

CURRICULUM OVERVIEW OF INTERNATIONAL BUSINESS

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❖ PROGRAM OBJECTIVES

The bachelor's program in International Business is designed to provide high-quality human resources for the international business sector, including areas such as corporate governance, import–export operations, logistics, supply chain management, and international market analysis.

The curriculum equips learners with foundational knowledge in politics, culture, society, and law, together with comprehensive theoretical and applied knowledge in business management, international marketing, import–export management, logistics, and supply chain operations. Learners are expected to apply this knowledge to explain and analyze practical issues in international business and global management contexts. The program also focuses on developing essential professional competencies, including presentation and communication skills, the ability to work both independently and collaboratively, critical and analytical thinking, foreign-language proficiency, and the effective use of information technology in international business activities. In addition, the program promotes personal and professional development by encouraging an entrepreneurial mindset, ethical business conduct, teamwork and responsibility in the workplace, as well as a sense of social and national commitment and a strong aspiration toward meaningful contribution and service.

❖ PROGRAM LEARNING OUTCOMES

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

PLO	PLO Description	Level
KNOWLEDGE		
PLO1	Interpret foundational knowledge of philosophy, political economy, society, law, history, ideology, the Party's guidelines and the Government's policies, national defense and security;	2/6
PLO2	Explain interdisciplinary knowledge in international relations, law, diplomacy, communication, culture, and basic economics that forms the contextual basis for international business and global economic integration;	2/6
PLO3	Apply foundational knowledge of economics, business, management, finance, accounting, statistics, international business law, and leadership to explain issues of international business activities;	3/6
PLO4	Utilize specialized knowledge to address issues related to business strategies and functional areas within	3/6

PLO	PLO Description	Level
	organizations, considering cultural differences and dynamics in line with international business trends and both global and local business environments;	
PLO5	Analyze functional activities within enterprises and international organizations, with a focus on international marketing and logistics & supply chain management, in order to identify and address practical issues in international business.	4/6
SKILLS		
PLO6	Utilize business research methods and international business professional skills; critical thinking, strategic building and business planning skills; negotiating and signing international business contracts skills while upholding corporate culture, ethics, and corporate responsibility;	3/5
PLO7	Practice effective communication, independent and team-working abilities, and presentation and leadership skills 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, including reading, translating, synthesizing information, writing reports, and presenting professional issues in international business;	3/5
PLO9	Implement IT knowledge, especially software tools for data collection, process, and analysis in tasks related to international business and career-related activities.	3/5
AUTONOMY & RESPONSIBILITY		
PLO10	Define clearly social responsibility, compliance with Vietnamese and international laws, and loyalty to national interests;	3/5
PLO11	Build an entrepreneurial, lifelong learning mindset through research, self-study and the accumulation of practical experience to support continuous personal and professional development, effective performance in multinational and multicultural environments, and adaptation to new and emerging 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: Skills (1-5), Krathwohl's Taxonomy for Affective domain: Autonomy and responsibility (1-5).

❖ PROGRAM'S STRUCTURE AND CONTENT

1.1. General Knowledge: 13 credits

No.	Course title	Course code	Number of credits	Language of instruction
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 Vietnam's Legal System	IL.003.02	02	Vietnamese
7	<i>Digital Competence *</i>	IT.002.02	02	Vietnamese
8	<i>Physical Education*</i>	AAD.001.03	03	Vietnamese
9	<i>National Defense Education*</i>	AAD.002.08	08	Vietnamese

** Not included in total credits*

1.2. Foreign Language Knowledge: 24 credits

Students can study at the appropriate level (beginner, intermediate or advanced) and choose to study (with conditions ()) 01 foreign language (first foreign language: 24 credits) or 02 foreign languages (first foreign language: 15 credits and second foreign language: 9 credits)*

No.	Course title	Number of credits	Language of instruction
1	First Foreign Language	24 or 15	First Foreign Language
2	Second Foreign Language	0 or 09	Second Foreign Language
<ul style="list-style-type: none"> ● <i>For first foreign language, students choose to study 1 of 5 foreign languages: English, Chinese, French, Japanese, Korean. For second foreign language, students can choose 1 of the following foreign languages: English, Chinese, French, Japanese, Korean, Spanish, German</i> ● <i>(*) Only students with a first foreign language level (NN1) of intermediate level or higher can choose to study a second foreign language. Students with elementary level must study 24 credits of first foreign language.</i> 			

1.3. Complementary Knowledge: 09 credits

Students choose 03 courses from the following courses:

No.	Course title	Course code	Number of credits	Language of instruction
1	Diplomatic Services	IR.025.03	03	Vietnamese
2	Contemporary History of International Relations	IR.005.03	03	Vietnamese
3	Vietnam's Foreign Policy	IR.046.03	03	Vietnamese
4	Public International Law	IL.005.03	03	Vietnamese

No.	Course title	Course code	Number of credits	Language of instruction
5	Constitutional Law of Vietnam and some countries	IL.003.03	03	Vietnamese
6	Introduction to International Communications	IC.061.03	03	Vietnamese
7	Cultural Diplomacy	IC.010.03	03	Vietnamese

1.4. Professional Knowledge: 65 credits

No.	Course title	Course code	Number of credits	Language of instruction
a. General Professional Knowledge:			09 credits	
1	Microeconomics	IE.001.03	03	Vietnamese/ English
2	Macroeconomics	IE.002.03	03	Vietnamese/ English
3	Statistics in Business	IE.043.03	03	Vietnamese/ English
b. Foundational Professional Knowledge:			24 credits	
1	Principles of Management	IE.044.03	03	Vietnamese/ English
2	International Financial Markets	IE.023.03	03	Vietnamese/ English
3	International Business	IE.042.03	03	Vietnamese/ English
4	Principles of Accounting	IE.064.03	03	Vietnamese
5	International Marketing	IE.021.03	03	Vietnamese/ English
6	International Economic Relations	IE.006.03	03	Vietnamese/ English
7	International Business Law	IE.047.03	03	Vietnamese
8	Principles of Logistics and Supply Chain Management	IE.070.03	03	Vietnamese/ English
c. Specialized Professional Knowledge:			32 credits	
Compulsory:			23 credits	
1	Global Business Strategy	IE.048.03	03	Vietnamese/ English
2	Corporate Financial Management	IE.058.03	03	Vietnamese/ English
3	Foreign Trade Techniques	IE.046.03	03	Vietnamese/ English
4	Business Project Planning in Practice	IE.051.03	03	Vietnamese/ English

No.	Course title	Course code	Number of credits	Language of instruction
5	International Human Resource Management	IE.071.03	03	Vietnamese/ English
6	Corporate Culture and Business Ethics	IE.072.03	03	Vietnamese
7	Negotiations and Signing Contracts in International Business	IE.067.03	03	Vietnamese
8	Research Methodology in Business	IE.080.02	03	Vietnamese/ English
Elective: 09 credits <i>(Students choose one specialization and 03 courses of that specialization to gain 09 credits)</i>				
<i>Specialized in Logistics and Supply Chain Management</i>				
1	Logistics Management	IE.074.03	03	Vietnamese/ English
2	Global Supply Chain Management	IE.084.03	03	Vietnamese/ English
3	Global Procurement Management	IE.073.03	03	Vietnamese/ English
4	Operations Management in Supply Chain	IE.086.03	03	Vietnamese/ English
5	International Freight Transportation and Forwarding	IE.075.03	03	Vietnamese/ English
<i>Specialized in International Marketing</i>				
1	International Service Marketing	IE.076.03	03	Vietnamese/ English
2	Electronic Commerce	IE.022.03	03	Vietnamese/ English
3	Consumer Behavior	IE.077.03	03	Vietnamese/ English
4	Brand Management	IE.078.03	03	Vietnamese/ English
5	B2B Marketing in Global Business	IE.079.03	03	Vietnamese/ English

1.5. Skills: 05 credits

No.	Course title	Course code	Number of credits	Language of instruction
1	Leadership and Management Skills	IE.035.02	02	Vietnamese/ English
2	Personal and Professional Development Skills	IE.069.03	02	Vietnamese/ English

1.6. Career Orientation and Graduation: 10 credits

No.	Course title	Course code	Number of credits	Language of instruction
1	Career Orientation*	AAD.060.02	02	Vietnamese
2	Internship*	IE.061.03	03	Vietnamese
Graduation Courses (10 courses): Depending on the student's learning results, capacity and instructors' conditions, students do a graduation thesis or study the following courses:				
3	Graduation Thesis	IE.062.10	10	Vietnamese/ English
Or				
4	Report Writing Skills	IE.068.02	02	Vietnamese/ English
5	Stock Market	IE.026.02	02	Vietnamese/ English
6	Global Supply Chain Management** or International Service Marketing***	IE.084.03 or IE.078.03	03	Vietnamese/ English
7	Logistics Management ** or Electronic Commerce***	IE.074.03 or IE.022.03	03	Vietnamese/ English

* Not included in total credits

** For students who choose to specialize in International Marketing

*** For students who choose to specialize in Logistics and Supply Chain Management