	5/5
8	PLO8	Coordinate skills to identify, analyze and propose solutions to problems in international communication and foreign culture; showcase the ability to work independently and in groups.	4/5
9	PLO9	Develop communication plans and implement activities related to marketing communication, public relations, foreign information and socio-cultural communication on global issues.	5/5
10	PLO10	Be fluent in at least one foreign language (equivalent to level B2 on the Common European Framework of Reference for Languages or another comparable international standard) to communicate effectively and to read, translate, synthesize information, write reports or make presentations on issues of international communication.	4/5

11	PLO11	Be proficient in using basic digital devices such as cameras, camcorders, smartphones, mobile devices and digital editing applications, such as Adobe Photoshop and Adobe Premiere, thereby applying these skills to create messages, communication products, and engage in digital diplomacy; Master fundamental office computing skills, including MS Office tools such as Word, Excel, PowerPoint; and Office 365).	4/5
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2.3. SELF-RELIANCE AND SELF-RESPONSIBILITY

12	PLO12	Nurture a spirit of innovation, professionalism, and adaptability to a multicultural working environment.	4/5
13	PLO13	Demonstrate motivation and become an independent learner for professional development, be able to integrate and foster collective intelligence.	4/5
14	PLO14	Loyal to national interests; respect and comply with laws and code of professional ethics; having responsibility towards the community, society and the willingness to serve.	5/5

Note: The level is defined based on Bloom's Taxonomy for Cognitive domain: Knowledge (1-6), Dave's Taxonomy for Psychomotor domain: Skills (1-5), Krathwohl's Taxonomy for Affective domain (1-5)

❖ PROGRAM STRUCTURE AND CONTENT

I. Program structure:

No.	Modules	Number of credits	Number of compulsory credits	Number of elective credits
1	General Knowledge	15	15	0
2	Foreign Language Knowledge	24	15	09
3	Complementary Professional Knowledge	09	0	09
4	Professional Knowledge	60	28	32
4.1	General Professional Knowledge	04	04	0
4.2	Foundational Professional Knowledge	18	18	0
4.3	Professional Skills	02	0	02
4.4	Specialized Professional Knowledge	15	06	09
	Career-oriented Professional Knowledge	21	0	21
5	Career orientation and Internship	07	07	0
6	Graduation Preparation	10	10	0
	Total	125	75	50

II. Program content:

1. General Knowledge: 15 credits*

No.	Course Unit	Course code	Number of credits	Language of Teaching
1	Marxist - Leninist Philosophy	FC.001.03	03	Vietnamese
2	Marxist - Leninist Political Economy	FC.002.02	02	Vietnamese
3	Scientific Socialism	FC.003.02	02	Vietnamese
4	Ho Chi Minh's Ideology	FC.004.02	02	Vietnamese
5	History of Vietnamese Communist Party	FC.005.02	02	Vietnamese
6	Introduction to Law	IL.003.02	02	Vietnamese
7	Communication Technology	IC.041.02	02	Vietnamese
8	<i>Physical Education</i>	<i>AAD.001.03</i>	<i>03</i>	<i>Vietnamese</i>
9	<i>National Defence Education</i>	<i>AAD.002.08</i>	<i>08</i>	<i>Vietnamese</i>

The total number of credits (15) excludes those of Physical Education, and National Defense Education.

2. Foreign Language Knowledge: 24 credits

Students can start at the appropriate level (beginner, intermediate or advanced) and have the choice (with conditions (*)) to either study 01 foreign language (foreign language 1: 24 credits) or 02 foreign languages (foreign language 1: 15 credits and foreign language 2: 9 credits)

No.	Course Unit	Number of credits	Language of Teaching
1	Foreign Language 1	24 or 15	Foreign Language 1
2	Foreign Language 2	0 or 09	Foreign Language 2
<ul style="list-style-type: none"> • For FL1, students choose to study 1 out of 5 foreign languages: English, Chinese, French, Japanese, or Korean. For FL2, students can choose one of the following foreign languages: English, Chinese, French, Japanese, Korean, Spanish, or German. • (*) Only students with a primary foreign language level (FL1) of intermediate level or higher can choose to study a second foreign language. Students with elementary level must study 24 credits of foreign language 1. 			

3. Complementary Knowledge: 09 credits

Students choose 03 modules from the following list of the Complementary Knowledge. Complementary courses must be registered and completed by the end of semester VII.

No.	Course Unit	Course code	Number of credits	Language of Teaching
1	Vietnam's Foreign Policy	IR.046.03	03	Vietnamese
2	Contemporary History of International Relations	IR.005.03	03	Vietnamese
3	Diplomatic Service	IR.025.03	03	Vietnamese
4	International Negotiations	IR.026.03	03	Vietnamese
5	International Business	IE.042.03	03	Vietnamese
6	International Economic Relations	IE.006.02	03	Vietnamese
7	Public International Law	IL.005.03	03	Vietnamese
8	Constitutional Law of Vietnam and some countries	IL.003.03	03	Vietnamese

4. Professional Knowledge: 60 credits

4.1. General Professional Knowledge: 4 credits

No.	Course Unit	Course code	Number of credits	Language of Teaching
1	Vietnamese Culture in International Integration	IC.043.02	02	Vietnamese
2	History of world civilization	FC.007.02	02	Vietnamese

4.2. Foundational Professional Knowledge: 18 credits

No.	Course Unit	Course code	Number of credits	Language of Teaching
1	Communication Theory	IC.008.03	03	Vietnamese
2	Introduction to International Public Relations	IC.043.03	03	Vietnamese/ English
3	Introduction to International Communication	IC.061.03	03	Vietnamese
4	Communication Research Methods	IC.005.03	03	Vietnamese
5	Communication Laws and Ethics	IC.068.03	03	Vietnamese
6	Cultural Diplomacy	IC.010.03	03	Vietnamese

4.3. Professional skills: 02 credits

Students choose 01 out of the 04 following courses:

No.	Course Unit	Course code	Number of credits	Language of Teaching
1	Presentation Skills	IC.049.02	02	Vietnamese
2	MC Skills	IC.042.02	02	Vietnamese
3	Conference chairing skills	IC.071.02	02	English
4	Negotiation skills	IC.072.02	02	English

4.4. Specialized Professional Knowledge

a. General Specialized Professional Knowledge: 15 credits

No.	Course Unit	Course code	Number of credits	Language of Teaching
Compulsory courses: 06 credits				
1	Media strategic planning	IC.044.03	03	Vietnamese
2	International Communications Production	IC.050.03	03	Vietnamese
Elective courses: 09 credits				
<i>Students choose 03 courses (09 credits) from the following courses:</i>				
1	Globalization and Intercultural Communication	IC.047.03	03	Vietnamese
2	Social Media	IC.019.03	03	Vietnamese
3	Multimedia Communications	IC.051.03	03	Vietnamese
4	Event Management	IC.046.03	03	Vietnamese
5	Crisis Management	IC.023.03	03	Vietnamese

b. Career-Oriented Professional Knowledge: 21 credits

Students choose 1 of 2 specialized orientations: Professional International Communication

and International Marketing Communication:
(i) Professional International Communication Orientation

No.	Course Unit	Course code	Number of credits	Language of Teaching
Compulsory courses: 12 credits				
1	Print and Online Journalism	IC.011.03	03	Vietnamese
2	Radio and Television	IC.012.03	03	Vietnamese
3	Communication and Social Development	IC.017.03	03	Vietnamese/ English
4	Fundraising and Sponsorship	IC.052.03	03	Vietnamese/ English
Elective courses: 09 credits <i>Students choose 03 courses (09 credits) from the following courses:</i>				
1	Language of Journalism and Media	IC.007.03	03	Vietnamese
2	Media Audiences	IC.016.03	03	Vietnamese
3	Digital Diplomacy Skills	IC.034.03	03	Vietnamese
4	Popular media culture	IC.004.02	03	Vietnamese/ English
5	Religions and International Relations	IC.031.03	03	Vietnamese
6	Analysis of international events in the media	IC.045.03	03	Vietnamese

(ii) International Marketing Communication Orientation

No.	Course Unit	Course code	Number of credits	Language of Teaching
Compulsory courses: 12 credits				
1	Introduction to Marketing Communication	MC.001.03	03	Vietnamese/ English
2	International Marketing	IE.012.03	03	Vietnamese/ English
3	Advertising	MC.015.03	03	Vietnamese/ English
4	Consumer Behavior	MC.013.03	03	Vietnamese/ English
Elective courses: 09 credits <i>Students choose 03 courses (equivalent to 09 credits) from the below:</i>				
1	Digital Marketing	MC.002.03	03	Vietnamese
2	Fundraising and Sponsorship	MC.052.03	03	Vietnamese
3	Branding	IC.024.03	03	Vietnamese
4	Writing Skill for Public Relations	IC.028.03	03	Vietnamese
5	Corporate Culture	MC.014.03	03	Vietnamese
6	TVC Production Project	MC.011.03	03	Vietnamese

5. Career Orientation and Internship: 07 credits

No.	Course Unit	Course code	Number of credits	Language of Teaching
1	Career orientation for Journalism - Communication	IC.073.02	02	Vietnamese
2	Career orientation for Marketing - Communication	IC.074.02	02	Vietnamese
3	Final internship	IC.038.03	03	Vietnamese

6. Graduation Preparation: 10 credits

Subject to the students' performance and capabilities, as well as supervisor availability, the graduation module will be conducted in one of the 2 following formats:

No.	Course Unit	Course code	Number of credits	Language of Teaching
1	Thesis/International Research Article; or Project assignments/ communication products	IC.037.10	10	Vietnamese or Foreign language
2	Graduation courses			
	● <i>Application of Vietnamese Cultural Identity in International Communication</i>	IC.070.03	03	Vietnamese
	● <i>International Communication Project</i>	IC.069.04	04	Vietnamese/ English
	● <i>Internal Communication Management</i>	MC.006.03	03	Vietnamese/ English