



ĐẠI HỌC TÔN ĐỨC THẮNG
TON DUC THANG UNIVERSITY



COURSE INTRODUCTION



FACULTY OF
BUSINESS ADMINISTRATION



8 DIFFERENCES

when study in Ton Duc Thang University



- 1 **EDUCATING ENVIRONMENT:** modern and friendly learning environment, recognized by UNESCO and rank 156 in UI Greenmetric World University Rankings 2016.
- 2 **QUALITY IN EDUCATION:** educating programs follow latest programs of TOP 100 Best universities all over the world, as well as requirements for language certificates, IT certificates and developing important skills with the international-integration orientation.
- 3 **STUDENT'S AWARENESS:** students are trained to become global citizens, can satisfy requirements of corporations and society through training and skill-developing activities, as well as specialized and start-up events.
- 4 **LEADING IN PHYSICAL TRAINING EQUIPMENT IN VIETNAM:** with multifunction sport hall system, basketball, volleyball yards; swimming pool, ... and 13 optional sports.
- 5 **ENGLISH COMMUNICATION SPACE:** Students can study foreign languages at the modern "Creative Language Building" with special spaces for learning English.
- 6 **COMPETITIVE TUITION FEE – DIVERSIFIED SCHOLARSHIP:** Tuition fee will follow government's regulations for publish universities. Scholarship policy is diversified, especially scholarships from corporations and foreign universities. Students with low living condition will be supported by TDTU supporting association
- 7 **QS STARS 2014 EVALUATION:** Facilities and teaching conditions: 5/5 stars; teaching activities and student employment condition: 4/5 stars
- 8 **CONVENIENT SERVICES:** Students in other provinces will be allocate to stay in "5 star" dormitory; with many convenient services such as: bus stop, supermarket, ATM, ... within the schoolyard.

WELCOME TO

FACULTY OF BUSINESS ADMINISTRATION



Faculty of business administration was separated from Faculty of Economy from 15/03/2006, following the designation of 101/TDT-TNCS, 02/03/2006. Before, Faculty of economy with 9-year establishment was the biggest faculty as all sides, where already made the reputational programs, activities in research, teaching, international co-operation, ... Following that tradition, Faculty of business administration is a reputational place for teaching and researching, gains trust and is a best choice for most of students from everywhere in Vietnam. Students of Faculty of business administration are gained the confident from social. Their knowledge and skills are enough for most of career demand. Faculty activities are based on 6 core values as:

- Professionalism: The professionalism is always compliance and deployed seriously from operating, choosing curricula an learning materials to orienting students to study along with practice, helping students to gain skills and knowledge that closest to career in reality.
- Leadership: To search and develop future careers, students in management field need to have ability of leaders and managers. Therefore, building and training these abilities for learners are one of the most critical objectives in any educating programs of Faculty of Business Administration.
- Globalization: The content of lectures as well as practical programs of faculty always help students to have a comprehensive view about economic and management issues locally and globally. Besides, the integration of world recognized career certificates into high quality programs will facilitate students to become future global citizens.
- Creativity: The important factor that determines the success of managers is the ability to be creative and improvise in any situations. Hence, during educating process, we always orient learners to latest aspects, help students feel confident to express their ideas and creativity, escape from classical thoughts with critical thinking.
- Gratification: At Faculty of Business Administration, the responses of demands as well as satisfaction measurement of learners and related partners are always focused. Each lecture, each activity is considered and evaluated under the view of beneficiary in order to create the most suitable environment and methods.
- Benefit: Benefit and profit of companies are core value in any educating programs of Faculty of Business Administration. We guarantee to bring reality aspects into lectures, financial ratios in order to help students aware of company's objectives and benefits that company can gain when preparing business projects.

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BACHELOR OF INTERNATIONAL BUSINESS



BACHELOR OF INTERNATIONAL BUSINESS

INTERNATIONAL BUSINESS

Full-time high-quality program ★

High-quality International Business bachelor program of Ton Duc Thang University is consulted from two leading well-known universities in Australia: Monash University and Australia National University (ANU). Therefore, this program can provide necessary knowledge related to International Business fields.

Especially, one of the remarkable highlights of this four-year educating program is that students can also study and receive FIATA Diploma in International Freight Management. This is a high reputed program and accepted in 53 countries due to its high applicability. Students graduate from FIATA Diploma can be recruited immediately for working.

Nguyễn Kỳ Vọng - K14
Unilever Vietnam



Ngô Thiên Thảo - K13
Virtium Vietnam

LEADING - PROFESSIONAL - CREATIVE

★ High-quality education program has been officially applied at Ton Duc Thang University since 2013/2014 school year. Besides, we also recruit students for full-time bachelor program following regulations of Ministry of Education and training (referring page 8 for more detail)



OUTSTANDING FEATURES

- Students will study and take the exam to get the international FIATA Diploma which is recognized globally.
- Can participate short international courses.
- 50% of specialized subjects will be taught in English.
- Students can join many talk shows, seminars and specialized workshops.
- Modern facilities – Small classes

TEACHING STAFF AND EDUCATION PROGRAM

Teaching staff includes lecturers with seniority in teaching and researching, as well as lecturers who are working as businessmen or senior managers at leading international and domestic corporations in Vietnam. Especially, lecturers teaching FIATA program are FIATA achievers and recognized to be eligible to teach according to FIATA association.

Educating program is consulted from leading international universities. All of curricula and learning materials in English are fully equipped at TDTU library.

Moreover, students can also participate various career activities through International Business Club, "Logistics competition" and other workshops which are held monthly by International Business Club.

CAREER OPPORTUNITIES

- Students graduate from major of International Business will have opportunities to be recruited in following positions:
- Import-export specialist.
 - Specialist of Logistics Management.
 - Specialist of Financial Management and Operation Management in global environment as well as other important functional positions within the international business environment.



BACHELOR OF BUSINESS ADMINISTRATION

Marketing Management



BACHELOR OF BUSINESS ADMINISTRATION
Marketing Management



MARKETING MANAGEMENT

Full-time high-quality program ★

Phạm Thanh Sáng - 10QT1V
Phó Tổng Giám Đốc
Khải Hoàn Land



Nguyễn Thị Loan Anh - K7
Giám Đốc Điều Hành BLOOMEVENT

High-quality Business Administration bachelor program in Marketing Management of Ton Duc Thang University is consulted from two leading well-known universities: University of Southampton of United Kingdom and National University of Singapore (NUS). Therefore, this program can provide necessary knowledge related to Marketing fields.

Especially, one of the remarkable highlights of this four-year educating program is that students can also study and receive SCPS certificate (SMEI Certified Professional Salesperson), SCPM certificate (SMEI Certified Professional Marketingperson) which are provided by SMEI with global recognition. SMEI is Sales and Marketing Executives International which gathering more than 10.000 managers, consultants and lecturers in sale and marketing, forming ethical career standards and continuously updating latest knowledge, skills for SCPS and SCPM programs. The abbreviations of these certificates can be considered as official international titles, can be printed on name cards as a message of professionals in sales and marketing management.

LEADING - PROFESSIONAL - CREATIVE

★ High-quality education program has been officially applied at Ton Duc Thang University since 2013/2014 school year. Besides, we also recruit students for full-time bachelor program following regulations of Ministry of Education and training (referring page 8 for more detail)

OUTSTANDING FEATURES

- Students will study and take the exam to get the international SCPS, SCPM Diploma which are recognized globally.
- Can participate short international courses.
- 50% of specialized subjects will be taught in English.
- Students can join many talk shows, seminars and specialized workshops.
- Students will be trained foreign languages and soft skills.
- Modern facilities – Small classes.

TEACHING STAFF AND EDUCATION PROGRAM

Teaching staff includes lecturers with seniority in teaching and researching, as well as lecturers who are working as businessmen or senior managers at leading international and domestic marketing corporations in Vietnam. Especially, lecturers teaching SCPS and SCPM programs are SCPS/SCPM achievers and recognized to be eligible to teach these programs according to SMEI association.

Educating program is consulted from leading international universities. All of curricula and learning materials in English are fully equipped at TDTU library.

CAREER OPPORTUNITIES

Students graduate from major of Business Administration in Marketing Management will have opportunities to be recruited in following positions:

- Marketing specialist at Multinational corporations and leading domestic companies.
- Specialist of Market Research at Market research companies.
- Sales specialist at big companies, business enterprises in Vietnam.
- Brand manager, event coordinator and manager for big events in Vietnam.



BACHELOR OF BUSINESS ADMINISTRATION Hospitality Management



BACHELOR OF BUSINESS ADMINISTRATION
Hospitality Management

High-quality Business Administration bachelor program in Hospitality Management of Ton Duc Thang University is consulted from leading well-known universities: Hongkong Polytechnic University (Hong Kong), Michigan State University (USA), Business and Hotel Management (Switzerland), and Taylor's University (Malaysia). Therefore, this program can provide necessary knowledge related to hospitality and tourism fields.

Especially, one of the remarkable highlights of this four-year educating program is that students can also study and receive VTOS - Vietnam Tourism Occupational Skills Standards. VTOS will be provided by Vietnam Tourism Certification Board (VCTB) and this certificate includes all important career certificates in hospitality, travel and tourism sectors. VTOS certificate is a form of recognizing the specific skills of a specific career in tourism sector, hospitality management, it can define the working ability of employees with respect to different working positions.

HOSPITALITY MANAGEMENT

Full-time high-quality program ★

Võ Thế Vĩ - K16
Nhà hàng EON51 - Bitexco Tower



Hoàng Thị Dung - K19
Quán quán cuộc thi TDT Hospitality Charm 2015

LEADING - PROFESSIONAL - CREATIVE

★ High-quality education program has been officially applied at Ton Duc Thang University since 2013/2014 school year.
Besides, we also recruit students for full-time bachelor program following regulations of Ministry of Education and training (referring page 8 for more detail)



OUTSTANDING FEATURES

- Students will study professional skills following VTOS - Vietnam Tourism Occupational Skills Standards and will be supported to achieve the VTOS certificate.
- Can participate short international courses in Switzerland, United Kingdom, Malaysia.
- 50% of specialized subjects will be taught in English.
- Students can join many talk shows, seminars and specialized workshops.
- Students will be trained foreign languages and soft skills.
- Modern facilities – Small classes.

TEACHING STAFF AND EDUCATION PROGRAM

Teaching staff includes lecturers with seniority in teaching and researching, as well as lecturers who are working as experts in managing leading hotels and restaurants in Vietnam. Especially, lecturers teaching VTOS programs are VTOS achievers and recognized to be eligible to teach these programs according to VCTB.

Educating program is consulted from leading international universities. All of curricula and learning materials in English are fully equipped at TDTU library.

Moreover, students can also participate various career activities through specialized competitions such as "Hospitality Spirit" (for TDTU students) and "Young Hotelier Awards" (specialized completion for southeast Asia area), as well as seminar, conferences, and workshops monthly.

CAREER OPPORTUNITIES

Students graduate from major of Business Administration in Hospitality Management will have opportunities to work in related sectors such as: hotels, restaurants, traveling areas, event coordination, traveling cruises, event corporations. . . with positions from supervisors and managers and above.



BACHELOR OF BUSINESS ADMINISTRATION

Full-time Regular Program



BACHELOR OF BUSINESS ADMINISTRATION

BACHELOR OF BUSINESS ADMINISTRATION

Full-time Regular Program

Beside high quality programs, Faculty of Business Administration of Ton Duc Thang University also recruit students for full-time regular Bachelor programs following regulations of Ministry of Education and Training with four-year educating program.

Majors for full-time Bachelor program include:

- INTERNATIONAL BUSINESS.
- BUSINESS ADMINISTRATION – Marketing Management
- BUSINESS ADMINISTRATION – Hospitality Management

This program focuses on the practical aspects of education. Beside fundamental knowledge, TDTU also concentrates in inviting businessmen, senior managers from well-known domestic and international corporations to teach in order to increase practical experiences through lecturing.

LEADING - PROFESSIONAL - CREATIVE

Lại Thị Bích Ngọc - K6
Công ty Chứng khoán Bản Việt



Nguyễn Hoàng Khang - K7
Coca-Cola Việt Nam




INTERNATIONAL BUSINESS

International Business is a field which receiving high recognition within the context of Vietnam has joined WTO and TPP. Therefore, to help students adapt and increase competitive advantages in international working environment, this program educates TDTU students following international standards with practical experienced lecturers in teaching and researching. Some modules will be taught by experts from organizations, research institutions, corporations in Vietnam and other countries. Professional subjects are designed with high practical quality and received supports and consulting from Vietnam Logistics Institution, VCCI and other prestige corporations such as STC, ITL.

BUSINESS ADMINISTRATION - MARKETING MANAGEMENT

Bachelor of Business Administration in Marketing Management provides fundamental knowledge in marketing field as well as important professional skills to apply flexibly and creatively into specific marketing activities at corporations. This program is creative and highly interactive with practical activities, helps students to train useful skills for future career. Students will gain practical experiences from internships at companies, projects and other professional conferences.

BUSINESS ADMINISTRATION - HOSPITALITY MANAGEMENT

Educating program with international standards will train students to be more confident, adaptive with active and integrated environments. Students can practice professional skills at modern room simulation system such as real conditions at full-equipped hotels and restaurants at TDTU as well as in famous tourism cities. Students can accumulate practical experiences through internship at corporations and professional conferences.



INTERNATIONAL BACHELOR PROGRAM

International joined program



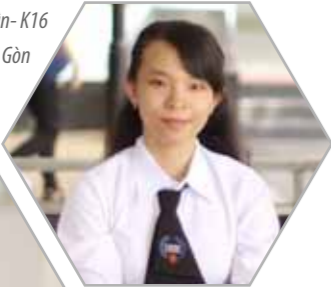
INTERNATIONAL BACHELOR PROGRAM
International joined program

Introduction of INTERNATIONAL BACHELOR PROGRAM

In order to improve the global competitiveness for students, and facilitate practical experience with developing countries, Faculty of Business Administration - Ton Duc Thang University was actively sought, discussed and links with prestigious universities in the world to hold up INTERNATIONAL BACHELOR programs include:

- 2,5+1,5 Bachelor degree joined program with **Taylor's University (Malaysia)**, a leading university in ASIA in the field of Hospitality management.
- 2+2 Bachelor degree joined program with University of Economics, Prague, a leading economics and business-oriented public university located in Prague, Czech Republic.
- 3+1 Bachelor degree program in INTERNATIONAL BUSINESS with **Lunghwa University of Science and Technology, and Nanhua University.**
- 2+2 Bachelor degree program in MARKETING MANAGEMENT with **Feng Chia University -Taiwan**

Dương Khánh Trân- K16
Khách sạn Nikko Sài Gòn



Nguyễn Quốc Tùng - K13
Công ty IMAGO TORI SÀRL

LEADING - PROFESSIONAL - CREATIVE



2,5+1,5 joined program with Taylor's University

TAYLOR UNIVERSITY (TLU) – A leading university in ASIA in the field of Hospitality management
Double degree program (a degree from TDTU, another from TLU)
Training programs according to international standards of TLU
Time: 2,5 years in Vietnam and 1,5 years in Malaysia (100% in English)
Web: <http://university.taylors.edu.my>

2+2 joined program with PRAGUE University

University of Economics PRAGUE (UEP) is a leading economics and business-oriented public university located in Prague, Czech Republic
Double degree program (a degree from TDTU, another from UEP)
Training programs according to international standards of UEP
Time: 2 years in Vietnam and 2 years in the Czech Republic (100% in English)
Web: <https://www.vse.cz/english>

3+1 joined program with LUNGHWA và NANHUA Universities

LUNGHWA University of Science and Technology (LHU) và NANHUA University (NHU) are accredited and quality assured in Taiwan
Single degree from TDTU
Training programs according to international standards
Time: 3 years in Vietnam and 1 year in Taiwan (100% in English)
Web: <http://english.lhu.edu.tw> _ <http://en.nhu.edu.tw>

2+2 joined program with FENGCHIA University

FENGCHIA University (FCU) is one of the top prestigious universities in Taiwan
Double degree program (a degree from TDTU, another from FCU)
Training programs according to international standards of FCU
Time: 2 years in Vietnam 2 years in Taiwan (100% in English)
Web: <http://en.fcu.edu.tw>



MASTER OF BUSINESS ADMINISTRATION MBA



MASTER OF BUSINESS ADMINISTRATION

MBA program is adjusted periodically according to the best MBA program in the world, regularly updated new development trend, reflecting the ongoing turmoil in the economy and ensuring the foundation of knowledge. Faculty includes professors, speakers, senior experts, successful managers. Facilities for training are modern, advanced and comprehensive. Until now, MBA program of Ton Duc Thang University has trained hundreds of masters for the country.

The majority of alumni are currently key memberS of the Group Company, Enterprises of all economic sectors or business administrative units in Ho Chi Minh City as well as in the province country.

Introduction of MBA PROGRAM

Prof. Dr. Lê Vinh Danh - President of TDTU handover the certificate to Đỗ Hồng Nga MBA - 8th intake



Võ Quốc Tài - MBA - 8th intake

LEADING - PROFESSIONAL - CREATIVE



MBA PROGRAMS

MBA - HUMAN RESOURCE Management

Provide students with foundation knowledge of human resource management. Learning subjects include Human Resources Strategy, Leadership, Organizational Behavior ... to help students become a professional CEO (Chief Executive Officer) according to international standard.

MBA - MARKETING Management

Provide knowledge with subjects such as Marketing Research, Brand Management, Marketing Communications ... to train students to become the director of Marketing who has in-depth Marketing knowledge and capacity to serve international companies.

ADMISSION INFORMATION

Currently, MBA program at Ton Duc Thang University is conducting continuous enrollment every year with 02 regular intakes in June and December. Before examination entrance, reviewing classes will be organized for students

For further information, please visit our website: www.tdt.edu.vn or contact DEPARTMENT OF POSTGRADUATE

Room A305 - Third floor, Building A. Ton Duc Thang University, No 19 Nguyen Huu Tho Street, Tan Phong ward, District 7, Ho Chi Minh City
Tel: (08) 37 755 059
Email: tssdh@tdt.edu.vn



INTERNATIONAL DOCTORAL PROGRAM

Ph.D.



INTERNATIONAL DOCTORAL PROGRAM

INTERNATIONAL DOCTORAL PROGRAM

Part-time or Sandwich

This is a collaborative training program between the University of Ton Duc Thang with Tomas Bata University (www.utb.cz), Czech Republic. Tomas Bata University is a member of many international organizations as members of the Association of European universities which are more than 800 universities from 46 countries.

Potential students for the PhD program are for lecturers, researchers, scientific staff at University, Research Institute, and others who have aspirations wants to become university lecturers.

Dr. Dương Ngọc Hiếu
Lecturer at University of Technology,
HCMC



Dr. Nguyễn Hồng Vũ
Lecturer at Ton Duc Thang University

LEADING - PROFESSIONAL - CREATIVE



Ph.D. programs

- Management & Economics
- Finance

Enrollment and training period

- Enrollment: Admission and Examination
- Time: 4 years. During the study, research periods, Ph.D students ought to finish 240 credits.
- All Training programs, Documents, Books and etc, are resourced from Tomas Bata University, Czech Republic.
- Web: <http://www.utb.cz>

Teaching language

- Basic and minor subjects are taught in English;
- The essay, outline reports, doctoral thesis ... must be written in English;
- Defend of doctoral thesis: National Defense Council and be implemented at Tomas Bata University

Diplomas and qualifications

- Ph.D. students must finish 240 credits of programs, research and successfully defended a doctoral dissertation at the National Defense Council (Czech Republic), Tomas Bata University. Students will be granted. Doctorate Degree (Ph.D.) with international value.
- Ph.D diploma is recognized by the Ministry of Education & Training No 1239 of Cục Bureau of Educational Testing and Quality Assurance in July 28th,2014.

For further information, please visit our website: www.ecc.tdt.edu.vn or European Cooperation Center Room C126 – 1st floor, Building C. Ton Duc Thang University, No 19 Nguyen Huu Tho Street, Tan Phong ward, District 7, Ho Chi Minh city
 Tel: (08) 37 755 107 Mobile: 0916 127 527 (Mr. Dao)
 Email: ecc@tdt.edu.vn, phandao@tdt.edu.vn



Ph.D. of BUSINESS ADMINISTRATION



DORTORAL PROGRAM

Introduction of Ph.D. of BUSINESS ADMINISTRATION

Our program is designed to develop outstanding scholars for careers in research and teaching at leading academic institutions.

The fellows of the doctoral program are guided by faculty research-oriented commitments completed doctoral program successfully.

*Bì Mai Vy - Assistant of BOD President
NOVALAND Corporation*



*Nguyễn Văn Thiện - Managing Director
Nhang Thiên Joint Stock Company*

LEADING - PROFESSIONAL - CREATIVE



Ph.D. Program

- Business Administration

Enrollment and training period

Full-time – in person at the university. If PhD students could not study full time, with an acceptance of the school as a requirement, they must continuously spend at least 12 months at school to learn and do the research. Head of Department and instructor will decide period and learning schedule of fellows.

The training period of the program will be 3 years for students who got Master of Business Administration, 4 years for students who have not got master degree or got the degree over 10 years.

Application

- All applicants are carefully considered for their academic preparation and performance via application documents.
 - Proposal evaluation (presentation in front of the committee is required).

Application process

- **March 2017 enrollment:** - Application desimination 05/12/2016 - Application submission untill 15/02/2017
Validation : March 2017

- **October 2017 enrollment:** - Application desimination 15/07/2017 - Application submission untill 30/09/2017
Validation : October 2017

For further information, please visit our website: www.tdt.edu.vn or contact DEPARTMENT OF POSTGRADUATE
Room A305 - Third floor, Building A. Ton Duc Thang University, No 19 Nguyen Huu Tho Street, Tan Phong ward,
District 7, Ho Chi Minh City
Tel: (08) 37 755 059
Email: tssdh@tdt.edu.vn



LIVE AND STUDY AT TDTU

ON-CAMPUS HOUSING

Accommodation is provided by "5 stars" dorm which is located in the campus. The dorms include 2 buildings with 2000 bed spaces are serviced. Facilities in the room include an independent bathroom, a bed, table, book shelf, closet and internet. The dorms both are located near on-campus restaurant, book store and gymnasium.

FACILITIES

The university have 5 campuses: Tan Phong (District 7, HCMC), Ngo Tat To (Binh Thanh, HCMC), Bao Loc, Nha Trang and Ca Mau. Especially, main campus (Tan Phong) has a total area of 11 hectares with the 100% classrooms equipped with air-conditioning, projector, quality sound system, compatible with simulation rooms each area.

Modern library buildings meet international standards, including the area for serving students 24/7

Multipurpose gymnasiums, stadium FIFA 2-star standards
All the above facilities will ensure the holistic development of students while studying in the school.



OTHER INFORMATION



SCHOLARSHIP POLICY

Each year, Ton Duc Thang University has the scholarship policy for the high school students of the provinces, cities.

Participants considered for the scholarship are high school students with outstanding academic achievement and high results during the national high school graduation exam.

Detailed information about the scholarship policy, please contact the department office.

CONTACT

Faculty of Business Administration – Ton Duc Thang University
Room B003, Building B, No.19, Nguyen Huu Tho street, Tan Phong ward, district 7, Ho Chi Minh city

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Website: qtkd.tdt.edu.vn

Email: tuvantuyensinh@tdt.edu.vn

Hotline: **0906 318 692**



<https://www.facebook.com/qtkd.tdt/>

PHILOSOPHIES:
"Quality and Reliability"

PRINCIPLES:
"Effectiveness, Justice and Stability"





TÔN ĐỨC THẮNG UNIVERSITY FACULTY OF BUSINESS ADMINISTRATION

qtkd.tdt.edu.vn

