



PROGRAM SPECIFICATION

INTRODUCTION	
1. Education location	University Economics and Law
2. Organization for certifying training standards	Asean University Network
3. Final license	Bachelor of International Economic Relations
4. Name of program	International Economic Relations
5. Faculty	International Economic Relations
6. Educational aims / objectives of the program	<ul style="list-style-type: none"> · Educates will be equipped with deep majored knowledge, career skills and essential soft skills, right code of conducts, capable for working in business in general and in International Economic Relations in specific · Bachelor of IER can register for training at the Master and PhD level
7. Career opportunity	<p><i>Group 1. Universities, Research Centers.</i> Educates can work as professors, research specialists, consultants, policy analyses and policy planners</p> <p><i>Group 2. Governmental State management authorities in IERs.</i> Jobs that the educates can take is specialists in IERs in agencies/departments/center of IERs and international business, including Ministry of Industry and Trade, Ministry of Foreign Affairs, Ministries' Department of International Cooperation, National Committee of International Cooperation, Department of Planning and Investment, Department of Trade, Trade Promotion Bureau</p> <p><i>Group 3. International business enterprises.</i> This group is competent specialists who will possibly become business people or senior managers of local and overseas companies in positions dealing with international economic relations. import export specialist, logistics, international market developments and trademarks, international payment, international relationship</p> <p><i>Group 4. International economic organizations.</i> Educates can become competent employees and specialists of international organizations in future such as: ILO, UNCTAD, ADB, IMF, World Bank, NGOs...</p>
8. Entrance standards	Under the regulations of university recruitment examination and entry scores of the University
9. Training period	Four years, full time
10. No. of credits	130



11. Relevant subject benchmark statement	N/A
12. Teaching, learning and assessment strategies	Teaching and learning strategies. lecture, teamwork, self-learning, case study, brainstorm, presentations, discussion, projects. Assessment strategies. Midterm test, Final-term test, individual exercises, group exercises, essay, group projects.
13. Teaching language	Vietnamese
14. . Applicable time for program’s descriptions	Aug- 2014
15. Opportunity for shortening training period /joining other universities at the same time	Students can graduate earlier than stipulated duration (3 years) Students can participate in dual-degree program. International Economic Relations and International Business Law (Accumulative credits. 70 credits)
16. Published on	http://www.uel.edu.vn http://www.ktdn.uel.edu.vn Student notebooks, leaflets

OBJECTIVES OF PROGRAM

The training objective of program complies the general training objective of University of Economics and Law

The general Objective of program:

Training human resources is capable, confident, dynamic and sensible with the changes of the global business environment in the economic field

Specific Objectives of program:

- Bachelors have steady professional knowledge;
- Bachelors have necessary professional skills and soft skills;
- Bachelors have apposite professional morality;
- Bachelors are able to work in production or business fields, especially in International Economic Relations fields.

EXPECTED LEARNING OUTCOMES OF PROGRAM

Criteria	Level ¹	ELO _s	Courses with the expected learning outcomes
1. Knowle Disciplinary Knowledge and Reasoning			
1.1	(3)	Apply general knowledge in economic management to deal with economic issues	Marxist – Leninist Philosophy; Revolution Policy of Vietnam Communist Party; Ho Chi Minh Ideology; Fundamental of Law; Advanced Mathematics; Theory of Statistics; Micro-Economics, Macro-Economics; Fundamental of Accounting; Fundamental of Management
1.2	(3)	Apply fundamental knowledge to settle	Econometrics; Statistical Practice; Economy Law; Theory of Finance and Monetary; International Economics; Fundamental of Marketing

¹ Bloom’ Scale



		down economic issues	
1.3	(3)	Apply specialized knowledge to solve out international economic problems	International Finance, International Business; Foreign Trade Techniques; International Trade Contract Law; Supply Chain Management; International Insurance and Transportation; International Economic Relations; Project Appraisal and Management; Negotiation in Business; International Payment; Export Marketing; Multinational Financial Management 1&2; E- Commerce; Advanced Courses (Elective)
2. Personal and Professional skills and attributes			
2.1	(3)	Express the capabilities of analytical reasoning and problem solving	Advanced Mathematics; Micro-Economics; Theory of Statistics; Fundamental of Accounting; Macro-Economics, Fundamental of Management; Econometrics; Theory of Finance and Monetary; Advanced Courses (Elective); Internship; Thesis (Elective)
2.2	(3)	Research and discover knowledge	Micro-Economics; Theory of Statistics; Statistical Practice; Econometrics; Internship; Thesis (Elective)
2.3	(3)	Systemize thinking	Marxist – Leninist Philosophy; Revolution Policy of Vietnam Communist Party; Theory of Statistics; Statistical Practice; Multinational Financial Management 1; Internship; Thesis (Elective)
2.4	(3)	Set up right attitude, thought; lifelong learning ability	Marxist – Leninist Philosophy; Micro-Economics; Fundamental of Management; Fundamental of Marketing; International Finance; International Business; Ho Chi Minh Ideology; Multinational Financial Management 2; Negotiation in Business; Project Appraisal and Management; Advanced Courses (Elective); Internship; Thesis (Elective)
2.5	(3)	Educate for ethics and other responsibility to the community	Marxist – Leninist Philosophy; Micro-Economics; Fundamental of Accounting; Fundamentals of Law; Theory of Finance and Monetary; International Economics; Revolution Policy of Vietnam Communist Party; International Economic Relations; Ho Chi Minh Ideology; International Trade Contract Law; Multinational Financial Management 1&2; Advanced Courses (Elective); Internship
3. Interpersonal skills: Teamwork and communication			
3.1	(3)	Teamwork skills	Fundamental of Management; Fundamental of Marketing; International Economic Relations; Multinational Financial Management 1&2; Export Marketing
3.2	(3)	Communication skills	Marxist – Leninist Philosophy; Advanced Mathematics; Micro-Economics; Fundamental of Management; Macro-Economics; Fundamental of Marketing; Fundamentals of Law; Statistical Practice; International Finance; Revolution Policy of Vietnam Communist Party; International Payment; Multinational Financial Management 1&2; Negotiation in Business; Supply Chain Management; Export Marketing; E-Commerce; Internship; Thesis (Elective)



3.3	(3)	English communication skills	General English 1; General English 2; General English 3; Business English 1; Business English 2; Business English 3; Business English 4
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4. Professional practice competence

4.1	(3)	Fully grasp external social environmental context	Micro-Economics; Macro-Economics; International Economics; International Finance; Revolution Policy of Vietnam Communist Party; International Economic Relations; Advanced Courses (Elective); Intership
4.2	(3)	Fully grasp enterprises and international economic relations context	Micro-Economics; Fundamental of Management; Fundamental of Marketing; Economy Law; Multinational Financial Management 1; Export Marketing; Supply Chain Management; E-Commere; Advanced Courses (Elective); Intership
4.3	(4)	Apply specialized knowledge and skills in field of international economic relations	Theory of Finance and Monetary; Economy Law; International Economics; International Payment; International Business; International Economic Relations; Foreign Trade Technique; International Insurance and Transportation; Export Marketing; International Trade Contract Law; Supply Chain Management; Negotiation in Business; Intership; Thesis (Elective); Advanced Courses (Elective)

The following reference points were used in designing the program:

- This program has been developed in accordance with the AUN-QA standards.
- The program provides a flexible design to achieve the objectives about training Management, Business and Law in the global economic environment.
- The program is designed for inheriting and developing the traditional cultural values of Vietnam.
- The program also focuses on training in specific skills.
- The program focuses on developing research skills and general skills and combining with the advanced assessment from AUN to complete the development process of students
- The program complied the learning and teaching strategy of the University of Economics and Law;
- The program referenced the advanced training program in the world.

Attentions: Program's Description provides a BIER program. Details on training contents, subjects' content, study methods, training methods and assessment methods can be found at <http://www.ktdn.edu.vn> The information of this material will be updated annually.

PROGRAM STRUCTURE IN 4 YEARS (8 SEMESTER)

Semester	Course Code	Course Name	Credits	Notes
1	NL 01	Principles of Marxist - Leninism	5	<ul style="list-style-type: none"> • Choose 1 of 2 elective courses only • Total cumulative credits in semester: 16. • No account credits of General English 1 course for cumulative credits.
	TO 01	Advanced Mathematics	5	
	KT 06	Micro-Economics	4	
	NN 01	General English 1	4	
		Elective Course: 02 credits		
	TL 01	Psychology	2	



	GT 01	Fundamentals of Communication	2	
2	TO 03	Theory of Statistics	2	<ul style="list-style-type: none"> • Choose one course 3 credits and one course 2 credits from elective courses • Total cumulative credits in semester: 17 • No account credits General English 2 and Military Education course for cumulative credits.
	QT 01	Fundamentals of Management	3	
	KT 08	Macro-Economics	4	
	KK 01	Fundamentals of Accounting	3	
	NN 02	General English 2	4	
	QP 01	National Defence Education (4 weeks)	4 weeks	
		Elective Course: 05 credits		
	QH 01	International Relations	2	
	ĐL 03	Politics Geography of the World	2	
	TH 01	Fundamentals of Informatics	3	
	LG 01	Logic	3	
3	PL 01	Fundamentals of Law	3	<ul style="list-style-type: none"> • Choose one course 3 credits and one course 2 credits from elective courses • Total cumulative credits in semester: 17 • No account credits General English 2 and Physical Education course for cumulative credits
	MA 01	Fundamentals of Marketing	3	
	TC 10	Theory of Finance and Monetary	3	
	TK 01	Statistical Practice	3	
	NN 03	General English 2	4	
	GT 01	Health and Sport Training	3	
		Elective Course: 05 credits		
	LS 01	History of Economic Doctrines	3	
	LS 02	History of Vietnam and World Economy	3	
	PP 01	Science Research Methods	2	
KN 01	Teamwork Skills	2		
4	KT 02	Econometrics	3	<ul style="list-style-type: none"> • Choose 1 of 2 elective courses only • Total cumulative credits in semester: 15. • No account credits of Business English and Physical Education course for cumulative credits
	LU 01	Economic Law	3	
	KT 20	International Economics	3	
	TN 03	International Finance	3	
	NN 04	Business English	4	
	GT 02	Physical Education	2	
		Elective Course: 03 credits		

	GT 02	Business Communication	3	
	HV 02	Customer Behavior	3	
5	DL 01	Revolution Policy of Vietnam Communist Party	3	<ul style="list-style-type: none"> • Choose 1 of 2 elective courses only • Total cumulative credits in semester: 20. • No account credits of Business English course for cumulative credits
	NH 04	International Payment	3	
	KD 03	International Business	4	
	KT 23	International Economic Relations	4	
	QT 07	Multinational Financial Management 1	3	
	NN 05	Business English	4	
		Elective Course: 03 credits		
	MA 02	Market Research	3	
	KD 06	Ethics in Business	3	
6	TT 01	Ho Chi Minh Ideology	2	<ul style="list-style-type: none"> • Choose 1 of 3 elective courses only • Total cumulative credits in semester: 20. • No account credits of Business English course for cumulative credits
	KY 01	Foreign Trade Techniques	3	
	VT 01	International Insurance and Transportation	3	
	MA 05	Exporting Marketing	3	
	LU 05	International Trade Contract Law	3	
	QT 08	Multinational Financial Management 2	3	
	NN 06	Business English	4	
		Elective Course: 03 credits		
	QU 01	Multicultural Management	3	
	HV 01	Organizational behavior	3	
	MA 06	Marketing Management	3	
7	QT 17	Supply Chain Management	3	<ul style="list-style-type: none"> • For elective courses: Choose Thesis or International Investment and Tax and customs Procedures course; Choose 1 of 2 extant elective courses. • Total cumulative credits in semester: 21. • No account credits of Business English course from cumulative credits. • Thesis is protected in semester 8
	KD 04	E-Commerce	3	
	GT 04	Negotiation in Business	3	
	TN 09	Project Appraisal and Management	3	
	NN 07	Business English	4	
		Elective Course: 09 credits		
	KL 01	Thesis	6	
	DT 01	International Investment	3	
	TT 01	Duties and Customs Procedures	3	



	QT 18	Human Resource Management in MNCs	3	
	QT 03	Strategic Management	3	
8	BC 01	Internship Report	4	• Total cumulative credits in semester: 4.

SUMMARY CONTENT DESCRIPTIONS OF COURSES

1. Subject: Advanced Mathematics

Credit: 5

Prerequisites: Mastered basic math knowledge.

Brief description:

Equipping students with the mathematical tools of differentiation, integrals, matrices, determinants as the basis for calculations and applications in the analysis of econometric models.

2. Subject: Fundamentals of Informatics

Credit: 3

Prerequisites: Basic knowledge of math

Brief description:

Provides students with the basic knowledge of computer - information management, operating system and software, internet, and some basic applications for students to use in learning as search information, text editor ...

3. Subject: Fundamentals of Law

Credit: 3

Prerequisites: Basic social knowledge

Brief description:

Provides students with the basic knowledge of the state and the law, the legal system of Vietnam, the type of legal document of our country as well as liability issues of law implementation citizens and handle infringement. Thereby teaching students a sense of responsibility to abide by the laws of the Communist Party and States.

4. Subject: International Relations

Credit: 2

Prerequisites:

Brief description:

This course aims to provide students with basic knowledge about international relations as the object of study, research methods, forms the subject of international relations and motivation to participate in their international relations, the tools used in international relations, international systems, internal factors and external impact on international relations, the form and nature of the relations major international conflict and war or cooperation and integration, ...

The course also introduces the process of formation and development of the subject, the theory of international relations, the theoretical issues and the different perceptions of each issue in the study of international relations. Thereby, the course equipped with the rationale and methodology of international relations, allowing students to analyze the phenomena and different issues in the practice of international relations.

5. Subject: Science Research Methods

Credit: 2

Prerequisites: Students who completed advanced mathematics, statistic

Brief description:

Course is taught with the main content: the study, the research steps, the quantitative research methods and qualitative research methodologies to gather information, data and analysis methods for research data, the content and sequence of content, such as a research report thesis, and introduces the research issues on the economic aspects of macro and micro. In the presentation content will be the discussion of case studies relevant, and suggested topics (essay) can apply methods to learn.

6. Subject: Politics Geography of the World

Credit: 2

Prerequisites:

Brief description:

The course provides students with the basic knowledge of the theory of geopolitics in the world, thereby analyze, interpret and



grasp of political events, political happenings of the geographical area from the narrow space of a region, country, region (country group) to the continent and globally.

7. Subject: Principles of Marxist - Leninism

Credit: 5

Prerequisites: Basic social sciences knowledge

Brief description:

According to the program issued Decision No. 52/2008 / QĐ-BGDĐT September 18, 2008 of the Ministry of Education and Training

8. Subject: History of Economic Doctrines

Credit: 3

Prerequisites: Basic social sciences knowledge

Brief description:

This course equips students with basic knowledge about the conditions of life, the basic content of economic theory and the major schools of economic influence on the development of society. These theories will be approached to help students apply the analysis and evaluation of economic phenomena and apply to Vietnam's economic development. While also facilitating student access to courses Micro economics, Macro economics, Economics development.

9. Subject: History of Vietnam and World Economy

Credit: 3

Prerequisites: Basic knowledge about social science and economics

Brief description:

This course equips students with the basic understanding of the stages of economic development, policy applied in each phase of a typical number of countries, including the USA, Japan, China, the former Soviet Union; some common characteristics of developing countries including Southeast Asia and Vietnam. This course analyzes the stage of economic development of Vietnam from the nation's founding to the present.

10. Subject: Logic

Credit: 3

Prerequisites:

Brief description:

This course equips students with the basic understanding of the role of logic in life as well as learn the forms and principles, fundamental of thinking such as judgment, reasoning, causal laws, radical three law ... the logic knowledge will facilitate learners to apply in evaluating associated phenomena and economic processes.

11. Subject: Theory of Statistics

Credit: 2

Prerequisites: Finish Advanced Mathematics

Brief description:

Finish the course, students understand the basic statistical methods, analysis of statistical indicators to be applied in a number of quantitative courses, and students can apply the methodologies Statistics and analysis on economic research - social.

12. Subject: Micro-Economics

Credit: 4

Prerequisites:

Brief description:

Equipping students with the theory about the basic principles of micro-economics in the market economy regulated by government.

Helping students to understand the behavior of businesses and individuals in business and production activities and consumer Giving students how to analyze and describe the economic activity, the application of statistical techniques and mathematical economics, the theory to construct the economic model

13. Subject: Macro-Economics

Credit: 4

Prerequisites:

Brief description:

Equipping students with the theory, basic principles of macro-economics in the market economy regulated by government. Helps students understand the tools of macro-economic policies.

14. Subject: Fundamentals of Accounting



Credit: 3

Prerequisites:

Brief description:

Students understand intermediate accounting principles, issues related to the records of accounting, the accounting methods of production doanh. Students can apply the principles to establish the basic accounting reports like balance sheet accounting, production reporting business results.

15. Subject: Fundamentals of Management

Credit: 3

Prerequisites:

Brief description:

Finish the course, students understand the function and role of an administrator, the analysis of the influence of environmental factors endogenous and exogenous to environmental decision making of managers, how informal planning, organization and decision making of managers. Students can apply this basic knowledge in some basic areas such as management of human resources management, information management.

16. Subject: Statistical Practice

Credit: 3

Prerequisites:

Brief description:

Provides a systematic theoretical and practical application of methods including statistical surveys to collect information about economic phenomena - and the processing to collect social information; application of economic analysis - society as a basis for predicting the extent of the phenomenon in the future in order to make decisions in economic management

17. Subject: Health and Sport Training

Credit: 5

Prerequisites:

Brief description:

Students understand the principles and methods of practicing sport and the effect of this practice on the development of the body; the legal and technical regulations for certain sports such as average distance running, volleyball, ...

18. Subject: National Defence Education

Credit: 8

Prerequisites:

Brief description:

Give students some basic knowledge about the way a country's military, technical and fundamental tactical military and political role of the military in the process of socio-economic development of a nation. End coursework, students improve awareness of national defense issues and a sense of protecting nation.

19. Subject: Revolution Policy of Vietnam Communist Party

Credit: 3

Prerequisites:

Brief description:

The course aims to equip students with awareness: The role of the Communist Party of Vietnam in the process of building and protecting the country experienced during the Vietnam revolutionary leadership over time. Also offers panoramic innovation and critical awareness of Party policy since 1986 through the last party congress period.

The lesson of this experience is the basis for the consolidation of patriotic education, ethnic pride and sense of responsibility of the learner in building confidence in the leadership of the party in the context of the current integration.

20. Subject: Econometrics

Credit:

Prerequisites:

Brief description:

The course present a way for students to apply basic principles of the theory and econometric tools for decision making and forecasting business issues.

21. Subject: International Economics

Credit: 3

Prerequisites:

Brief description:

Provide advanced knowledge to students of international economics. On that basis, providing knowledge as a theoretical basis for



the research subjects in the field of foreign and economic policy for the development of international economic relations of Vietnam.

22. Subject: Fundamentals of Marketing

Credit: 3

Prerequisites:

Brief description:

Equip students with basic knowledge about the market, product and consumer behavior.

Provides students with methods of market research; methods of brand valuation, strategy formulation and branding; how to organize distribution channels and customer service; how to build organizations plan, implement and control the marketing yearly.

23. Subject: Ho Chi Minh Ideology

Credit: 2

Prerequisites:

Brief description:

Ho Chi Minh Ideology of revolutionary nationalism and national liberation; socialism and the path of transition to socialism in Vietnam; ethnic solidarity, national strength combined with the power of the era; Communist Party of Vietnam; to build state-of the people, by the people, for the people; ethics, humanities and culture.

24. Subject: Economic Law

Credit: 3

Prerequisites:

Brief description:

Students understand some basic issues related to economic contracts as contracting, effect and dispute resolution, and to distinguish the type of business organization according to economic law.

25. Subject: Communication in Business

Credit: 3

Prerequisites:

Brief description:

To equip students with the basic knowledge about the forms and means of communication in business

26. Subject: International Finance

Credit: 3

Prerequisites:

Brief description:

Provides theories and basic models in the field of international finance and international financial policy. After the course students learn to understand, analyze, evaluate policies related to the field of international finance such as exchange rate policy, monetary policy, trade policy, ...

27. Subject: Customer Behavior

Credit: 3

Prerequisites:

Brief description:

Understanding customer behavior, helping managers make better marketing decisions.

Improving the understanding of an important aspect of human behavior.

Understanding the factors that affect shopping behavior of customers.

Impact analysis of customer behavior for marketing strategy

28. Subject: Ethics in Business

Credit: 3

Prerequisites:

Brief description:

To equip students with the basic knowledge of business ethics and professional ethics.

29. Subject: Export Marketing

Credit: 3

Prerequisites:

Brief description:

Equip learners with knowledge enough to be able to marketing business on the international market, global market, namely: who



learned how to evaluate and select market opportunities and how the world penetrate the world market, and outlines the strategies and marketing mix in specific export markets and the scope of the global market.

30. Subject: International Payment

Credit: 3

Prerequisites:

Brief description:

To equip students with the basic knowledge about the exchange rate and exchange rate policies, the international means of payment, the international payment methods, foreign trade operations and funding activities of the bank guarantee related goods import and export activities.

Provide students with the skills and professional practice related to international payments: implementation of international payment services, funding operations in trade, bank guarantees related import and export, insurance funds import and export, ...

31. Subject: Supply Chain Management

Credit: 3

Prerequisites:

Brief description:

Helps students understand the concepts related to logistics, logistics management, logistics applications in global business operations of multinational companies. End of this Course students understand the design, operation, inspection and control logistics chain in manufacturing operations global business.

32. Subject: Business Negotiation

Credit: 3

Prerequisites:

Brief description:

Business negotiation courses equip business students who study foreign economic relations of the basic knowledge of theory and methodology of negotiation skills in dealing with content: the technical and negotiation skills business judgment, perceptions and insights on the art of negotiation.

33. Subject: E-Commerce

Credit: 3

Prerequisites:

Brief description:

To equip students with the basic knowledge and overview of e-commerce, such as e-commerce is to understand what e-commerce models, opportunities and risks, the risk of e-commerce applications, ...

34. Subject: Foreign Trade Techniques

Credit: 3

Prerequisites:

Brief description:

Provide students, students in a systematic, scientific and complete the basic knowledge of foreign trade skill:

- Basic understanding of international commercial terms (Incoterms).
- International Payment and how to prevent risks in international payments.
- Contract drafting technique import and export, international outsourcing contracts.
- Technical documentation established in the business of import and export.
- How to organize business contracts imports and exports.
- Method declaration and customs clearance for imports and exports.

35. Subject: International Business

Credit: 3

Prerequisites: Fundamenta Adminstration, Basic Marketing

Brief description:

Give students the knowledge and basic understanding of international business, scientific, systematic and updated to the extent possible with the changes taking place every day in the environment and international business activities.

36. Subject: International Economics Relations

Credit: 4

Prerequisites: Micro-economics, Macro-economics

Brief description:

Provides the basic knowledge to students on issues of international economic relations and modern perspective, line, principles and policies of external economic development of Vietnam in regional trends of , internationalization and globalization of the



world economy today.

37. Subject: International Trade Contract Law

Credit: 3

Prerequisites: Introductory Law

Brief description:

Give students the necessary knowledge of contract law through legal analysis of Vietnam in comparison with the laws of the country and compare them with reality. On that basis equip students legal skills in negotiating, drafting, signing and implementing contracts in international business

38. Subject: Project Appraisal and Management

Credit: 3

Prerequisites: Micro-economics, Macro-economics

Brief description:

The course is in order to present a way for students with basic theoretical principles and the practical applications of the administration and evaluation of investment projects. The course will be divided into two main parts. The first part of the course will address the evaluation of investment projects, with particular emphasis on the financial appraisal of investment projects; the second part of the course will focus on management of investment projects.

39. Subject: International Insurance and Transportation

Credit: 3

Prerequisites:

Brief description:

This course provides students with the knowledge and professional platform for international sea transport, air or multi-modal transportation and logistics. Besides the international conventions, international law sources and adjust Vietnam relations in the mode of transport. In the Import and Export Cargo Insurance, courses provide basic knowledge about insurance; the conditions of the Insurance Association of Insurance and London Insurance Company of Vietnam.

40. Subject: Multinational Financial Management 1

Credit: 3

Prerequisites: Introductory Accounting, International Business, International Economics

Brief description:

Course content covers issues of financial management of multinational companies. That's the problem, such as financial overview of the company; international financial environment; Multinational companies and financial problems of international governance; Managing foreign exchange risk; Managing mobile assets;

41. Subject: Multinational Financial Management 2

Credit: 3

Prerequisites: Multinational Financial Management 1

Brief description:

Course includes in-depth issues of financial management of multinational companies. That's the problem, namely: financial systems multinationals; International Tax Administration; Planning global strategy.

42. Subject: Market Research

Credit: 3

Prerequisites: Basic Marketing

Brief description:

Provides the basic knowledge about market research, the market research methods in the production of business, applying survey methodology, surveys, data collection, processing data presentation, interpretation of results of market research, based on research findings offer strategic marketing and business suit, ...

43. Subject: Organizational Behavior

Credit: 3

Prerequisites: Fundamental Administration

Brief description:

- Provides the basic knowledge of organizational behavior model, the factors affecting the behavior of individuals and groups in an organization, the problem of communication, leadership, structure and organizational culture.
- Catching a method of solving problems related to the management of people in organizations, leadership, structure and construction of organizational culture, resolving conflicts arising within the organization.
- Development of cognitive ability, problem solving, leadership selection methods suitable for certain situations and soft skills (teamwork, leadership, communication, decision-making).



44. Subject: Strategic Management

Credit: 3

Prerequisites: Fundamental Administration

Brief description:

After studying Strategic Management course, understandable: The concept of business strategy and business environment, which could be used to establish, implement, and evaluate strategies to control the operation practices for a company, in order to minimize costs and maximize profits.

45. Subject: Human Resource Management in MNCs

Credit: 3

Prerequisites:

Brief description:

This course provides the knowledge, tools and experience in the management of human resources and general management personnel multinational company. After the course, students can develop skills in formulating and implementing policies and systems of human resource management activities to support the effective implementation of the objectives of the organization.

46. Subject: Multicultural Management

Credit: 3

Prerequisites: Fundamental Administration

Brief description:

The basics of intercultural management: business culture, national culture in business, types of business culture, cross-cultural communication, multi-cultural management in multinational companies Residential, business culture characteristics of some countries.

47. Subject: Marketing Management

Credit: 3

Prerequisites: Basic Marketing

Brief description:

The basics of marketing activities of the business, organization and management of marketing activities in the production of business-business, including business analysis, planning, implementation and control control.

STUDENT SUPPORT

- Office of Student Affairs
- Office of International Relations
- Center for Student Support and Business Relations
- Office of Faculty of International Economic Relations
- First-aid Room
- Office of Youth Union and Student Association
- Library

MORE INFORMATION SOURCES

- Student notebooks
- Website of University of Economic and Law: www.uel.edu.vn
- Website of School of International Economic Relations: www.ktdn.uel.edu.vn
- Website Viet Nam National University Ho Chi Minh City: <http://www.vnuhcm.edu.vn/>
- Website of AUN: <http://www.aun-sec.org/>