

NGUYEN CONG HOA, MBA

Lecturer
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BIOGRAPHY

Nguyen Cong Hoa is a lecturer of Faculty of International Economic Relations. He joined the University in October 2012, taking up the Secretary of Youth Communist Union of the Faculty. His research is focused on international marketing, particularly on international marketing entry methods of Vietnamese company to foreign market.

2012 – Present: University of Economics and Law

Lecturer

2010 – 2011: Texas A&M University Corpus Christi

Master of Business Administration

2004 – 2008: Vietnam National University, Faculty of Economics and Law

Bachelor Degree of International Economic Relations

COURSES

1. International Marketing
2. International Business
3. Business Communication

RESEARCH ACTIVITIES

Academic Conferences

1. “*Development of a Curriculum Framework for International Business Programme*” a conference held by University of Economic and Law – VNUHCM, Ho Chi Minh City, Viet Nam, October 25, 2013.
2. “*Development of Learning Outcomes for International Business Programme*” a conference held by University of Economic and Law – VNUHCM, Ho Chi Minh City, Viet Nam, June 24, 2013.

Workshops

1. “*Designing Active and Experiential Learning Experiences*” a workshop held by University of Science and Singapore Polytechnic International Pte Ltd, Ho Chi Minh City, Viet Nam, July 22-24, 2013.
2. “*Design an Integrated Curriculum*” a workshop held by University of Science and Singapore Polytechnic International Pte Ltd, Ho Chi Minh City, Viet Nam, from August 29 to May 3, 2013.
3. “*Design for teaching-learning and assessment based on learning outcomes*” a workshop held by Viet Nam National University – Ho Chi Minh City, Viet Nam, March 14-16, 2013.
4. “*Strengthen English Capacity – EFL Teaching Methodology*” a workshop held by Viet Nam National University – Ho Chi Minh City, Ho Chi Minh City, Viet Nam, December 10-18, 2012.