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| MINISTRY OF EDUCATION & TRAINING  **NHA TRANG UNIVERSITY** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |

**TRAINING PROGRAM**

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|  | **Program title:** | **BUSINESS ADMINISTRATION.** |
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|  | **Training level:** | **Master.** |
|  | **Training specialization:** | **Business administration.** |
|  | **Code:** | **60340102.** |
|  | **Training orientation:** | **Application.** |
|  | **Total credit units:** | **60 credits.** |
|  | **Training time:** | **2 years for full-time training,**  **2.5 years for part-time training.** |
|  | **Faculty in charge:** | **Economics.** |
|  | **Decision issued:** | **No. 768/QĐ-ĐHNT on 26/8/2015.** |

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| **I.** | **Introduction:** |
|  | The Master program in Business Administration is application-oriented, training leaders, managers and specialists to an elevated professional level, and providing them with abilities in strategic planning and policy implementation; leadership; effective implementation of management decisions in business enterprises or organizations. |
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| **II.** | **Training objectives:** |
| **1.** | **General objective:** |
|  | The application training orientated Master program in Business Administration provides advanced knowledge of business administration as well as professional skill career; the capacity of working independently as well within a team; implementation organizing abilities of complicated tasks in management and business practice. |
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| **2.** | **Program outcomes standard:** |
|  | After successfully completing the program, the student will have knowledge of and abilities in the following: |
| 1) | Advanced knowledge of strategic thinking, of general and functional strategic formations and implementations of an enterprise/ a business. |
| 2) | Analyzing and forecasting changes based on scientific evidence in business environments, and consulting change management policies. |
| 3) | Applying advanced professional knowledge to a business’s functional areas such as organization leading, marketing management, human resource management, financial management and production management. |
| 4) | Applying modern management models in the administration of a company. |
| 5) | Having the ability to work effectively both individually and within a team; having sound time management and work distribution. |
| 6) | Compliance with business ethics and social responsibility. |
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| **3.** | **Working positions after graduating:** |
| 1) | Managers and leaders in business and organizations. |
| 2) | Lecturers at training organizations. |

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| **III.** | | **Structure and contents of the program:** | | | | | | |
| **1.** | | **Program structure:** | | | | | | |
| **No.** | | **Content** | | | **Modules** | | **Credits** | |
| 1 | | Common knowledge   * Compulsoriness * Elective | | | **5**  2  3 | | **14**  12  2 | |
| 2 | | Basic and professional knowledge   * Compulsoriness * Elective | | | **19**  7  12 | | **31**  19  12 | |
| 3 | | Master thesis | | | 1 | | **15** | |
|  | | **Total** | | | **25** | | **60** | |
|  | | | | | | | | |
| **2.** | **List of modules:** | | | | | | | |
| **Code** | | | **Module title** | **Credits** | | **Output standards** | | **Prerequisites** |
| **1. Common knowledge** | | | | **14** | |  | |  |
| **1.1 Compulsory modules** | | | | **12** | |  | |  |
| POS502 | | | Philosophy | 4(4-0) | | 5, 6 | |  |
|  | | | English | 8 (8-0) | |  | |  |
| **1.2 Elective modules** | | | | **2** | |  | |  |
| EC543 | | | Scientific Management | 2(2–0) | | 3, 4, 5 | |  |
| ECS511 | | | Applied Statistics | 2(1.5-0.5) | | 2, 3 | |  |
| BUA506 | | | Economic Law | 2(2-0) | | 2, 3, 6 | |  |
| **2. Basic and professional knowledge** | | | | **31** | |  | |  |
| **2.1. Compulsory modules** | | | | **19** | |  | |  |
| ECS505 | | | Advanced Microeconomics | 2(2-0) | | 2, 3 | |  |
| ECS506 | | | Advanced Macroeconomics | 2(1-1) | | 2, 3 | |  |
| FIB502 | | | Financial Management | 3(2-1) | | 1, 3, 4 | |  |
| BUA501 | | | Strategic Management | 3(2-1) | | 1, 2, 3, 4 | | ECS505, ECS506 |
| EC533 | | | Human Resource Management | 2(1.5-0.5) | | 1, 3, 4, 5 | |  |
| ECS509 | | | Marketing Management | 3(2-1) | | 1, 3, 4, 5 | |  |
| EC539 | | | Leadership | 2(2-0) | | 4, 5, 6 | | EC533 |
| EC535 | | | Production Management | 2(1-1) | | 1, 3, 4 | |  |
| **2.2. Elective modules** | | | | **12** | |  | |  |
| BUA502 | | | Business Research Methods | 2(2-0) | | 3, 5 | |  |
| BUA505 | | | Management of Technology and Innovation | 2(1.5-0.5) | | 1, 2, 3, 4 | | ECS505, ECS506 |
| BUA504 | | | Business Ethics | 2(1.5-0.5) | | 5, 6 | | ECS505, ECS506 |
| BUA503 | | | Change Management | 2(2-0) | | 1, 2, 3, 4 | | FIB502, ECS509 |
| EC540 | | | Organisational Behavior | 2(2-0) | | 3, 4, 5 | | BUA501, EC540 |
| ACC501 | | | Managerial Accounting | 2(1.5-0.5) | | 3, 4 | | EC533 |
| AF512 | | | Project Appraisal and Analysis | 2(2-0) | | 3, 4 | | FIB502 |
| EC523 | | | International Trade Laws | 2(1-1) | | 2, 3 | | FIB502 |
| EC537 | | | International Business Management | 2(1.5-0.5) | | 2, 3, 4 | |  |
| TRE501 | | | Brand Management | 2(1.5-0.5) | | 3, 5, 6 | | BUA501, EC533 |
| EC542 | | | Supply Chain Management | 2(1-1) | | 3, 4 | |  |
| **3. Thesis** | | | | **15** | |  | |  |
| BUA601 | | | Master Thesis | 15 | | 3, 5 | |  |
| **Total:** | | | | **60** | |  | |  |
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| **3.** | **Main research topics of a master thesis:** | | | | | | | |
| 1) | Strategic business formation and implementation. | | | | | | | |
| 2) | Enhancing the competitive capacity of a business or product. | | | | | | | |
| 3) | Building/improving marketing operations and policies for a business or company: market segmentation, product development, product pricing, building distribution channels, trade promotion, brand building and development. | | | | | | | |
| 4) | Building/improving human resource operations and policies for a business or organization: human resource training and retention, employee performance appraisals, human resource development and variation management. | | | | | | | |
| 5) | Building/improving product value chain and supply chain of a business. | | | | | | | |
| 6) | Building/improving production operations and policies, material supply and logistics management of a business. | | | | | | | |
| 7) | Building/improving the systems of a balanced scorecard (BSC) to implement business strategies and to evaluate employee performance. | | | | | | | |
| 8) | Building/improving operations of customer relationships management (CRM). | | | | | | | |
| 9) | Improving operations and policies of credit risk management of commercial banks and of business risk management of a business. | | | | | | | |
| 10) | Improving credit quality and developing credit for commercial banks. | | | | | | | |
| 11) | Evaluating/improving operations in managerial accounting and business financial management. | | | | | | | |
| 12) | Building an investment project, a business project, and other projects. | | | | | | | |
| 13) | Applying behavioral theory in a business (consumers, customers, staff, businesses, organizations…). | | | | | | | |
| 14) | Analyzing operational efficiencies/ business efficiency of businesses/ organizations/ production and business units. | | | | | | | |

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| **4. Module descriptions** | |  |
| **POS502** | **Philosophy** | **4(4-0)** |
| This module generalizes three basic issues. First, providing notions of philosophy to introduce generalizations of philosophy and philosophic history. Second, basic contents of a world view and cognitive and practical methodology expressed in ontology, dialectics and epistemology. Third, contents of social and human philosophy theories mentioned in socioeconomic forms theory, political philosophy, social-consciousness and human philosophy. | | |
| **EC543** | **Scientific Management** | **2(2-0)** |
| This module is constructed from an advanced/ detailed knowledge of scientific management, including: cognitive systems related to the nature of management; basic management rules and methods; managerial styles and leadership styles in the 21st Century; new approached and opinions of management functions; planning and decision-making, organizing, leading and controlling. | | |
| **ECS511** | **Applied Statistics** | **2(1.5-0.5)** |
| This module is constructed from an detailed knowledge of applied statistics, including: generalizations and data collection; data presentation through figures and tables; quantitative data descriptions; statistical estimations and tesst; statistical process controlling. This module provides a basic knowledge so that the trainee is then able to it apply in econometric analyses. | | |
| **BUA506** | **Economic Law** | **2(2-0)** |
| This module is constructed from an detailed knowledge of economic law, including: an overall knowledge of economic law; analysis of some basic law aspects of the market economy, a focuss on property law; evaluation of changes in corporate law; knowledge of competitive policy and law in business. | | |
| **ECS505** | **Advanced Microeconomics** | **2(2-0)** |
| This module provides knowledge of production and consumption theories in competitive and monopolistic markest; business decisions through the analysis of game theory; theories related to other market deformations such as asymmetric information, public goods, externality.It applies economic theories for solving problems in existance as well as for being the basis of other specialistic modules. | | |
| **ECS506** | **Advanced Macroeconomics** | **2(1-1)** |
| This module is constructed from an detailed knowledge of macroeconomics, including: estimation methods for gross national incomess; economic growth; exchange rate; and the macroeconomic policies of an integrated economy. | | |
| **FIB502** | **Financial Management** | **3(2-1)** |
| This module is constructed from an detailed knowledge of financial management, including: a general review of financial management; analysis of a business’s financial state; short-term assets management; capital structure and business leverage systems; dividend policy and short-term investment decisions. | | |
| **BUA501** | **Strategic Management** | **3(2-1)** |
| This module provides newly advanced knowledge and detailed practical skills of strategic management for companies under existing business circumstances, including: analysis of visions, missions and approaches to create competitive advantages for a business; analysis of market location; critical thinking skills. | | |
| **EC533** | **Human Resource Management** | **2(1.5-0.5)** |
| This module is constructed from further knowledge concerning human resource management, including: human resource planning and job specifications (JS) management; developing recruitment policies, training and development policies; developing systems for monitoring and evaluating employee’s working ability contribution. | | |
| **EC509** | **Marketing Management** | **3(2-1)** |
| This module is constructed from detailed knowledge of marketing management, including: environmental research for marketing purposes, customer research and competition analysis; marketing planning and marketing strategy building; market segmentation, target market selection and market positioning; marketing–mix strategy building; implementation and controlling of marketing operations. | | |
| **EC539** | **Leadership** | **2(2-0)** |
| This module focuses on providing -detailed knowledge on leadership theory and practice, differentiation between management and leading. The module provides knowledge such as power formation, usage, specifically it studies a leader’s qualities and skills using specific case studies of leadership styles. | | |
| **EC535** | **Production Management** | **2(1-1)** |
| This module provides advanced knowledge of effective production management. The main contents of this module include general issues of production management; productivity, competitive capacity and production strstegy; product and technology decisions; work distribution and measurement; maintenance and reliability;   timely production systems and lean manufacturing production systems. | | |
| **BUA502** | **Business Research Methods** | **2(2-0)** |
| This module provides students with the necessary knowledge and skills to prepare and perform specific research. The main contents of this module include: determination of research problems; building a research proposal; analytical framework selection and research design; sample design and information collection; data analysis; writing and presenting research results. | | |
| **BUA505** | **Management of Technology and Innovation** | **2(2-0)** |
| This module is constructed from advanced knowledge of the management of technology and innovation within the movement of global economic integration, including: technology and innovation management in modern businesses; technology and innovation strategies; technology evaluation, capacity and selection; technology transfer; and innovation management. | | |
| **BUA504** | **Business Ethics** | **2(1.5-0.5)** |
| This module is constructed from detailed knowledge of business ethics, including: business ethic notions, moral philosophy, and responsibilities of an enterprise; ethical problems that arise in functional tasks; methods of business ethics analysis and formation; global business ethics systems. | | |
| **BUA503** | **Change Management** | **2(2-0)** |
| This module is constructed from detailed knowledge of change management, including: the theory of change management; individual and organizational changes; change conditions; change processes; sustainable change techniques. | | |
| **EC540** | **Organisational Behavior** | **2(2-0)** |
| This module is constructed from detailed knowledge of organisational behavior such as: issues of a modern organization including individual and group behaviour; topics of organizational structures and culture; and demand of organizational changes and development. | | |
| **ACC501** | **Managerial Accounting** | **2(1.5-0.5)** |
| This module is constructed from detailed knowledge of managerial accounting, including: an analysis of the relationship between costs, quantity and profit; budget estimates; cost calculations and analysis; decisions on pricing; appropriate information applications for making business decisions. | | |
| **AF512** | **Project Appraisal and Analysis** | **2(2-0)** |
| This module is constructed from detailed knowledge of project appraisal and analysis, including: basic contents of a project, project building process; project’s financial analysis based on the notion of cash flow; project appraisal from financial and socio-economic efficiency aspects. | | |
| **EC523** | **International Trade Laws** | **2(1-1)** |
| This module is constructed from detailed knowledge of international trade laws, including: a generalization of international trade and international trade laws; trade remedy measures; WTO’s mechanism for international trade dispute settlements; the legal basis of international trade contracts; contract effects, signature and adjustment; responsibilities for the violation of international trade contract. | | |
| **EC537** | **International Business Management** | **2(1.5-0.5)** |
| This module is constructed from detailed knowledge of international business management, including: international business and globalization; threats and barriers to the current global business environment; formation of international business strategies (international market interpenetration, international market management, efficient use of international human resources). | | |
| **TRE501** | **Brand Management** | **2(1.5-0.5)** |
| This module is constructed from detailed knowledge of brand management, including: notions of brand and a brand’s assets based on customers; strategic planning of brand building and development; brand management models; dimensions of brand assets based on customers (perceived quality, brand loyalty, brand identity, brand image). | | |
| **EC542** | **Supply Chain Management** | **2(1-1)** |
| This module is constructed from detailed knowledge of supply chain management, including: generalization of supply chain; supply chain design; operations of supply chain management; technology information and the supply chain; measurement of a supply chain’s operation efficiency. | | |

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| **Translator** |  | **Signature** |
| Nguyen Ngoc Duy |  |  |
| **Dean/Director** |  |  |
| Do Thi Thanh Vinh |  |  |
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