



**HOC VIEN NGOAI GIAO**

## **BACHELOR OF ARTS IN INTERNATIONAL BUSINESS**

**Faculty of International Economics**

*Office: D628, Email: [khoakinhtequocte@dav.edu.vn](mailto:khoakinhtequocte@dav.edu.vn)*

### **❖ OBJECTIVES**

The training program provides learners with basic knowledge of politics, culture, society, and law, alongside in-depth theoretical insights into corporate governance, international marketing, import-export, logistics and supply chain management. Learners will be capable of applying the acquired knowledge to explain and analyze practical issues in the field of international business and global management. Besides, the program is designed to develop essential skills for learners to work effectively in a multinational environment, such as presentation skills, the ability to work independently and in teams, critical thinking, proficiency in foreign languages, and the efficient application of information technology to work related to international business. Furthermore, learners are also trained to develop personal growth, entrepreneurial spirit, professional ethics, foster a cooperative mindset and work responsibility, uphold national and social interests, and nurture a commitment to dedication and service.

### **❖ PROGRAM LEARNING OUTCOMES**

Upon completing the Bachelor of International Business, learners will attain the following outcomes:

PLO	Content	Level
<b>KNOWLEDGE</b>		
PLO1	Interpret foundational knowledge of philosophy, political economy, society – law, history, ideology and policy of the Party and Government; knowledge of national defense – security of the Party and Government;	2/6
PLO2	Explain basic knowledge of international relations, international communication, international law, and diplomatic activities as a foundation for researching theoretical and practical issues in the field of international business and integration;	2/6
PLO3	Apply foundational knowledge of economics, business, management, finance, accounting, statistics in business and international business law to explain issues of international business activities;	3/6
PLO4	Utilize specialized knowledge to address issues related to business strategies and functional areas within organizations, aligned with international business trends and the global and local business environment;	3/6
PLO5	Analyze and solve problems related to international marketing, logistics and supply chain management in professional work practice.;	4/6
<b>SKILLS</b>		
PLO6	Apply business research methods, international business specialist skills; alongside critical thinking, strategic and business planning abilities; and skills of negotiating and signing international business contracts; Demonstrate corporate culture, ethics, and corporate responsibility;	3/5
PLO7	Practice communication skills, the ability to work independently and in teams, presentation and leadership skills when working in a multinational environment;	3/5
PLO8	Use proficiently at least one language (equivalent to the B2 level in the Common European Framework of Reference for Languages – CEFR or an equivalent international language standard) for effective communication; being capable of reading, translating, synthesizing information, writing	3/5

	reports, or presenting professional issues in international business in foreign languages;	
PLO9	Utilize IT knowledge, especially software tools for data collection, processing, and analysis in tasks related to international business and career-related activities;	3/5
<b>SELF-RELIANCE AND SELF-RESPONSIBILITY</b>		
PLO10	Define social responsibility clearly , comply with Vietnamese and international laws, and remain loyal to the national interests;	5/5
PLO11	Foster an entrepreneurial and lifelong learning spirit through research, self-study, and the accumulation of practical experience to enhance personal and professional development, facilitating effective work in a multinational, multicultural environment with continually evolving technologies.	4/5

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

## ❖ PROGRAM STRUCTURE AND CONTENT

### 1. Program structure

General Knowledge	13 credits
Foreign Language Knowledge	24 credits
Complementary Knowledge	09 credits
Professional Knowledge	66 credits
- General Professional Knowledge	09 credits
- Foundational Professional Knowledge	24 credits
- Specialized Professional Knowledge	33 credits
+ <i>Compulsory Courses</i>	24 credits
+ <i>Elective Courses</i>	09 credits
Professional Skills	04 credits
Career-Orientation, Internship and Graduation	10 credits
<b>Total credits</b>	<b>126 credits</b>

## 2. Program content

No.	Course name	Course code	Credits
<b>2.1. General Knowledge</b>			<b>13</b>
1	Marxist-Leninist Philosophy	FC.001.03	03
2	Marxist-Leninist Political Economy	FC.002.02	02
3	Scientific Socialism	FC.003.02	02
4	Ho Chi Minh's Ideology	FC.004.02	02
5	History of Vietnamese Communist Party	FC.005.02	02
6	Introduction to Law	IL.003.02	02
7	Digital Competence *	IT.002.02	02
8	Physical Education*	AAD.001.03	03
9	National Defense Education*	AAD.002.08	08
<b>2.2. Foreign Language Knowledge</b>			<b>24</b>
1	First Foreign Language ( <i>English, Chinese, French, Japanese, or Korean</i> )		24 or 15
2	Second Foreign Language ( <i>English, Chinese, French, Japanese, Korean, Spanish, or German</i> )		0 or 09
<b>2.3. Complementary Knowledge</b>			<b>09</b>
1	Diplomatic Services	IR.025.03	03
2	Modern History of International Relations	IR.042.03	03
3	Vietnam's Foreign Policy	IR.007.03	03
4	Public International Law	IL.005.03	03
5	Constitutional Law of Vietnam and some countries	IL.003.03	03
6	Introduction to International Communications	IC.061.03	03
7	Cultural Diplomacy	IC.010.03	03
<b>2.4. Professional Knowledge</b>			<b>66</b>
<b>a. General Professional Knowledge</b>			<b>09</b>
1	Microeconomics	IE.001.03	03
2	Macroeconomics	IE.002.03	03
3	Statistics in Business	IE.043.03	03
<b>b. Foundational Professional Knowledge</b>			<b>24</b>
1	Principles of Management	IE.044.03	03
2	International Financial Markets	IE.023.03	03
3	International Business	IE.042.03	03
4	Principles of Accounting	IE.064.03	03
5	International Marketing	IE.021.03	03

6	International Economic Relations	IE.006.03	03
7	International Business Law	IE.047.03	03
8	Principles of Logistics and Supply Chain Management	IE.070.03	03
<b><i>c. Specialized Professional Knowledge</i></b>			<b>33</b>
<i>Compulsory</i>			24
1	Global Business Strategy	IE.048.03	03
2	Corporate Financial Management	IE.058.03	03
3	Foreign Trade Techniques	IE.046.03	03
4	Business Project Planning in Practice	IE.051.03	03
5	International Human Resource Management	IE.071.03	03
6	Corporate Culture and Business Ethics	IE.072.03	03
7	Negotiations and Signing Contracts in International Business	IE.067.03	03
8	Risk Management in International Business	IE.056.03	03
<i>Elective</i>			<b>09</b>
<i>Specialized in International Marketing</i>			
1	International Service Marketing	IE.076.03	03
2	Electronic Commerce	IE.022.03	03
3	Consumer Behavior	IE.077.03	03
4	Brand Management	IE.078.03	03
5	B2B Marketing in Global Business	IE.079.03	03
<i>Specialized in Logistics and Supply Chain Management</i>			
1	Global Supply Chain Management	IE.084.03	03
2	Global Procurement Management	IE.073.03	03
3	Logistics Management	IE.074.03	03
4	Operations Management in Supply Chain	IE.086.03	03
5	International Transportation and Freight Forwarding	IE.075.03	03
<b>2.5. Professional Skills</b>			<b>04</b>
1	Research Methods in Business	IE.080.02	02
2	Leadership and Management	IE.035.02	02
<b>2.6. Career-Orientation, Internship and Graduation</b>			<b>10</b>
1	Career Orientation*	AAD.060.02	02
2	Internship*	IE.061.03	03
3	<b>Graduation Thesis**</b>	<b>IE.062.10</b>	<b>10</b>
<b>Or 04 following courses</b>			
	Multinational Corporate Management	IE.050.02	02

	Personal and Professional Development	IE.069.02	02
	Global Supply Chain Management*** or International Service Marketing****	IE.084.03 or IE.076.03	03
	Logistics Management *** or Electronic Commerce****	IE.074.03 or IE.022.03	03

*\* Not included in total credits*

*\*\* This is subject to students' academic performance and the availability of suitable supervisors*

*\*\*\* For students who choose to specialize in International Trade*

*\*\*\*\* For students who choose to specialize in International Finance*