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| **No** | **Courses** | **Credits** | **Course Details** |
| **1** | General Education: 38 credits | | |
| 1.1 | Political subjects | 12 | The Basic Principles of Marxism – Leninism, Ho Chi Minh Ideology, Revolutionary Way of Communist Party of Vietnam, Introduction to Legislation |
| 1.2 | English | 15 | Natural English 1.2, Global Citizen English 3, Global Citizen English 4, Global Citizen English 5  **Note:**  Students must take the English language proficiency test or provide adequate English facility for admission consideration, unless students qualify for an exemption.  The English training course focuses on the first-year students around 12-15 months. Students must pass the required English language standards. |
| 1.3 | Fundamentals of Informatics | 4 | Fundamentals of Informatics 1, Fundamentals of Informatics 2, Fundamentals of Informatics 3 |
| 1.4 | Natural Science | 3 | Econometrics |
| 1.5 | Essential Support Skills | 4 | Learning methods in university; Teamwork Skills |
| 1.6 | Physical Education |  | Swimming (Compulsory) and four elective courses in 15 Physical Education subjects. |
| 1.7 | Military Education |  | 03 modules of National Defense Education |
| **2** | Professional Education: 93 credits | | |
| 2.1 | Foundation Knowledge | 29 | Research Methods in Business; Microeconomics; Macroeconomics; Statistics for Business and Economics; Principles of Accounting; Company Law; Principles of Marketing; Introduction to Management; Financial Management |
| 2.2 | Major knowledge | 64 |  |
|  | Compulsory subjects | 51 | * Professional Practice 1: Event; Financial Management; Negotiation Skills in Business; Internship; Consumer behavior; Service Marketing; Marketing strategy; Marketing research; Professional Practice 2: Setting skills; Sale Management; Professional Practice 3: Market Research; Brand Management; Integrated Marketing Communications; Global Marketing; Marketing Management; |
| Elective courses | 3 | Digital marketing; Retail Management |
| Graduation Internship | 2 | Students are required to spend 2 to 4 months as employee at our partner’s company for their internship period.  Students are required to take examination in their professional skills testing. |
| Graduation Thesis | 8 | Students can choose either the thesis statement or substitute courses in their final semester. |