

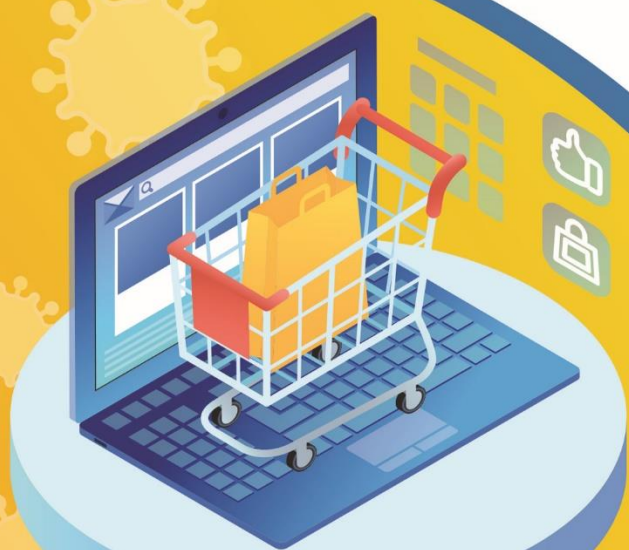
601+



# BACHELOR OF ELECTRONIC COMMERCE

## PROGRAMME SPECIFICATION

2021



**PROGRAMME SPECIFICATION**  
**2021 – 2022**  
**BACHELOR OF ELECTRONIC COMMERCE**

<b>1. GENERAL INFORMATION OF THE PROGRAMME .....</b>	<b>1</b>
1.1 INTRODUCTION OF THE PROGRAMME .....	1
1.2 E-COMMERCE DISCIPLINE .....	1
1.2.1 General information .....	1
1.2.2 Information of Electronic Commerce discipline .....	2
1.3 EDUCATIONAL PHILOSOPHY .....	2
1.4 VISION AND MISSION OF THE FACULTY OF COMMERCE AND TOURISM .....	2
1.5 MAPPING THE IUH's, F.C.T.'s MISSION WITH FCT's and PROGRAMME EDUCATIONAL OBJECTIVES (P.E.O.s, is which student's objectives after graduating 3-5 years).....	3
1.6 EXPECTED LEARNING OUTCOMES (E.L.O.s).....	3
1.7 JOB AND LEARNING OPPORTUNITIES AFTER GRADUATION .....	4
1.8 ENROLLMENT CRITERION, TRAINING PROCESS, AND GRADUATION CONDITIONS.....	4
1.9 SCORE CALCULATION SYSTEM.....	4
1.10 EXPECTED LEARNING OUTCOMES, TEACHING, LEARNING, AND ASSESSMENT METHODS.....	6
1.11 TEACHING, LEARNING AND ASSESSMENT ACTIVITIES.....	8
1.12 RUBRIC FOR INTERNSHIP AND GRADUATION THESIS.....	11
<b>2. DESCRIPTION OF THE PROGRAMME .....</b>	<b>19</b>
2.1 CURRICULUM FRAMEWORK.....	20
2.2 ELECTRONIC COMMERCE CURRICULUM SEQUENCE .....	23
2.3 PROFESSIONAL EDUCATION COURSE DESCRIPTIONS .....	24
2.4 ELOs – CLOs matrix .....	24
<b>3. INSTRUCTIONS FOR THE PROGRAMME IMPLEMENTATION .....</b>	<b>31</b>
3.1 FOR FACULTY OF TOURISM AND COMMERCE .....	32
3.2 FOR TEACHERS.....	32
3.3 FOR STUDENTS.....	32
3.4 EXAMINATION AND EVALUATION .....	32
<b>4. ASSOCIATION ACTIVITIES FOR THE PROGRAMME .....</b>	<b>32</b>
4.1 CONNECTING WITH STRATEGIC EMPLOYERS .....	32
4.2 CONNECTION WITH SUCCESSFUL ALUMNI .....	35
<b>5. EXTRACURRICULAR ACTIVITIES FOR THE PROGRAMME.....</b>	<b>37</b>
5.1 SPORT ACTIVITIES.....	37
5.2 ART-CULTURAL ACTIVITIES.....	38
5.3 TRADITIONAL CAMP SOCIAL-VOLUNTEER-SOCIAL ACTIVITIES.....	40
5.4 BUSINESS TOUR ACTIVITIES.....	43
5.5 SCIENTIFIC ACTIVITIES, INTERNATIONAL EXCHANGE AND COOPERATION .....	44
5.6 OUTSTANDING STUDENT AWARDS.....	47
<b>6. CONTACT &amp; USEFUL INFORMATION .....</b>	<b>48</b>

# PROGRAMME SPECIFICATION

This document describes the Electronic Commerce programme, provided by the Faculty of Tourism and Commerce and endorsed by the Industrial University of Ho Chi Minh City. This programme specification is valid for students from May, 2021.

## 1. GENERAL INFORMATION OF THE PROGRAMME

### 1.1 INTRODUCTION OF THE PROGRAMME

- Programme title: ELECTRONIC COMMERCE
- Mode of training: FULL TIME
- Training major: ELECTRONIC COMMERCE
- Code: 7340122

Facilities: The Office of the Faculty of Commerce and Tourism is located on the first floor of building V, which serves the management, professional activities, and solves students' academic problems. The theoretical classroom is full of teaching equipment that has been improved following modern and civilized integration trends such as multimedia systems, projectors, sound systems, air conditioners, wireless networks.

Activities: The FCT was established and put into operation on July 1st, 2005 under Decision No. 428 / QD-TCHC signed on June 19th, 2005 by the Rector of IUH to manage and organize training for undergraduate and college programmes in Commerce & Tourism majors. Currently, the FCT has 5 undergraduate programmes: Electronic Commerce, International Business, Hotel Management, Restaurant Management and Gastronomy, and Travel and Tourism Management with more than 4,500 students enrolled. The Faculty of Commerce and Tourism also took social responsibilities for the Youth Union, organizing the Green Summer volunteer campaign and other volunteer activities in Ho Chi Minh City and neighboring provinces, such as the Mid-Autumn Festival programme and Spring volunteer.

In addition to teaching, the faculty of the Faculty of Commerce and Tourism also participates in scientific research activities, improving professional qualifications through the implementation of research projects, writing articles for prestigious majored magazines, domestic and international scientific conferences. As of 11/2020, the faculty boasted over 52 scientific works published, including articles and scientific research topics at all levels and textbooks.

### 1.2 E-COMMERCE DISCIPLINE

#### 1.2.1 General information

- Major: Electronic Commerce
- Level: University
- Type of degree: Bachelor
- Mode of training: Full time
- Time: 4 to 6 years
- The number of credits: 139
- Management: Faculty of Commerce and Tourism - Ho Chi Minh City Industrial University
- Language: Vietnamese
- Website: <http://fct.iuh.edu.vn/>
- Facebook: [https://www.facebook.com/khoathuon\\_gmaidulich/](https://www.facebook.com/khoathuon_gmaidulich/)

QR Code

F.C.T. website



Fan page



Programme Specification



### 1.2.2 Information of Electronic Commerce discipline

December 30<sup>th</sup>, 2012: The Ministry of Education and Training decided to approve establishing the Electronic commerce major of the Industrial University of Ho Chi Minh City. Industrial University of Ho Chi Minh City and Hanoi University of Commerce is the first two universities in the country that are allowed to train in Electronic Commerce.

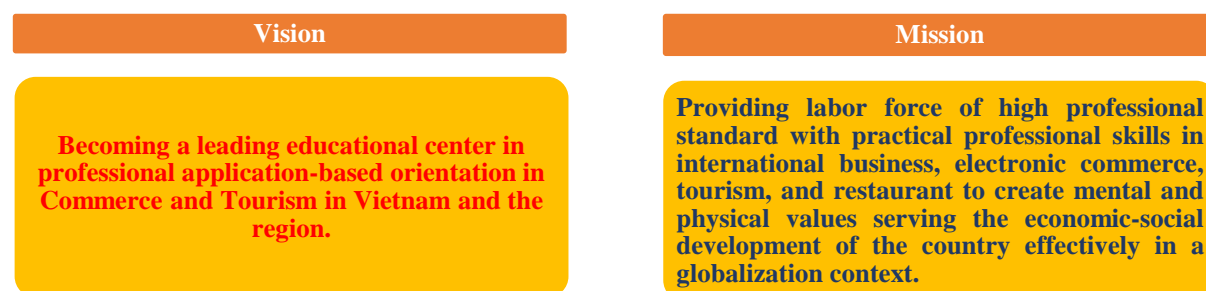
In 2013, the Faculty of Commerce and Tourism of the Industrial University of Ho Chi Minh City enrolled the first undergraduate course in the whole country. As of July 2021, the Faculty of Tourism and Commerce enrolled eight undergraduate courses in E-commerce (9, 10, 11, 12, 13, 14, 15, 16), 5 of which have graduated.

### 1.3 EDUCATIONAL PHILOSOPHY

The educational philosophy of the Faculty of Commerce and Tourism (F.C.T.) inherits the educational philosophy of the Industrial University of Ho Chi Minh City (I.U.H.): **"Quality, sustainable development, international integration."** I.U.H.'s education philosophy has been formed and inherited from the management of ISO standards since 2002. This philosophy is the guiding thought throughout the Faculty's activities towards implementing the mission, vision, and quality policy of I.U.H.

According to the education philosophy "Quality, sustainable development, international integration," I.U.H. provides students with advanced, high-quality Programmes that align with international trends and facilitate students' potentially personal development.

### 1.4 VISION AND MISSION OF THE FACULTY OF COMMERCE AND TOURISM



The following table will demonstrate the alignment between F.C.T.'s Vision & Mission and I.U.H.'s Vision & Mission:

<b>IUH's vision</b>	<b>FCT's vision</b>
Being ranked in the top ten of Vietnam leading universities in terms of application-based development and being as qualified as other advanced regional countries in terms of high- quality human resource.	Becoming a leading educational center in professional application-based orientation in Commerce and Tourism in Vietnam and the region.
<b>IUH's missions</b>	<b>FCT's missions</b>
Providing high-quality human resource with high professional Practical skills in terms of economics, engineering, science research, and technology transfer	Providing labor force of high professional standard with practical professional skills in international business, e-commerce, tourism, and restaurant
Creating physical and mental values serving the socio-economic development of the industry and the country efficiently.	Creating mental and physical values serving the economic-social development of the country effectively in the globalization context.

### 1.5 MAPPING THE IUH's, F.C.T.'s MISSION WITH FCT's and PROGRAMME EDUCATIONAL OBJECTIVES (P.E.O.s, is which student's objectives after graduating 3-5 years)

IUH's vision		FCT's vision
Being ranked in the top ten of Vietnam leading universities in terms of application-based development and being as qualified as other advanced regional countries in terms of high-quality human resource.		Becoming a leading educational center in professional application-based orientation in Commerce and Tourism in Vietnam and the region.
IUH's missions	FCT's missions	PEOs
Providing high-quality human resource with high professional practical skills in terms of economics, engineering, science research, and technology transfer.	Providing labor force of high professional standard with practically professional skills in international business, electronic commerce, tourism and restaurant.	<ul style="list-style-type: none"> <li>• PEO 1: Becoming a specialist in the electronic commerce field to create technical solutions to implement a business strategy.</li> <li>• PEO 2: Becoming a group/enterprise leader in V.U.C.A. electronic commerce environment. (V.U.C.A.: Volatility, Uncertainty, Complexity and Ambiguity)</li> </ul>
Creating physical and mental values serving the socioeconomic development of the industry and the country efficiently.	Creating mental and physical values serving the economic-social development of the country effectively in globalization context.	<ul style="list-style-type: none"> <li>• PEO 3: Adapting to change in order to work and dedicate to the sustainable development of the community and society.</li> </ul>

### 1.6 EXPECTED LEARNING OUTCOMES (E.L.O.s)

By the time of graduation, students can:

a) Apply general knowledge of natural and social science to electronic commerce activities. <b>(Mapping with PEO1, PEO3)</b>	b) Solve problems related to electronic commerce activities in the local and international contexts by applying fundamental and professional knowledge <b>(Mapping with PEO1, PEO2)</b>	c) Analyze electronic commerce business cases and solutions based on principles and models of electronic commerce, as well as on related interdisciplinary knowledge <b>(Mapping with PEO1, PEO2)</b>	d) Build electronic commerce business strategies for enterprises <b>(Mapping with PEO1, PEO2)</b>
e) Deploy electronic commerce business plans by adopting technological applications <b>(Mapping with PEO1, PEO3)</b>	f) Apply soft skills to electronic commerce operation <b>(Mapping with PEO2, PEO3)</b>	g) Practise academic ethics, professionalism and integrity in electronic commerce <b>(Mapping with PEO2, PEO3)</b>	h) Be eager to be a lifelong learner to constantly improve and develop knowledge in electronic commerce, including start-up <b>(Mapping with PEO1, PEO2, PEO3)</b>

## 1.7 JOB AND LEARNING OPPORTUNITIES AFTER GRADUATION

After graduating from Electronic Commerce programme, students can:

Work in electronic commerce business operation: EC system management, online business, online marketing, then be possibly promoted to the position of managers, Chief Information Officers, E-marketing directors.

Participate in developing electronic commerce solutions: deploying and developing electronic commerce systems or online transactions in institutions and enterprises in different business sectors.

Consult electronic commerce solutions: analyzing data, suggesting electronic commerce solutions and strategies.

Train the professional/technical skills and do researches in institutions and companies related to electronic commerce industry.

Start-up businesses: establishing electronic commerce business plans and deploying solutions to start up their businesses.

## 1.8 ENROLLMENT CRITERION, TRAINING PROCESS, AND GRADUATION CONDITIONS

Candidates: Students graduated from high schools and were recruited according to the Ministry of Education and Training guidance.

Training process:

- Training time: 4 to 6 years.
- Form of training: full-time.

Graduation conditions:

- Until the time of graduation, learners who have not been prosecuted for any crime or are not being disciplined at the level of suspension;
- Accumulate sufficiently the number of modules in the Programme;
- The cumulative G.P.A. of the entire course is 2.00 or higher;
- Hold certificates of national defense education and physical education;
- Hold English language certificates (or equivalent foreign language certificates as specified in the foreign language capacity framework of the Ministry of Education and Training).
- Certified in I.T. application.

Method of assessment: according to the regulation for credit learning of the Ministry of Education and Training and the regulations of the Industrial University of Ho Chi Minh City.

## 1.9 SCORE CALCULATION SYSTEM

### Course evaluation score

1. The processing score and the final exam score of the course will be scored on a 10-point scale (from 0 to 10), rounded according to the following principles: if the score is less than 0.25, then round to 0.0; If the test score is odd from 0.25 to less than 0.75, then round to 0.5; If the test score is odd from 0.75 to less than 1.00, then round to 1.0.

2. The course's final score is the sum of all the partial scores multiplied by the corresponding score. The final score is rounded to one decimal place and then converted to a scale as follows:

Scale 10	9.0 – 10	8.5 – 8.9	8.0 – 8.4	7.0 – 7.9	6.0 – 6.9	5.5 – 5.9	5.0 – 5.4	4.0 – 4.9	0.0 – 3.9
Letter scale	A	A <sup>-</sup>	B <sup>+</sup>	B	C <sup>+</sup>	C	D <sup>+</sup>	D	F
Result	Passed								Failed

### 3. Warning

Students who get many D marks each semester and each academic year should be cautious because it is difficult to pass each year of further study or graduation as the cumulative G.P.A. is below C.

#### **General average score calculation**

1. To calculate the semester average and the cumulative G.P.A., the grade of each module is converted to the score (scale 4) below:

Letter scale	Scale 4
A	4.0
A <sup>-</sup>	3.8
B <sup>+</sup>	3.5
B	3.0
C <sup>+</sup>	2.5
C	2.0
D <sup>+</sup>	1.5
D	1.0
F	0

2. The semester average score and the cumulative G.P.A. are rounded to 2 decimal places:

- The G.P.A. of the semester is the basis to consider granting scholarships to students; however, this is valid for the credits registered for new (excluding the courses re-registered or registered for improvement). The minimum number of new registration credits a student must study each semester to be considered for a scholarship is 15.
- The average score during the school year is the basis for considering merit and reviewing performance after each school year.
- The cumulative G.P.A. of the entire course is the basis for consideration of graduation and graduation ranking.

Note:

- The scholarship is only granted during the planned period of the course (except for the last semester). Students who are on temporary absence are not eligible for scholarship consideration. Students studying the second Programme are not considered for a scholarship.

## 1.10 EXPECTED LEARNING OUTCOMES, TEACHING, LEARNING, AND ASSESSMENT METHODS

ELOs	Courses	Teaching and learning activities	Assessment activities	Assessment tools
<b>a) Apply general knowledge of natural and social science to electronic commerce activities</b>	Calculus1, Philosophy of Marxism and Leninism, Political economics of Marxism and Leninism, General Laws, Calculus 2, Scientific socialism, English 1, Applied Mathematics, Numerical Analysis, Complex Function and Laplace Transform, General Physics, Logic, History of Vietnamese Communist Party, Microeconomics, Ho Chi Minh Ideology, English 2, Multinational Cultures, Business Ethics, Leader Skills, Money and Banking, International Payment, Internal control, Psychology, Sociology, Introduction to Vietnamese Culture, Practical Vietnamese, Music Theory and Guitar Basics, Fine Art, Principles of Accounting, E-commerce Terminology, Internship 1, Graduation Thesis	Assignment Lecture	<b>Written test</b> <b>Written report</b> Multiple-choice test Short answer tests Essays Practice tests Presentations	<b>Marking scheme</b> <b>Rubric</b> Grading checklist
<b>b) Solve problems related to electronic commerce activities in the local and international contexts by applying fundamental and professional knowledge</b>	Fundamentals of Management, Communication skills, Programming Fundamentals, Multinational Cultures, Business Ethics, Leader Skills, Money and Banking, International Payment, Internal control, Macroeconomics, Database, Marketing Fundamentals, Foundation Accounting, Environment and Human, Business Communication, Planning skills, Using keyboard and office equipment skills, Animating skills, Public Relations, Business Laws, Financial Accounting, Stock Exchange, E-commerce Terminology, Research Methodology, Data Analysis, Database Management System, Web-based Application Development, Business Intelligence Systems, Information Security, Database System, Digital Marketing, Web Programming, Office Management, Applied Graphics, Statistics Principles, Taxation, Object Oriented programming, Computer network, Strategic management, Risk Management, E-Commerce Operation Management, Corporate Finance, E-Retailing, Digital payment, Advanced Web programming, Advanced Digital Marketing, E-commerce Security, E-Commerce Laws, International Economic Relations, Intellectual Property Laws in International Commerce, E-CRM, Supply chain management, Customer behavior, Internship 2, Graduation Thesis	Assignment Lecture Flipped classroom	<b>Written test</b> <b>Written report</b> <b>Practice test</b> Short answer tests Essays Presentations Projects	<b>Marking scheme</b> <b>Rubric</b> Grading checklist
<b>c) Analyze electronic commerce business cases and solutions based on principles and models of electronic commerce, as well as on related interdisciplinary knowledge</b>	Fundamentals of Management, Principles of E-Commerce, Microeconomics, Macroeconomics, Database, Marketing Fundamentals, Principles of Accounting, Management Information System, Human Resources Management, Data Analysis, Database Management System, Web-based Application Development, Business Intelligence Systems, Information Security, Database System, E-Commerce Project Establishment, Systems Analysis & Design, E-Commerce Operation Management, E-Commerce Laws, International Economic Relations, Intellectual Property Laws in International Commerce, Internship 2, Graduation Thesis	Problem-solving Case study Discussion Flipped classroom	<b>Written report</b> <b>Written test</b> <b>Practice test</b> Short answer tests Essays Presentations Projects	<b>Rubric</b> <b>Marking schemes</b> <b>Grading checklist</b>
<b>d) Build electronic commerce business</b>	Fundamentals of Management, Principles of E-Commerce, Microeconomics, Macroeconomics, Database, Marketing Fundamentals, Foundation Accounting, Environment and Human, Business	P.B.L. Discussion Case study Field trip	<b>Presentation</b> <b>Written report</b> <b>Practice test</b> Short answer tests Essays	<b>Rubric</b> <b>Grading checklist</b> Marking guides

ELOs	Courses	Teaching and learning activities	Assessment activities	Assessment tools
<b>strategies for enterprises</b>	Communication, Planning skills, Using keyboard and office equipment skills, Animating skills, Public Relations, Business Laws, Financial Accounting, Stock Exchange, Human Resources Management, Data Analysis, Database Management System, Digital Marketing, Object Oriented programming, Computer network, Strategic management, Risk Management, E-Commerce Project Establishment, Systems Analysis & Design, E-Commerce Operation Management, Corporate Finance, E-Retailing, Digital payment, Advanced Web programming, Advanced Digital Marketing, E-commerce Security, E-Commerce Laws, International Economic Relations, Intellectual Property Laws in International Commerce, E-CRM, Supply chain management, Customer behavior, Internship 2, Graduation Thesis	Flipped classroom	Presentations Projects	
<b>e) Deploy electronic commerce business plans by adopting technological applications</b>	Teamwork skills, Principles of E-Commerce, Programming Fundamentals, Database, Marketing Fundamentals, Management Information System, Human Resources Management, Database Management System, Web-based Application Development, Business Intelligence Systems, Information Security, Database System, Digital Marketing, Web Programming, Office Management, Applied Graphics, Statistics Principles, Taxation, Object Oriented programming, Computer network, Strategic management, Risk Management, E-Commerce Project Establishment, Systems Analysis & Design, E-Commerce Operation Management, Corporate Finance, E-Retailing, Digital payment, Advanced Web programming, Advanced Digital Marketing, E-commerce Security, E-CRM, Supply chain management, Customer behavior, Internship 2, Graduation Thesis	P.B.L. Field trip Discussion Flipped classroom	<b>Presentation Performance appraisal</b> <b>Written report</b> Multiple-choice tests Short answer tests Essays Practice tests Projects	<b>Rubric Grading checklist</b> Marking guides
<b>f) Apply soft skills to electronic commerce operation</b>	Philosophy of Marxism and Leninism, Political economics of Marxism and Leninism, Teamwork skills, English 1, Communication skills, English 2, Multinational Cultures, Business Ethics, Leader Skills, Money and Banking, International Payment, Internal control, Psychology, Sociology, Introduction to Vietnamese Culture, Practical Vietnamese, Music Theory and Guitar Basics, Fine Art, Foundation Accounting, Environment and Human, Business Communication, Planning skills, Using keyboard and office equipment skills, E-commerce Terminology, Data Analysis, Internship 1, E-Commerce Project Establishment, Internship 2, Graduation Thesis	P.B.L. Field trip Discussion Flipped classroom	<b>Presentation</b> <b>Written report</b> <b>Written test</b> Multiple-choice tests Short answer tests Essays Practice tests Projects	<b>Rubric Marking schemes Grading checklist</b>
<b>g) Practise academic ethics, professionalism and integrity in electronic commerce</b>	Calculus 1, Political economics of Marxism and Leninism, General Laws, Calculus 2, Scientific socialism, Applied Mathematics, Numerical Analysis, Complex Function and Laplace Transform, General Physics, Logic, History of Vietnamese Communist Party, Ho Chi Minh Ideology, Animating skills, Public Relations, Business Laws, Financial Accounting, Stock Exchange, Management Information System, Research Methodology, Web Programming, Office Management, Applied Graphics, Statistics Principles, Taxation, Advanced Web programming, Advanced Digital Marketing, E-commerce Security, E-Commerce Laws, Intellectual	Field trip Discussion Role-play Case study Flipped classroom	<b>Presentation</b> <b>Written report</b> <b>Written test</b> Essays Practice tests Projects	<b>Rubric Marking schemes Grading checklist</b>

ELOs	Courses	Teaching and learning activities	Assessment activities	Assessment tools
	Property Laws in International Commerce, Internship 2, Graduation Thesis			
<b>h) Be eager to be a lifelong learner to constantly improve and develop knowledge in electronic commerce, including start-up</b>	Calculus 1, Philosophy of Marxism and Leninism, Calculus 2, Scientific socialism, English 1, Applied Mathematics, Numerical Analysis, Complex Function and Laplace Transform, General Physics, Logic, Communication skills, History of Vietnamese Communist Party, Ho Chi Minh Ideology, Programming Fundamentals, English 2, Psychology, Sociology, Introduction to Vietnamese Culture, Practical Vietnamese, Music Theory and Guitar Basics, Fine Art, Research Methodology, Internship 1, Internship 2, Graduation Thesis	Assignment P.B.L. Field trip Discussion Flipped classroom	<b>Presentation</b> <b>Written report</b> <b>Written test</b> Short answer tests Essays Practice tests Projects	<b>Rubric</b> <b>Marking schemes</b> <b>Grading checklist</b>

## 1.11 TEACHING, LEARNING AND ASSESSMENT ACTIVITIES

### a. Teaching and learning activities

Teaching and learning activities of academic staffs and students are always improved to improve the quality. Teaching staffs apply new teaching methods such as lectures, group discussion, flipped classroom, work assignment, practice, field trip, project-based learning, problem-based learning.

- **Lectures:** One-way instruction from facilitator to students. "Download" information relating to knowledge.

- **Group discussion:** Students talk to each other to generate ideas and opinions of the topic.

- **Flipped classroom:** A flipped classroom is an instructional strategy and a type of blended learning that reverses the traditional learning environment by delivering instructional content, often online, outside of the classroom. Students watch online lectures, collaborate in online discussions, or carry out research at home while engaging in concepts in the classroom with the teaching staff.

- **Work Assignment:** Students complete work assigned by academic staff away from class in an allocated time.

### b. Assessment activities

There are many different types of assessment activities:

- **Multiple choice tests:** include multiple choice true-false and matching types, of which multiple choice is the most commonly used. A multiple choice test item usually consists of a statement, called the stem, and several alternative statements one of which is the correct answer and the others are known as distractors.

- **Practice:** Students practice a topic or skill repeatedly, usually on his own.

- **Field trip:** A field trip is a journey by a group of students to a place away from their normal learning environment.

- **Project based learning:** Students learn about a subject by working for an extended period of time to investigate and respond to a complex question, challenge, or problem.

- **Problem based learning:** Students learn about a subject through the experience of solving an open-ended problem found in trigger material.

- **Role play:** Learners assume different roles in a learning situation through human interaction

- **Essay:** require students to select, organize and integrate materials on a given topic. They also test writing skills and the ability to develop an argument and use evidence to support it. Essays may be written under timed exam conditions or set as research assignments.

- **Presentations:** are usually made orally to a class on a prepared topic and may include the

use of presentation aids such as PowerPoint or handouts. This assessment may be undertaken individually or as a group. Presentations may take different forms such as role plays, facilitating group activities or seminars, conference presentations, debating, presenting a product, question and answer time, and formal speeches.

- **Practice tests:** may involve performance tests in the classroom on specific tasks or may involve the assessment of skills and abilities (particularly professional skills) in the classroom.

- **Written report:** is a common way of presenting information and recommendations or conclusions related to a specific purpose. Reports are written based on gathering and analyzing information using a discipline specific

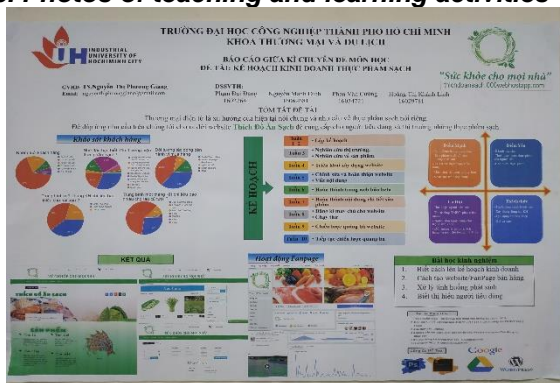
**c. Photos of teaching and learning activities**

methodology and format. They can be used to assess laboratory experiments, field work or case studies.

- **Projects:** are an extended piece of work involving inquiry based activities. Projects may be small or large, undertaken by individuals or in groups and have outcomes such as a report, design, art work, wiki, a poster or working product.

- **Short answer tests:** require a brief answer consisting of a phrase, sentence or short paragraph.

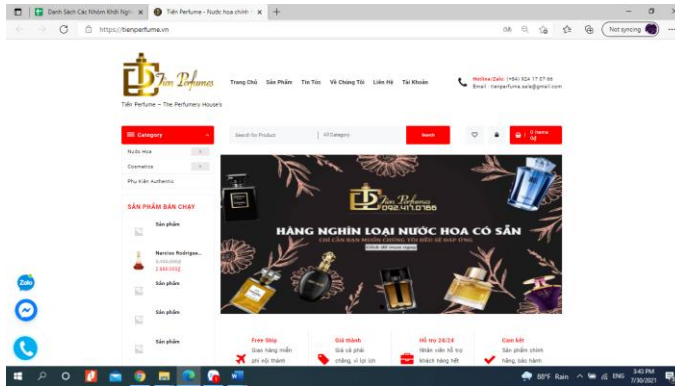
- **Written test:** is a common way of presenting information and recommendations or conclusions related to a specific questions in the regular examination, mid-term test or final test.



*Problem based Learning and Presentation*



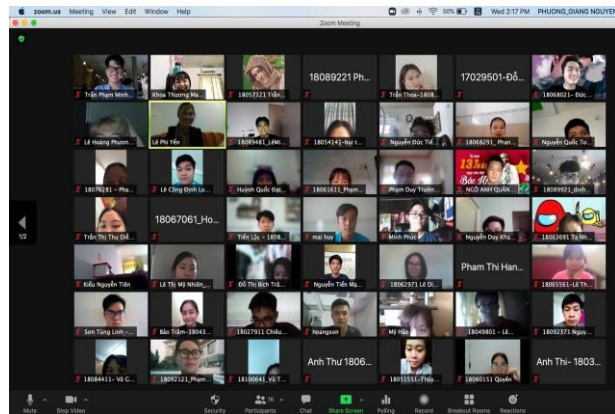
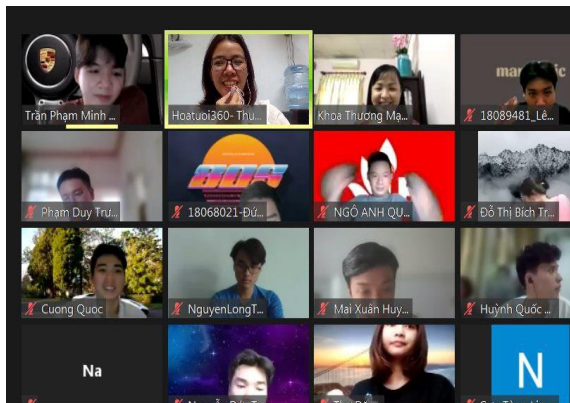
*Group discussion and Role-play*



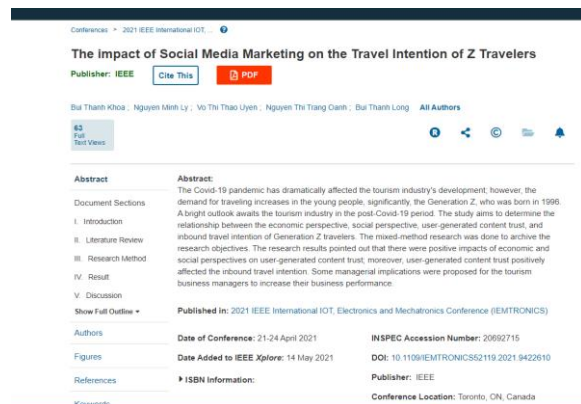
Project based learning (Create a Website) and Practice in Lab room



Lecture teaches at class and Field-trip



Teaching & Learning activity online by Zoom meeting with an employer - "Hoatuoi360"



Student Scientific Research Conference & Publications of student's graduation thesis - 2021

## 1.12 RUBRIC FOR INTERNSHIP AND GRADUATION THESIS

### 1.12.1 INTERNSHIP 1

#### A. RUBRIC OF CONTENT OF INTERNSHIP REPORT 1

**CLO1: Describe the operational activity, performance and management activities of the intern company based on general knowledge and industry knowledge - Supervisor grading**

CLO 1	GRADING CRITERIA	NOT ACCEPTABLE	ACCEPTABLE	ADEQUATE	GOOD
Describe the operational activity, performance and management activities of the intern company based on general knowledge and industry knowledge.	Presentation form 20%	Correct layout < 40% compared to regulations Too much Editing/presentation errors (>15 errors)	Correct layout 40 -69% compared to regulations many Editing/presentation errors (7 - 15 errors)	Correct layout 70-84% compared with regulations Few editing/presentation errors (3 - 6 errors)	Correct layout 85-100% compared with regulations No errors Drafting/presentation text (< 3 errors)
	Introduction 10%	Reason for reporting is not stated General method Objective is unclear	State the reason for choosing the report Appropriate method Specific and clear objective	state the reason for choosing the topic, update the data over time Methods & objectives related to the company situation	State the reasons for choosing the topic & update the data within the last 3 years Methods and objectives related closely review the financial year
	Main content 50%	P1: No overview of the company and no description of the company's operations P2: The internship diary is not specific	P1: Overview about the company and basic description and have data actual on the company's operations P2: Internship diary lists detailed tasks, no time, lessons learned	P1: Introduction to the company overview and description of the company's operational status, with updated data company according to time P2: Internship diary lists detailed tasks, no time, lessons learned	P1: Company overview and Full description about the status of the company's operations in a vivid way, with up-to-date data of the company P2: Internship diary listing detailed tasks, time, lessons learned
	Conclusion 20%	P3: Company comments and lessons learned are not appropriate	P3: Reviews of the company and lessons learned are appropriate 40% - 60%	P3: Reviews of the company and lessons learned are appropriate 60-80%	P3: Reviews of the company and relevant lessons learned 80-100% Creativity

**B. RUBRIC FOR EMPLOYER**

**CLO2: Cultivating core competencies in corporate environments, company – Employer grading**

Student's full name: .....Grade:..... Student's code: .....					
Name of the company: .....					
Internship period: From ..... to .....					
<b>ASSESSMENT FACTORS</b>	<b>1 need to work hard</b>	<b>2 Fair</b>	<b>3 good</b>	<b>4 very good</b>	<b>0 Unsatis factory</b>
Comply with the rules and discipline of the company					
Completing the work on time					
Professional knowledge and skills					
Teamwork skills					
<b>TEAM AND WORKING ATTITUDE</b>	<b>1 need to try</b>	<b>2 Fair</b>	<b>3 good</b>	<b>4 very good</b>	<b>0 Not rated</b>
For customers <i>(Polite, welcoming, considerate, dedicated...)</i>					
To superiors <i>(Respect, obey orders and obey the assignment...)</i>					
For colleagues <i>(Support, cooperation, fun, gentleness at work...)</i>					
For work <i>(professional style, politeness, courtesy and know how to solve problems....)</i>					
For myself <i>(Sense of keeping safety and hygiene of individuals and workplaces. Confident, progressive learning...)</i>					
<b>GENERAL ASSESSMENT</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>0</b>

Additional comments of the company: (..... point)

.....

.....

.....

.....

.....day .....month..... year .....

**CONFIRMATION OF THE COMPANY**  
*(Signature, stamp)*

### C. RUBRIC FOR PRESENTATION ACTIVITY OF INTERNSHIP REPORT 1

**CLO3: Select a specific research and learning direction of the e-commerce industry -**

**Supervisor grading**

CLO 3	GRADING CRITERIA	NOT ACCEPTABLE	ACCEPTABLE	ADEQUATE	GOOD
Select a specific research and learning direction of the e-commerce industry.	Apptitude 40%	Have not used the form of planning to choose the direction of research and major study	Use the form to explain your plan to choose a particular research and study direction	Explain the specific objectives and implementation methods in the plan to choose the research direction and study major	Logical interpretation of objective tools and methodological implementation in the design of orientation planning and specialized learning
	Knowledge 30%	No plan to study specialized knowledge	Have a general plan to study specialized knowledge	Have a specific plan to learn specialized knowledge	Have a specific, clear plan to learn specialized knowledge
	Skill 30%	Can't list skills to learn	List skills, not related to majors	List skills related to majors	List necessary skills related to majors

#### 1.12.2 INTERNSHIP 2

**a. For Internship Report Assessment (CLO1, CLO3, CLO5, CLO7) – Supervisor grading**

CLOs	NOT ACCEPTABLE	ACCEPTABLE	ADEQUATE	GOOD
<b>CLO1. Evaluate the current situation of e-commerce activities in enterprises</b>	Do not evaluate specialized knowledge of e-commerce to the work required by the enterprise.	Evaluate basic knowledge of e-commerce to complete the work required by the business and analyze the current situation of the business	Evaluate in-depth knowledge of the e-commerce major to analyze the current state of the business and to complete the work required by the business.	Evaluate specialized knowledge and personal creativity to analyze the current situation of the business
<b>CLO3. Propose solutions to improve the performance of assigned work in business</b>	There are no solutions	There are suitable solutions for the assigned work but not enough.	There are appropriate and complete solutions related to the assigned work.	There are appropriate and complete ideas in a creative way to the assigned work.
<b>CLO5: Propose an e-commerce business model for businesses</b>	Unable to propose a e-commerce business model	Propose a e-commerce business model in the form of a listing	Propose e-commerce business models in line with business goals	Propose e-commerce business models suitable for businesses and build real projects for businesses
<b>CLO7: Formulate a career and personal development orientation</b>	Unable to formulate a career and personal development orientation	Formulate a career and personal development orientation in general without analysis	Formulate a career and personal development orientation in 3 years after graduating	Formulate a career and personal development orientation in 5 years after graduating

**b. For Internship Business Evaluation Form (CLO2, CLO4, CLO6) – Employer grading**

CLOs	NOT ACCEPTABLE	ACCEPTABLE	ADEQUATE	GOOD
<b>CL02. Implement professional skills to meet the requirements of the assigned work</b>	Do not implement professional skills (Leadership, Project Management, Problem Solving) to the requirements of the assigned work	Implement professional skills to complete the requirements of the assigned work	Implement professional skills flexibly to complete the requirements of the assigned work	Implement professional skills flexibly and with personal creativity to complete the requirements of the assigned work
<b>CLO4. Apply information technology to complete the assigned tasks in the corporate internship</b>	No apply technology business tools related the assigned work	Apply technology business tools related the assigned work in little	Apply technology business tools related the assigned work	Apply technology business tools related the assigned work effectively during internship period
<b>CLO6: Apply soft skills during internships at enterprises</b>	Do not apply soft skills (teamwork, communication skill, Public Speaking) to the work required by the business.	Apply soft skills to complete the work required by the business.	Apply skills flexibly to complete the work required by the business.	Apply skills flexibly and with personal creativity to complete the work required by the business.

**1.12.3 GRADUATION THESIS**

**a. For application**

No.	Grading Criteria	Failed (D)	Fair (C)	Accepted (B)	Excellent (A)	CLOs	Note
1	<b>Present the background knowledge related to the thesis topic</b>	Failed to present the background knowledge related to the thesis topic	Present 40% of the background knowledge related to the thesis topic	Present 60% of the background knowledge related to the thesis topic	Present and explain 80% of the background knowledge related to thesis topic	1	
2	<b>Solve problems related to e-commerce activities based on the objectives of KLTN.</b>	Solve (Solve) 30% of problems related to e-commerce activities based on the goal of thesis	(Solve) 50% of problems related to e-commerce to the goal of thesis	Solve (Solve) 70% of the problems related to e-commerce activities based on the goal of thesis	Solve (Solve) 100% of the related problems to e-commerce activities based on the goals set forth by KLTN and with creative improvements	2	
3	<b>Analysis is required and the current situation of the problem to be researched and implemented</b>	<b>0 to 4</b>	<b>5 to 12</b>	<b>13 to 20</b>	<b>21 to 25</b>	3	
3.1	<b>Determine the requirements of the thesis to be done</b>	identify less than 30% of the basic requirements, urgency, scope of the topic and give us solutions to solve the requirements of the topic - There is no table of results to collect requirements of the thesis topic - or the results of	identifies 30% of the basic requirements, urgency, scope of the topic and leads us to solutions to meet the requirements of the topic - The results of the collection of the requirements of the thesis are incomplete	identifies 60% of the basic requirements, the urgency, the scope of the topic and gives us solutions to solve the requirements of the topic - Table of results of collecting requirements of the topic thesis - The results of	identifying 80% of basic requirements or identifying 3 requirements Enhance, urgency, scope of the topic and provide solutions to address the requirements of the topic - Provide a plan and orientation to implement the topic		

No.	Grading Criteria	Failed (D)	Fair (C)	Accepted (B)	Excellent (A)	CLOs	Note
		collecting business processes of the thesis topic - Unable to give orientation to implement the topic, it	- The results of the collection of the professional processes of the thesis are incomplete - Not given The orientation to implement the topic	collecting the professional processes of the thesis topic - Provide a plan and orientation to implement the topic,			
3.2	<b>Analysis of the requirements of the project (current status, business) (and required modeling - if implementing solutions/software)</b>	Failing to analyze (status quo, business) and not modeling the requirements of the problem to be performed	Analysis (status quo, business) and modeling 30% of the requirements of the problem to be done	Analysis (currently) status, business) and model over 60% of the basic requirements of the problem to be done -Analyze and identify 50% of the basic functional requirements of the system. -Identified the business processes of the system	Analysis(status quo, business) and modeled 80% of the basic requirements of the problem to be done or Analyzed (status quo, business) and model 60% of basic requirements and 3 advanced requirements of the problem to be done		
4	<b>Propose a solution in accordance with the requirements and reality of the problem to be researched and implemented.</b>	Designing an information system/providing a solution has not met the basic requirements of the stated topic.	Designing an information system/providing a solution meets more than 30% of the basic requirements of the project. stated	Designing an information system/providing a solution that meets more than 60% of the basic requirements of the stated problem	Designing an information system/providing a solution that meets 80% of the basic requirements of the problem mentioned above	4	
5	<b>Use (Apply) tools, software's in analysis, statistics, data processing or implementation of the proposed solution.</b>	Realize less than 30% of the proposed solutions/or 30% of the information system requirements as designed.	Realize 40% of the information system as designed / Realize 40% of the proposed solutions	Having large enough survey results and running statistics according to methods to filter out null variables, but propose solutions but not close to the meaning of data analysis / Or realize 60% of the information system as designed / Realize 60% of the proposed solutions	Have large enough survey results and run statistics according to methods to filter out variables that have no value, but propose solutions that are close to the meaning of data collection and analysis/OR realize over 70% of the information system as described above. Design / Realize over 70% of the proposed solutions	5	
6	<b>Practice skills such as: teamwork skills, presentation skills, planning skills</b>	- Present in low voice, not clear; illogical, presentation attitude unconfident-Unable to answer or correctly answer up to 1/3 of the total questions asked by GVPB and the council	- Present loud and clear ; but the presentation lacks logic, the attitude lacks confidence - Answer correctly on 1/3 to 2/3 of the total questions of the GVPB and the council - There is a work	- Present loud and clear; but the presentation lacks logic, confident demeanor - Answers correctly over 2/3 of the total questions of the GVPB and the council - There is a work assignment in the group. Members	- Present loud and clear voice; logical presentation, confident manner, engaging presentation - Answer questions with reasonable and accurate explanations, demonstrate mastery of knowledge and have real connections of students - Have an analysis	6	

No.	Grading Criteria	Failed (D)	Fair (C)	Accepted (B)	Excellent (A)	CLOs	Note
		- No assignment of work in the group	assignment in the group. But members do not understand all the assigned tasks	understand all the assigned tasks	group work. The members know all the assigned tasks		
7	<b>Practice ethical issues in the e-commerce industry.</b>	Plagiarism violation, do not cite document references Reuse solution section >70% of existing solutions	Plagiarism violation, only document references about 50% Reuse solution section >50 % solution already exists	No plagiarism violation. There is a reference document the solution section that allows reuse of up to 30% of the existing solution	No plagiarism violation. References are included - refer to about 20% of the self-designed and implemented solutions section	7	
8	<b>Defend the results of the graduation thesis</b>	<b>0 to &lt;=3 (maximum 1 point for each minor criterion)</b>	<b>4 to &lt;=9 (maximum 3 points for each minor criterion)</b>	<b>10 to &lt;=12 (up to 4 points for each sub-criteria)</b>	<b>13 to &lt;=15 (up to 5 points for each sub-criteria)</b>	8	
	<b>8.1/ Writing graduation thesis report.</b>	The layout of the thesis, presentation of tables, images, and charts is not in accordance with the model regulations of the faculty. Insufficient sources of citations, references that clearly do not conform to the department's model regulations	. Dissertation layout is presented. But one of the following: presentation of tables, images, charts is incomplete, no format. Sufficient sources of citations, references are clear, accurate, sketchy, incomplete	. Dissertation layout is presented. Presenting tables, images, full charts. Sufficient sources of citations, clear and accurate references in accordance with the department's model regulations. Terms used correctly and with reference to specialized literature	Dissertation layout, presentation of tables, images, charts complete and logical, creativity Adequate sources of citations, clear references Accurate, complete, in accordance with the faculty's model regulations, with creativity - Accurately use specialized terms. There are references from 3 or more relevant specialized English documents.		
	<b>8.2/ Evaluate the actuality of the thesis to meet the requirements of the thesis topic</b>	There are no relevant economic/environmental/social performance or non-relevant evaluations. Unable to perform evaluation of results (or testing - if software/solution)	There is an assessment section related to economic/environmental/social performance - but not accurate - Only general research or performance results. But the impact/performance if applied (or wrong scenario or no testing if solution/software )	There is a clear economic/environmental/social performance related assessment section Accurate, Indicate the impacts/performance/economy if the research results are applied (Or develop test scenarios -Perform evaluation through built-in scenarios)	Evaluation section related economic/environmental/social performance clearly, deeply analyzed. '- Indicate the impacts/performance/economy if the research results are applied. Outline the next development direction. - Or build test scenarios for a business process		
<b>8.3/ Defend your thesis results in front of the committee</b>	- Present in low voice, not clear; illogical, presentation attitude unconfident- Unable to answer or correctly	- Present loud and clear ; but the presentation lacks logic, the attitude lacks confidence - Answer correctly on 1/3	- Present loud and clear; but the presentation lacks logic, confident demeanor - Answers correctly over 2/3 of the total questions of the	- Present loud and clear voice; logical presentation, confident manner, attractive presentation - Answer questions with reasonable and accurate explanations,			

No.	Grading Criteria	Failed (D)	Fair (C)	Accepted (B)	Excellent (A)	CLOs	Note
		answer up to 1/3 of the total questions asked by GVPB and the council - No assignment of work in the group	to 2/3 of the total questions of the GVPB and the council - There is a work assignment in the group. But members do not understand all the assigned tasks	GVPB and the council - There is a work assignment in the group. The members understand all the assigned tasks	demonstrate mastery of knowledge and have real connections of students - Have an analysis group work. Members know all the assigned tasks		

**b. For research**

No.	LO	Failed (D)	Fair (C)	Accepted (B)	Excellent (A)	CLOs	Notes
1	<b>Write the graduation thesis report.</b>	<b>0 to &lt;=3 (maximum 1 point for each sub-criteria)</b>	<b>4 to &lt;=9 (maximum 3 points for each sub-criteria)</b>	<b>10 to &lt;=12 (maximum 4 points for each sub-criteria)</b>	<b>13 to &lt;=15 (each sub-criteria maximum 5 points)</b>		
	1.1/ <i>Presentation thesis logically written form (form layouts in the book report.)</i>	Layout thesis, presentation tables, pictures, charts incorrectly prescribed form of scientific	presentation is announced thesis department. But one of the following contents: presentation of tables, images, charts is incomplete, not formatted	. Dissertation layout is presented. Full presentation of tables, images, charts	Dissertation layout, presentation of tables, images, charts fully and logically and creatively	7	
	1.2/ <i>Reasonable use of citations</i>	Sufficient sources of citations, clear and accurate references that do not conform to the faculty's model regulations	Adequate sources of citations, clear and accurate references, sketchy, incomplete, and	complete source citations, references fully clear exactly correct rules of scientific samples	full source citations, references clearly fully accurate, properly regulated form of science, creative	5	
	1.3/ <i>Apply specialized English in the thesis (using valuable references in English and scientific quality).</i>	- Incorrectly using specialized English terms - having 3 or more wrong words. No citations to major professional English documents	- Incorrect use of specialized English terms - 1 or more incorrect word. No citations to the main English language references	- Use the exact same English terminology. There are citations for major specialized English documents.	- Use correct professional English terminology. There are references from 3 or more specialized English documents.	8	
2	<b>Determine the requirements of the thesis to be done</b>	identify less than 30% of the basic requirements, urgency, scope of the topic and offer solutions to solve the requirements of the topic - There is no table of results for collecting requirements of the thesis topic - Failing to give orientation to	identify 30% of basic requirements, urgency, scope of the topic and giving us solutions to solve the requirements of the project - Table of results obtained The collection of requirements of the thesis topic is incomplete - The orientation is not given to	identify 60% of the basic requirements, the urgency, the scope of the topic and giving us solutions. the requirements of the topic - Table of results of collecting requirements of the thesis topic - Provide a plan and orientation to implement the project to	identify 80% of the basic requirements or identify 3 advanced requirements high, urgency, scope of the topic and provide solutions to address the requirements of the topic - Provide a plan and orientation to implement the topic	2	

No.	LO	Failed (D)	Fair (C)	Accepted (B)	Excellent (A)	CLOs	Notes
		implement the topic,	implement the topic,				
3	<b>Analyze the current situation of the research problem of the graduation thesis</b>	Unable to analyze or poorly analyze (30%) the actual situation of the problem to be researched.	Analyze 50% of the current situation of the problem to be researched. But there is no clear link to the influence of specific fields with the field of e-commerce.	70% of the current situation of the problem to be studied has been analyzed. Get in touch with industry-specific influences in the field of E-Commerce. Proposed research methods.	Analyze the current state of the problem to be studied. Get in touch with industry-specific influences in the field of E-Commerce. Proposed research methods.	4	
4	<b>Design an information system or present a solution that meets the requirements of the topic</b>	There is a research model but the basis of the proposal is unclear / the questionnaire is ambiguous.	There is a research model with a basis for the proposal, but the explanation is incomplete and there is a survey but the questions are not clear. Ambiguous	There is a research model, there is a clear basis for the proposal, there is a survey questionnaire, but there are still about 40% of the questions that are ambiguous.	There is a research model, there is a clear basis for the proposal, there is a table survey questions, but still 10% of the questions are ambiguous	3	
5	<b>Realizing the proposed solution or realizing the information system according to the given design</b>	There are survey results but the number is not enough for research ( $n=5*m$ or $n=50 + 8*m$ ) or the variable cannot be coded and filtered. The	survey results are large enough (Comrey , 1973; Roger, 2006). $n=5*m$ or by $n=50 + 8*m$ (m: number of independent variables) (Tabachnick and Fidell, 1996) and run statistics according to methods to filter out null variables, but propose solutions The method is still rudimentary. The	survey results are large enough ( $n=5*m$ or $n=50 + 8*m$ ) and run statistics according to the methods to filter out the null variable, but propose solutions close to the meaning of data analysis	Having survey results large enough ( $n=5*m$ or $n=50 + 8*m$ ) and running statistics according to methods to filter out null variables, Producing a solution close to the meaning of data collection and analysis	6	
6	<b>Presenting the background knowledge related to the thesis topic</b>	Failed to present the background knowledge related to the thesis topic	Present 40% of the background knowledge related to the thesis topic	Present the background knowledge related to the thesis topic	Present and explain the background knowledge related to the topic of thesis	1	
	<b>Evaluate the implementation of the thesis to meet the requirements of the thesis topic</b>	<b>0-1 (each criterion 7.1; 7.2 - maximum 0.5 points)</b>	<b>2-3</b>	<b>4-6</b>	<b>7-10</b>		
7	7.1/ Assess relevant factors such as efficiency, economy, environment, safety, social and political.	There is no economic/environmental/social performance related or there is an unrelated political.	section assessment There is an economic/environmental/social- but not accurate	performance related assessment section There is a related assessment section Economic/environmental/social performance relationship is clear and accurate. Economic/envirom	evaluation section is clear, in-depth analysis.	9	

No.	LO	Failed (D)	Fair (C)	Accepted (B)	Excellent (A)	CLOs	Notes
				ental/social performance			
	7.2/ Assess the feasibility of the solution. Conclusion: achieved results and future directions of development It is	not possible to evaluate the results	- Only general research results or implementation results can be stated.	- Specify about 50% of the impacts/efficiency/economy if the research results are applied.	- Indicate about 80% of the impacts/efficiency/economy if the research results are applied. Outline the next development direction.	10	
8	<b>Defend your thesis results in front of the committee</b>	<b>0 to &lt;2</b> - Present in low voice, not clear; illogical, presentation attitude unconfident- Unable to answer or correctly answer up to 1/3 of the total questions asked by GVPB and the council - There is no assignment of work in the group	<b>2 to &lt;5</b> - Present loud and clear ; but the presentation lacks logic, the attitude lacks confidence - Answer correctly on 1/3 to 2/3 of the total questions of the GVPB and the council - There is a work assignment in the group. But members do not understand all the assigned tasks	<b>5 to &lt;8</b> - Present loud and clear; but presented with lack of logic, confident demeanor - Answered correctly over 2/3 of the total questions of GVPB and the council - There is a work assignment in the group. Members understand all the assigned tasks	<b>8 - 10</b> - Present loud and clear voice; logical presentation, confident manner, attractive presentation - Answer questions with reasonable and accurate explanations, demonstrate mastery of knowledge and have real connections of students - Have an analysis group work. The members know all the assigned tasks	12	

## 2. DESCRIPTION OF THE PROGRAMME

The curriculum is divided into 2 areas: general knowledge and professional knowledge; including the compulsory and elective courses with the corresponding number of credits following:

Amount of full-course knowledge

- **Total credits of the Programme** : **139 credits**
- Total credits excluding the cumulative average : 18 credits
- Total credits must be accumulated : 139 credits
- General knowledge** : **48 credits**
  - + Compulsory : 39 credits
  - + Elective : 09 credits
- Professional knowledge** : **91 credits**
  - Fundamental knowledge : 44 credits
    - + Compulsory : 32 credits
    - + Elective : 12 credits
  - Specialized knowledge : 47 credits
    - + Compulsory : 35 credits
    - + Elective : 12 credits
  - + Internship and graduation thesis : 10 credits
- The number of practice credits: **41–44 credits (30% -32%)**
- The number of theory credits: **95–98 credits (68% - 70%)**

## 2.1 CURRICULUM FRAMEWORK

No.	Course Code	Courses Name	Course Credits		
			Total	Theory	Practice
<b>1. GENERAL KNOWLEDGE</b>			<b>48</b>	<b>35</b>	<b>13</b>
<b>Compulsory</b>			<b>39</b>	<b>29</b>	<b>10</b>
1	2112012	Philosophy of Marxism and Leninism	3	3	0
2	2112013	Political economics of Marxism and Leninism	2	2	0
3	2112008	History of Vietnamese Communist Party	2	2	0
4	2112014	Scientific socialism	2	2	0
5	2112005	Ho Chi Minh Ideology	2	2	0
6	2131472	General Laws	2	2	0
7	2113431	Calculus 1	2	1	1
8	2113432	Calculus 2	2	1	1
9	2132001	Teamwork skills	2	1	1
10	2113433	Research Methodology	2	1	1
11	2120405	Physical Education 1	2	0	2
12	2120406	Physical Education 2	2	0	2
13	2120501	National Defence Education and security 1	4	4	0
14	2120502	National Defence Education and security 2	4	2	2
15	2111250	English 1	3	3	0
16	2111300	English 2	3	3	0
<b>Elective</b>			<b>9</b>	<b>6</b>	<b>3</b>
<b>Group 1</b>			<b>3</b>	<b>2</b>	<b>1</b>
1	2113434	Applied Mathematics	3	2	1
2	2113435	Numerical Analysis	3	2	1
3	2113436	Complex Function and Laplace Transform	3	2	1
4	2113437	General Physics	3	2	1
5	2113438	Logic	3	2	1
<b>Group 2</b>			<b>3</b>	<b>2</b>	<b>1</b>
1	2127481	Foundation Accounting	3	2	1
2	2123800	Environment and Human	3	2	1
3	2107492	Business Communication	3	2	1
4	2132002	Planning skills	3	2	1
5	2101727	Using keyboard and office equipment skills	3	1	2
<b>Group 3</b>			<b>3</b>	<b>2</b>	<b>1</b>
1	2110585	Psychology	3	2	1
2	2113439	Sociology	3	2	1
3	2111491	Introduction to Vietnamese Culture	3	2	1
4	2111492	Practical Vietnamese	3	2	1
5	2112011	Music-Music Theory and Guitar Basics	3	1	2
6	2106529	Fine Art	3	1	2
<b>2. PROFESSIONAL KNOWLEDGE</b>			<b>91</b>	<b>62</b>	<b>29</b>
<b>2.1 FUNDAMENTAL KNOWLEDGE</b>			<b>44</b>	<b>33</b>	<b>11</b>
<b>Compulsory</b>			<b>32</b>	<b>25</b>	<b>7</b>
1	2107483	Fundamentals of Management	3	2	1
2	2107404	Microeconomics	3	3	0
3	2107405	Marketing Fundamentals	3	3	0
4	2107409	Macroeconomics	3	3	0
5	2110508	Communication Skills	3	2	1

No.	Course Code	Courses Name	Course Credits		
			Total	Theory	Practice
6	2127402	Principles of Accounting	3	3	0
7	2101622	Programming Fundamentals	2	0	2
8	2110522	Principles of E-commerce	3	2	1
9	2110591	E-commerce Terminology	3	2	1
10	2110541	Database	3	2	1
11	2107420	Human Resources Management	3	3	0
<b>Elective</b>			<b>12</b>	<b>8</b>	<b>4</b>
<b>Group 1</b>			<b>3</b>	<b>2</b>	<b>1</b>
1	2110548	Multinational Cultures	3	2	1
2	2107512	Business Ethics	3	2	1
3	2107511	Leader Skills	3	2	1
4	2108471	Money and Banking	3	2	1
5	2108447	International Payment	3	2	1
6	2127484	Internal control	3	2	1
<b>Group 2</b>			<b>3</b>	<b>2</b>	<b>1</b>
1	2110510	Animating skills	3	2	1
2	2107468	Public Relations	3	2	1
3	2131510	Business laws	3	2	1
4	2127482	Financial Accounting	3	2	1
5	2108455	Stock Exchange	3	2	1
<b>Group 3</b>			<b>3</b>	<b>2</b>	<b>1</b>
1	2107418	Office Management	3	2	1
2	2110545	Applied Graphics	3	2	1
3	2127611	Statistics Principles	3	2	1
4	2108470	Taxation	3	2	1
<b>Group 4</b>			<b>3</b>	<b>2</b>	<b>0</b>
1	2101641	Web-based Application Development	3	2	1
2	2101642	Business Intelligence System	3	2	1
3	2101643	Information Security	3	2	1
4	2101644	Database systems	3	2	1
<b>2.2 SPECIALIZED KNOWLEDGE</b>			<b>47</b>	<b>28</b>	<b>19</b>
<b>Compulsory</b>			<b>35</b>	<b>19</b>	<b>16</b>
1	2110430	E-Commerce Operation Management	3	3	0
2	2110523	E-Commerce Project Establishment	2	0	2
3	2101595	Management Information System	3	3	0
4	2101663	Data analysis	3	2	1
5	2101425	Database management system	3	2	1
6	2110524	Digital Marketing	4	3	1
7	2110527	Web Programming	4	3	1
8	2101433	System analysis and design	3	3	0
9	2110467	Internship 1	2	0	2
10	2110468	Internship 2	3	0	3
11	2110888	Graduation thesis	5	0	5
<b>Elective</b>			<b>12</b>	<b>9</b>	<b>3</b>
<b>Group 1</b>			<b>3</b>	<b>3</b>	<b>0</b>
1	2101915	Object-oriented programming	3	2	1
2	2101435	Computer Network	3	3	0

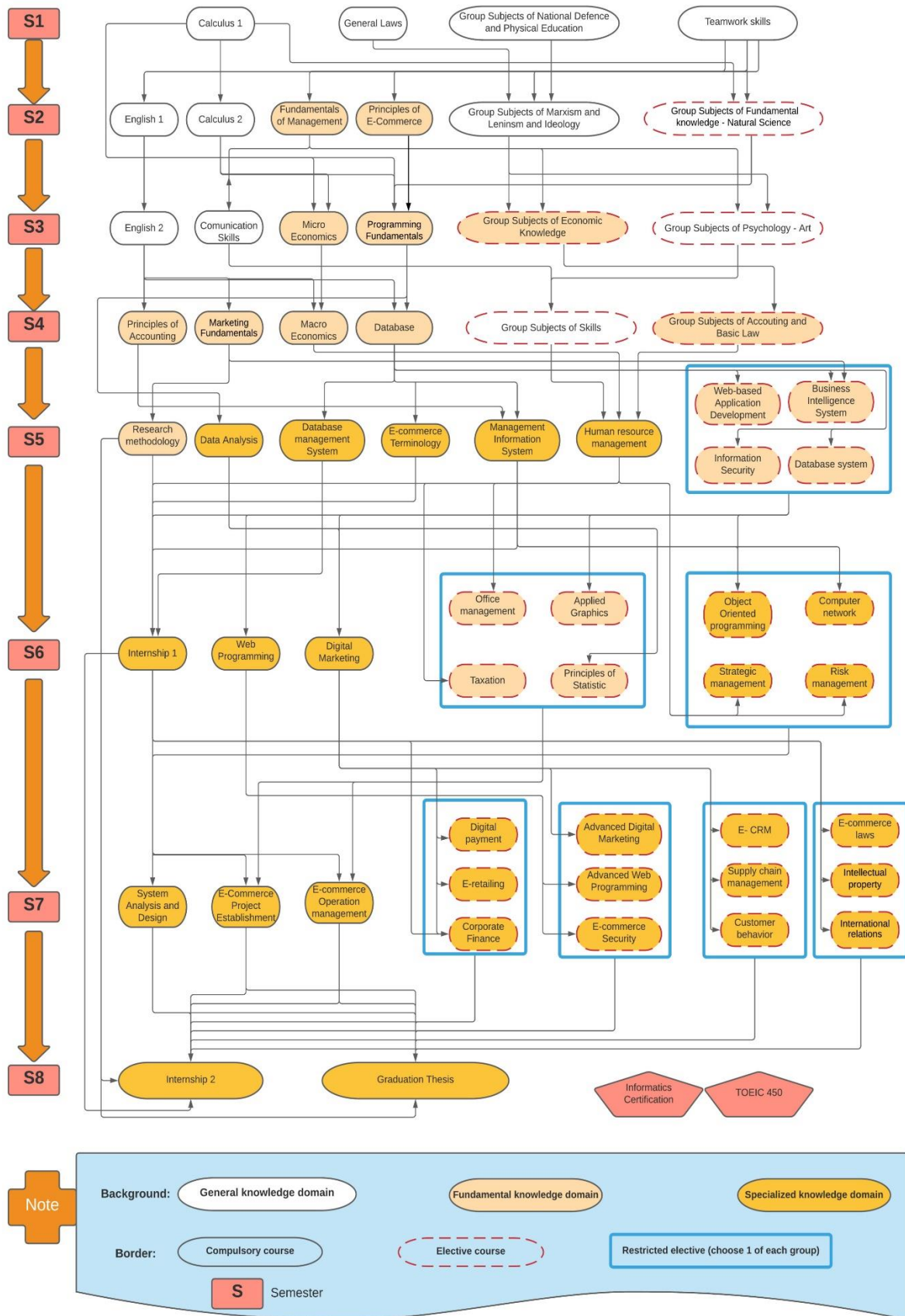
No.	Course Code	Courses Name	Course Credits		
			Total	Theory	Practice
3	2107419	Strategic management	3	3	0
4	2107437	Risks Management	3	3	0
<b>Group 2</b>			<b>2</b>	<b>2</b>	<b>0</b>
1	2110542	E-Commerce Law	2	2	0
2	2110502	International Economics Relations	2	2	0
3	2110514	Intellectual Property Laws in International Commerce	2	2	0
<b>Group 3</b>			<b>3</b>	<b>2</b>	<b>1</b>
1	2108456	Corporate Finance	3	3	0
2	2110521	E-Retailing	3	2	1
3	2110544	Digital payment	3	2	1
<b>Group 4</b>			<b>2</b>	<b>1</b>	<b>1</b>
1	2110528	Advanced Web programming	2	1	1
2	2110525	Advanced digital marketing	2	1	1
3	2110543	E-commerce Security	2	1	1
<b>Group 5</b>			<b>2</b>	<b>1</b>	<b>1</b>
1	2110431	Electronic customer relationship management	2	1	1
2	2107522	Supply chain management	2	1	1
3	2107521	Customer behavior	2	1	1

The Programme is subject to the credit by method:

Transfer: - 1 theory credit = 15 theory hours

- 1 practice credit = 30 practice hours

## 2.2 ELECTRONIC COMMERCE CURRICULUM SEQUENCE



Electronic Commerce Curriculum Sequence (2020)

## 2.3 PROFESSIONAL EDUCATION COURSE DESCRIPTIONS

### Specialised Courses (47 credits)

#### Compulsory course (35 credits)

##### **2110430 - E-Commerce Operation Management - 3 credits**

E-commerce Operations Management is a specialized course in the e-commerce programme. This course provides students with knowledge about applied activities and services in e-commerce such as retail, wholesale, digital marketing, digital security, digital payment. In addition, the course also provides knowledge related to strategy-building activities for a typical e-commerce project.

##### **2110523 - E-Commerce Project Establishment - 2 credits**

The course of E-Commerce Project Establishment provides students with fundamental knowledge of the establishment of business projects in which e-commerce business projects are particularly focused. In addition, students are also instructed to apply the project construction knowledge so that they can build a typical e-commerce project by themselves.

##### **2101595 - Management Information System – 3 credits**

Understand the basic principles of a database management system.

Know how to create databases, establish data integrity constraints, and put data into databases.

Know how to create, manage, retrieve and maintain data.

Programming in T-SQL language

##### **2101663 - Data analysis – 3 credits**

The course equips students with the basic knowledge about processing data, how to use python and applying data processing in their jobs.

##### **2101425 - Database management system – 3 credits**

Understand the basic principles of a CSDL database management system. Know how to create databases, establish data integrity constraints, and put them into CSDL system.

Create, manage, retrieve and maintain data; programming in T-SQL language.

##### **2110524 - Digital Marketing - 4 credits**

Digital Marketing module is a specialized course in E-commerce. This module provides learners with basic knowledge about electronic marketing and the application of marketing tools and means on the internet environment in the field of e-business such as website, blog, social network, SEO, email...to implement electronic marketing plans for business models of individuals or businesses.

##### **2110527 - Web Programming – 4 credits**

Describe the basic concepts about the Internet and website, understand the mechanism of operating a website, understand the development cycle of a website. Apply the learned knowledge to the analysis of a website's structure.

Applying the knowledge learned in website interface design, interactive design and database. Review built website.

Website security. Website optimization to improve search engine rankings

##### **2101433 - System analysis and design - 3 credits**

The course provides students with basic knowledge and skills on how to collect and analyze customer requirements, using UML techniques to model the analyzed elements, basing on the analysis results,

students apply their knowledge of object-oriented and UML to design models for the implementation of software.

#### **2110467 - Internship 1 - 2 credits**

The course is distributed in the 6th semester (3rd year), after students have completed the basic basic subjects of the e-commerce industry.

Enterprise internship 1 includes the main contents such as: an introduction to the objective, the method of making the internship report. Part 1 describes the financial, marketing, human resources, production, engineering, technology... activities for the company to operate and develop. Part 2, through internship diary: the process of approaching, preparing and specific work experienced at the enterprise. From there, students have comments and suggestions for companies, cases, and subjects to improve the quality of application-oriented training.

#### **2110468 - Internship 2 – 3 credits**

The internship 2 course is a part of the internship and graduation knowledge of the final year electronic commerce major. The course will help students develop practical knowledge, apply the theories, enhance self-study skills, soft skills in 12 weeks in business, and handle actual e-commerce activities arising in the business process. All internship results are presented in the internship report.

#### **2110888 - Graduation thesis – 5 credits**

The graduation thesis is the final course that evaluates the training process of the e-commerce industry. This module equips learners with knowledge and skills, scientific research methods, applying knowledge about e-commerce learned from analysis, solution design to data collection and processing, data and evaluate the results achieved to complete the selected graduate thesis topic.

#### **Elective course (12 credits)**

<b>ELECTIVE GROUP 1 (3 credits)</b>	<b>ELECTIVE GROUP 2 (2 credits)</b>	<b>ELECTIVE GROUP 3 (3 credits)</b>	<b>ELECTIVE GROUP 4 (2 credits)</b>	<b>ELECTIVE GROUP 5 (2 credits)</b>
2101915 - Object-oriented programming	2110542 - E-Commerce Law	2108456 - Corporate Finance	2110528 - Advanced Web programming	2110431 - Electronic customer relationship management
2101435 - Computer network	2110502 - International economics relations	2110521 -E-Retailing	2110525 - Advanced digital marketing	2107522 - Supply chain management
2107419 - Strategic management	2110514 - Intellectual Property Laws in International Commerce)	2110544 - Digital payment	2110543 - Electronic Commerce Security	2107521 - Customer behavior
2107437 - Risks Management				

#### **2101915 - Object-oriented programming – 3 credits**

Understand the benefits of object-oriented software development

Understand the basic concepts and terminology in object-oriented programming

Understand the role of UML in analysis and design, the meaning of common schemas

Utilize UML in requirements acquisition, analysis and design

Realistically designed programming languages

Understand the impact of design so that applications can adapt to changing user requirements

#### **2101435 - Computer network – 3 credits**

Read, understand and synthesize knowledge about resources related to basic computer networks

Distinguish the components that make up a computer network system, the practical applications of the computer network

Expressing the relationship of an information transmission process on the network in OSI model, they are TCP / IP protocol

Explain the operating principle of networked devices such as: Hub, Bridge, Switch, Router, modem, Access point ... and transmission media such as copper cable, optical cable, ...

Explain the principle of operation of the basic protocols in the TCP / IP protocol stack such as DHCP, DNS, HTTP, SMTP, FTP, TCP, UDP, IP, ARP ...

Explain the routing and switching mechanism in the network

#### **2107419 - Strategic Management – 3 credits**

The course is of business administration majors and designed to explore an organization's vision, mission, examine principles, techniques, and models of organizational and environmental analysis, discuss the theory and practice of strategy formulation, implementation, and evaluation.

#### **2107437 - Risks Management – 3 credits**

Risk management is an interdisciplinary application subject that plays an important role in business production. Risk management refers to all the factors that influence the organization's existence and development - the owner of the technology and management processes. This course is taught primarily to students in economics major but can also teach economic officials, managers as well as subjects, organizations with interest in risk management.

#### **2110542 - E-Commerce Law – 2 credits**

This module equips learners with basic knowledge about Vietnam's e-commerce law when joining the WTO

Students know and apply the basic and necessary knowledge in conducting business activities in the form of e-commerce

Know what needs to be done when entering into e-commerce contracts and obligations of related parties in conducting e-transactions; basic contents on state management in the field of e-commerce; violations and forms of handling violations in the field of e-commerce

#### **2110502 - International economic relations - 2 credits**

Understand the major development trends of today's international trade, the benefits of moving resources between countries.

Understand the reasons why trade between countries, knowing how international trade patterns are often applied

Understand the basics of the operating environment of international trade (including production and financial environment concerned)

Know the international trade policies that countries often apply to prevent free trade as well as the harms of the above-mentioned policies on national economic interests.

#### **2110514 - Intellectual Property Laws in International Commerce – 2 credits**

Provide legal provisions on: copyright, copyright-related rights, copyrights transfer contracts and industrial property rights.

Understand the process of Exclusive inventions, trademarks, geographical origin,...

Analyze the communication relationships with partners, agencies, and customers.

Practice the attitude toward the discipline and train student's responsibility when performing the task

#### **2108456 - Corporate Finance – 3 credits**

This course provides an overview of corporate finance, time value, risk and return rates, securities valuation and short-term asset management in an enterprise. This course helps students be capable of performing basic financial business operations in enterprises and economic organizations.

#### **2110521 – E- Retailing - 3 credits**

The module helps students understand the definition of electronic retail and analyse the E-retail environment.

Apply Information system in E-retail and CRM software to ensure the safety of corporate.

Outline the process for developing the Electronic retail system.

#### **2110544 - Digital payment - 3 credits**

Identify, understand and analyze an organization's information system security requirements. Understand basic knowledge of mechanisms, models and techniques to ensure the integrity and availability of specialized information systems in electronic commerce and data base system.

Understand and analyze the importance of security in new applied areas.

Develop teamwork skills and solve problems related to building a security system for information system of organizations.

#### **2110528 - Advanced Web programming – 2 credits**

Applying the knowledge learned in website interface design, interactive design and database, server functions to build website

Understanding and be able to use web programming code, framework, and tools: ASP.net, JavaScript, Ajax, jQuery, JASON, Bootstrap,

Website security. Website optimization to improve search engine rankings

#### **2110525 - Advanced digital marketing – 2 credits**

The module helps students understand advanced concepts in a digital marketing environment.

Understand and apply topics on content strategy, search engine optimization (SEO), search engine marketing (SEM)

Understand and manipulate measured, optimized tools with Google Analytics.

The course also equips students with the tools necessary to set up and operate a digital marketing campaign

#### **2110543 - Electronic Commerce Security - 2 credits**

Identify, understand, and analyze an organization's information system security requirements.

Understand basic knowledge of mechanisms, models and techniques to keep secrets, ensure the

integrity and availability of specialized information systems in electronic commerce and database systems.

Understand and analyze the integral role and importance of security in new application areas.

Develop teamwork skills and solve related problems

to building a security system for information systems of businesses / organizations.

Helping qualified students Develop teamwork skills and solve problems related to building a security system for businesses / organizations' information systems

#### **2110431 - Electronic customer relationship management - 2 credits**

The module helps students understand the concepts of customer relationship management and electronic customer relationship management.

Students know the applications in electronic customer relationship management

Address common situations in electronic customer relationship management

Identify issues in current electronic customer relationship management

#### **2107522 - Supply chain management – 2 credits**

Supply chain management is an interdisciplinary application subject that plays an important role in production, business. Supply chain management refers to all the factors affecting products formation and products delivery to customers. The course is taught not only to student in the economics sector but also professional, management officers with interested in supply chain management. The course will help the students to understand more clearly and apply the theory of supply chain management in their own work

#### **2107521 - Customer behavior – 2 credits**

Customer Behavior is a specialized course of the e-commerce program. This course also provides content related to determining the principles of Customer Behavior, analyzing factors related to customer behavior, on that basis, students can suggest recommendations and proper marketing solutions. This course concentrates on the Customer's Purchase Decision Process.

## 2.4 ELOs – CLOs matrix

No.	Subjects	Code	Credits	Sem.	Com	a	b	c	d	e	f	g	h
1	Calculus 1	2113431	2(1,2,4)	1	x								
2	Philosophy of Marxism and Leninism	2112012	3(3,0,6)	1	x								
3	Political economics of Marxism and Leninism	2112013	2(2,0,4)	1	x								
4	General Laws	2131472	2(2,0,4)	1	x								
5	Teamwork Skills	2132001	2(1,2,4)	1	x								
6	Calculus 2	2113432	2(1,2,4)	2	x								
7	Fundamentals of Management	2107483	3(2,2,6)	2	x								
8	Scientific socialism	2112014	2(2,0,4)	2	x								
9	English 1	2111250	3(3,0,6)	2	x								
10	Principles of E-Commerce	2110522	3(2,2,6)	2	x								
11	Applied Mathematics	2113434	3(2,2,6)	2									
12	Numerical Analysis	2113435	3(2,2,6)	2									
13	Complex Function and Laplace Transform	2113436	3(2,2,6)	2									
14	General Physics	2113437	3(2,2,6)	2									
15	Logic	2113438	3(2,2,6)	2									
16	Communication Skills	2110508	3(2,2,6)	3	x						R		R
17	History of Vietnamese Communist Party	2112015	2(2,0,4)	3	x								
18	Microeconomics	2107404	3(3,0,6)	3	x	R							
19	Ho Chi Minh Ideology	2112005	2(2,0,4)	3	x								
20	Programming Fundamentals	2101622	2(0,4,4)	3	x								
21	English 2	2111300	3(3,0,6)	3	x						R		
22	Multinational Cultures	2110548	3(2,2,6)	3		R					R		
23	Business Ethics	2107512	3(2,2,6)	3		R					R		
24	Leader Skills	2107511	3(2,2,6)	3		R					R		
25	Money and Banking	2108471	3(2,2,6)	3		R					R		
26	Internal Control	2127484	3(2,2,6)	3		R					R		
27	International Payment	2108447	3(2,2,6)	3		R					R		
28	Psychology	2110585	3(2,2,6)	3							R		R
29	Sociology	2113439	3(2,2,6)	3							R		R
30	Introduction of Vietnamese Culture	2111491	3(2,2,6)	3							R		R
31	Practical Vietnamese	2111492	3(2,2,6)	3							R		R
32	Music-Music Theory and Guitar Basics	2112011	3(1,4,6)	3							R		R
33	Fine Art	2106529	3(1,4,6)	3							R		R

No.	Subjects	Code	Credits	Sem.	Com	a	b	c	d	e	f	g	h
34	Macroeconomics	2107409	3(3,0,6)	4	x		R	R	R				
35	Database	2110541	3(2,2,6)	4	x		R	R	I	R			
36	Marketing Fundamentals	2107405	3(3,0,6)	4	x		R	R	R	I			
37	Principles of Accounting	2127402	3(3,0,6)	4	x	R		R					
38	Foundation Accounting	2127481	3(2,2,6)	4			R		R		R		
39	Environment and Human	2123800	3(2,2,6)	4			R		R		R		
40	Business Communication	2107492	3(2,2,6)	4			R		R		R		
41	Planning Skills	2132002	3(2,2,6)	4			R		R		R		
42	Using keyboard and office equipment skills	2101727	3(1,4,6)	4			R		R		R		
43	Animating Skills	2110510	3(2,2,6)	4			R		R		R		
44	Public Relations	2107468	3(2,2,6)	4			R		R			R	
45	Business Laws	2131510	3(2,2,6)	4			R		R			R	
46	Financial Accounting	2127482	3(2,2,6)	4			R		R			R	
47	Stock Exchange	2108455	3(2,2,6)	4			R		R			R	
48	E-commerce Terminology	2110591	3(2,2,6)	5	x	R	R				R		
49	Management Information System	2101595	3(3,0,6)	5	x			R		R		R	
50	Human Resources Management	2107420	3(3,0,6)	5	x			R	R	R			
51	Research Methodology	2113433	2(1,2,4)	5	x		R					R	R
52	Data Analysis	2101663	3(2,2,6)	5	x		E	R	R		R		
53	Database Management System	2101425	3(2,2,6)	5	x		R	R	R	E			
54	Web-based Application Development	2101641	3(2,2,6)	5			R	R		R			
55	Business Intelligence System	2101642	3(2,2,6)	5			R	R		R			
56	Information Security	2101643	3(2,2,6)	5			R	R		R			
57	Database Systems	2101644	3(2,2,6)	5			R	R		R			
58	Internship 1	2110467	2(0,4,4)	6	x	E					R		R
59	Digital Marketing	2110524	4(3,2,8)	6	x		E		R	E			
60	Web Programming	2110527	4(3,2,8)	6	x		R			R		R	
61	Office Management	2107418	3(2,2,6)	6			R			R		R	
62	Applied Graphics	2110545	3(2,2,6)	6			R			R		R	
63	Taxation	2108470	3(3,0,6)	6			R			R		R	
64	Statistics Principles	2127611	3(2,2,6)	6			R			R		R	
65	Object-Oriented Programming	2101915	3(2,2,6)	6			R		R	R			
66	Computer Network	2101435	3(3,0,6)	6			R		R	R			
67	Strategic Management	2107419	3(3,0,6)	6			R		R	R			
68	Risks Management	2107437	3(3,0,6)	6			R		R	R			

No.	Subjects	Code	Credits	Sem.	Com	a	b	c	d	e	f	g	h
69	E-Commerce Project Establishment	2110523	2(0,4,4)	7	x			E	E	E	E		
70	Systems Analysis & Design	2101433	3(3,0,6)	7	x			R	R	R			
71	E-Commerce Operation Management	2110430	3(3,0,6)	7	x		E	E	E	E			
72	Corporate Finance	2108456	3(3,0,6)	7			E		R	E			
73	E-Retailing	2110521	3(2,2,6)	7			E		R	E			
74	Digital Payment	2110544	3(2,2,6)	7			E		R	E			
75	Advanced Web Programming	2110528	2(1,2,4)	7			R		E	E		R	
76	Advanced Digital Marketing	2110525	2(1,2,4)	7			R		E	E		R	
77	E-Commerce Security	2110543	2(1,2,4)	7			R		E	E		R	
78	E-commerce Laws	2110542	2(2,0,4)	7			R	R	R			E	
79	International Economics Relations	2110502	2(2,0,4)	7			R	R	R			E	
80	Intellectual Property Laws in International Commerce	2110514	2(2,0,4)	7			R	R	R			E	
81	E-CRM	2110431	2(1,2,4)	7			E		R		E		
82	Supply Chain Management	2107522	2(1,2,4)	7			E		R		E		
83	Customer Behavior	2107521	2(1,2,4)	7			E		R		E		
84	Internship 2	2110468	3(0,6,6)	8	x		E	E	E	E	E	E	E
85	Graduation Thesis	2110888	5(0,10,10)	8	x	E	E	E	E	E	E	E	E
86	Informatic Certification	2199406	0(0,0,0)	8									
87	TOEIC 450	2199450	0(0,0,0)	8									
88	Physical Education 1	2120405	2(0,4,4)	1	x								
89	National Defence Education and Security 1	2120501	4(4,0,8)	1	x								
90	Physical Education 2	2120406	2(0,4,4)	2	x								
91	National Defence Education and Security 2	2120502	4(2,4,8)	2	x								

 Introduction

 Reinforce

 Emphasize

Com.: Compulsory;

Sem.: Semester;

*\*Note: courses from number 86 until 91 are excluded in the total credit of Programme. Thus, they don't need mapping with E.L.O.s.*

### **3. INSTRUCTIONS FOR THE PROGRAMME IMPLEMENTATION**

When implementing the programme, it is necessary to pay attention to many issues as follows:

#### **3.1 FOR FACULTY OF TOURISM AND COMMERCE**

- Study the programme framework in order to organize the implementation of the programme's content requirements.
- Assign lecturers to be in charge of each module and provide a detailed curriculum for lecturers to ensure the teaching plan stability. Carefully prepare a team of academic advisors and require academic advisors to thoroughly understand the entire credit-based Programme to guide students for module registration.
- Prepare adequate textbooks, references, facilities to ensure an exemplary implementation of the Programme.
- Pay attention to the logic of imparting and acquiring knowledge arrays, specifying prerequisites of required modules, and preparing teachers to meet the requirements of teaching electives.

#### **3.2 FOR TEACHERS**

- When teachers are assigned to teach one or more modules, it is necessary to carefully study the detailed outline of each module to prepare the lecture and appropriate teaching aids.
- Teachers must prepare all the textbooks and learning materials provided to students one week in advance for students to prepare before class.
- Teachers organize seminars for students which focus on organizing group study, guide students to do essays, group exercises. Teachers determine the transmission methods, make in-class presentations, guide discussions, solve problems in class, at the workshop, and in the laboratory, guide students to write the personal harvest reports.

#### **3.3 FOR STUDENTS**

- Consult a learning advisor to choose courses to suit progress.
- Study the curriculum before going to class to absorb the lecture easily.
- Make sufficient time in class to listen to the instructors' instructions.
- Be self-disciplined in study and research, actively participate in group learning, attend seminars.
- Actively exploit resources on the internet and the university's library to serve self-study, self-study, and graduation projects.
- Strictly comply with regulations on examinations and evaluation.

#### **3.4 EXAMINATION AND EVALUATION**

- Teachers and learning counselors must be in control throughout the student's learning process, both in the classroom and at home.
- To regularly inspect and evaluate modules to contribute to improving training quality. Lecturers must comply with the regulations of the credit institution.
- Teachers must be resolute in preventing and combating fraud in examination and evaluation.

### **4. ASSOCIATION ACTIVITIES FOR THE PROGRAMME**

#### **4.1 CONNECTING WITH STRATEGIC EMPLOYERS**

Electronic Commerce students can receive support from the strategic employers of the Faculty of Commerce and Tourism during their studies.

To help students have the proper awareness of the learning process and reality, the Dean of the Faculty has created many practical and meaningful programmes for businesses and employers. This relationship is a significant job to review the State policy mechanisms, the university's training process,

students' capacity, and the needs of employers. More suitable solutions and new directions have been determined to ensure that all graduates have jobs suitable for the training profession.



Figure 4.1 Picture of connection between employers and Faculty of Trade and Tourism  
List of strategic employers:



**MINISTRY OF INDUSTRY AND TRADE  
VIETNAM E-COMMERCE AND DIGITAL  
ECONOMY AGENCY**

**Address:** 25 Ngo Quyen Street, Hoan Kiem District, Ha Noi  
**Tel:** (024)22205396  
**Email:** [idea@moit.gov.v](mailto:idea@moit.gov.v)  
**Website:** [idea.gov.vn](http://idea.gov.vn)



**VECOM  
VIETNAM E-COMMERCE ASSOCIATION  
(VECOM)**

**Address:** Room 702, 7th Floor, HKC Tower No 285, Doi Can street, Lieu Giai Ward, Hanoi  
**Tel:** (84)24 – 6259 8271  
**Email:** [office@vecom.vn](mailto:office@vecom.vn)  
**Website:** [vecom.vn](http://vecom.vn)



**Address:** Floor 4-5-6, Capital Place Building, No. 29 Lieu Giai Street, Ngoc Khanh Ward, Ba Dinh District, Hanoi  
**Tel:** 19001221  
**Email:** [cskh@hotro.shopee.vn](mailto:cskh@hotro.shopee.vn)  
**Website:** [shopee.vn](http://shopee.vn)



**MISA JOINT STOCK COMPANY**  
**Address:** M.I.S.A. Building, Lo 5, Quang Trung Software Park, 49 To Ky, 12 Dist, HCMC  
**Tel:** 02854 318 318  
**Email:** [asales@hcm.misa.com.vn](mailto:asales@hcm.misa.com.vn)  
**Website:** [misa.vn](http://misa.vn)



**NETALINK JOINT STOCK COMPANY**

**Address:** 2nd Floor, 81 Cach Mang Thang 8, Ben Thanh Ward, District 1, HCMC  
**Tel:** (028) 5449 5588  
**Email:** [info@netalink.vn](mailto:info@netalink.vn)  
**Website:** netalink.vn



**TMA SOLUTION**

**Address:** Street #10, Quang Trung Software City, 1 To Ky, District 12, HCMC  
**Tel:** (028) 3997 8000  
**Email:** [recruit@tma.com.vn](mailto:recruit@tma.com.vn)  
**Website:** tma.vn



**H.A.R.A.V.A.N.**

**Address :** 4th floor, Flemington building, No. 182, Le Dai Hanh, Ward 15, District 11, HCMC  
**Tel:** 0901866099  
**Email:** [hi@haravan.com](mailto:hi@haravan.com)  
**Website:** haravan.com



**SAPO TECHNOLOGY JOINT STOCK COMPANY**

**Address:** 6th floor - Ladeco Building - 266 Doi Can - Lieu Giai Ward - Ba Dinh District – Hanoi  
**Tel:** 1800 6750  
**Email:** [Support@sapo.vn](mailto:Support@sapo.vn)  
**Website:** sapo.vn

No.	Company names	Contact
1	Ministry Of Industry And Trade Vietnam E-Commerce And Digital Economy Agency	25 Ngo Quyen Street, Hoan Kiem District, Ha Noi
2	Vietnam E-Commerce Association (VECOM)	Room 702, 7th Floor, HKC Tower No 285, Doi Can street, Lieu Giai Ward, Hanoi
3	Shopee Viet Nam	Floor 4-5-6, Capital Place Building, No. 29 Lieu Giai Street, Ngoc Khanh Ward, Ba Dinh District, Hanoi
4	Misa Joint Stock Company	M.I.S.A. Building, Lo 5, Quang Trung Software Park, 49 To Ky, 12 Dist, HCMC
5	NETALINK Joint Stock Company	2nd Floor, 81 Cach Mang Thang 8, Ben Thanh Ward, District 1, HCMC
6	TMA SOLUTION Company	Street #10, Quang Trung Software City, 1 To Ky, District 12, HCMC
7	H.A.R.A.V.A.N. Company	4th floor, Flemington building, No. 182, Le Dai Hanh, Ward 15, District 11, HCMC
8	Sapo Technology Joint Stock Company	6th floor - Ladeco Building - 266 Doi Can - Lieu Giai Ward - Ba Dinh District – Hanoi

#### 4.2 CONNECTION WITH SUCCESSFUL ALUMNI

Students of the Bachelor of E-Commerce will receive support from the Faculty of Tourism and Commerce alumni to develop their careers in the future.

With the motto of connecting, inheriting, and developing, the Programme is expected to facilitate the interaction among student generations to share experiences at work and in life. The Connection With Successful Alumni is an event to recall the precious traditions of the Faculty in particular, as well as of the Industrial University of Ho Chi Minh City in general. This connection is also an opportunity for officials, alumni, and students to look back on the past, share beautiful memories, and accompany the Faculty in the upcoming journey.



Figure 4.2.1 The Dean of the Faculty posed for souvenir photos with alumni



Figure 4.2.2 Alumni of the first class of EC programme shared his experiences



Figure 4.2.3 Alumni posed for a picture with the Dean of Faculty

Information about the successful alumni of the E-commerce, Faculty of Commerce and Tourism is listed in the following table:

No.	Fullname	Job title	Company/ Organization	Graduation year
1	Vo Thi Tuong Vi	PhD Student	Chonnam National University	2017
2	Nguyen Thi Be Ha	Head of Department	Ga Spa company	2017
3	Vo Thi Tham	Human Resources Department	DaiWon Optical company	2017
4	Đang Thuy Duong	Maketing Staff	Tam Duc Smile	2017
5	Ho Minh Thu	Staff	Dien Quang JSC	2017
6	Vu Thanh Truc	Content Staff	Phu Nhuan PNJ	2017
7	Nguyen Manh Khuong	Implementing Staff	Haravan company	2017
8	Pham Hoang Phuong Khanh	Input specialist	Marina Landscape VN	2017
9	Tran Thanh Huyen	- Former Founder Startup Bobia. - Former Content Creator at Zalo Business. - Journalist at Cafebiz.vn and Sinh vien VietNam magazine. - Content Creator and Translator at Binance Academy.	- Startup Bobia - Zalo Business - Cafebiz.vn - Sinh vien VietNam magazine. - Binance Academy	2018
10	Phan Tan Thinh	Maketing specialist	SMARTTEX	2018
11	Bui Ngoc Anh Tuan	Associate Marketing - Digital	VNG Cloud	2018
12	Ha Thu Huong	Stakeholder + Cashier	HANGOVER	2019
13	Nguyen Kieu Diem Phuc	Data analysisic	Lotte Mart	2019

No.	Fullname	Job title	Company/ Organization	Graduation year
14	Nguyen Dinh Dai Nga	Project Manager in HT Digitized - Archives Technology Joint Stock Company	HT Digitized - Archives Technology Joint Stock Company	2019
15	Vu Thi Quynh Thu	Lecturer in FPT Polytechnic – Da Nang City	FPT Polytechnic – Da Nang City	2019
16	Vo Thien Tong	SEO Executives in Vo Hai Duong Company Limited	Vo Hai Duong Company Limited	2019
17	Nguyen Van Nam	Digital Marketing Supervisor in Lotte Vietnam	Lotte Vietnam	2020
18	Trieu Ca Sau	SEO Freelancer		2020
19	Nguyen Thi My A	Digital Marketing	AdFlex Vietnam	2020
20	Le Thi Hong Nhung	Business Staff	MIC Ba ria – Vung Tau	2020
21	Nguyen Xuan Truong	Software Engineer Specialist at Dicentral	Dicentral company	2021

## 5. EXTRACURRICULAR ACTIVITIES FOR THE PROGRAMME

### 5.1 SPORT ACTIVITIES

Sports is one of the most important and essential activities in comprehensive educational development in schools. Therefore, sports and physical training activities are always interested by the Faculty's leadership and facilitate the Youth Union – Inter-branch of the Faculty to organize a helpful playground for students. The Traditional Sports Festival of the Faculty of Tourism and Commerce in 2019 took place in October and November with many subjects: Men's and Women's Football, Men's and Women's Volleyball, chess, chess, badminton, tug of war attracted more than 500 athletes and more than 4,000 turns of students cheering.



Figure 5.1.1 Athletes took pictures with the Organizing Committee



Figure 5.1.2 Female Football athletes from the Faculty of Commerce and Tourism competition

## 5.2 ART-CULTURAL ACTIVITIES



Figure 5.2.1 Arts Fair of the Faculty of Commerce & Tourism 2019

Every year, on the occasion of celebrating Vietnamese Teachers' Day on November 20th, an entertainment programme takes place to celebrate the school's activities to honor the month of gratitude to teachers. The contest attracted more than 500 students of the Faculty to compete with more than 130 entries.



Figure 5.2.2 Arts Festival, Faculty of Commerce & Tourism 2019



Figure 5.2.3 "Perfect Couple 2019" Contest

### 5.3 TRADITIONAL CAMP SOCIAL-VOLUNTEER-SOCIAL ACTIVITIES

#### Volunteer-Social Activities

To equip students with a more positive and responsible attitude with the activities "Sharing the love - Joining hands for the community." The Faculty of Commerce & Tourism always offers meaningful and valuable activities such as Spring of Love 2019, Green Summer 2019, Warm Christmas 2019, Mid-Autumn Festival for Children 2019, and more than 3000 students register to participate and respond.

It can be said that the social-volunteer activities are an excellent opportunity for students to learn from life experiences, to help improve skills in life and work.



Figure 5.3.1 "Spring of Love 2019" programme at Cau Ke, Tra Vinh



Figure 5.3.2 Ecommerce students were participating in "Green Summer 2019"



Figure 5.3.3 Ecommerce students were rewarded in "Green Summer 2019"



Figure 5.3.4 "Mid-Autumn Festival for Children 2019" programme



Figure 5.3.5 “Warm Christmas 2019” programme



Figure 5.3.6 Students participating in the Traditional Camp of Cat's CAMP



Figure 5.3.7 Students participated in the Traditional Camp of Cat's CAMP

#### 5.4 BUSINESS TOUR ACTIVITIES

Visiting practical experience at enterprises is a regular activity of E-commerce students to shorten the gap between theory and practice, helping students update their practical knowledge and have a close look. More scenes about the future work environment. In 2019, this activity was increasingly focused and improved in both quality and quantity.

The total number of visits to the enterprise is 20 trips/year. There are many students whom enterprises specially employ to work part-time or as collaborators after visiting enterprises.



Figure 5.4.1 Photos of students on the field trip at enterprises



Figure 5.4.2 Photos of students on the field trip at enterprises

During the tour, students can listen and share skills, job position and organizational model in the company department; career opportunities; work experience; recruitment criteria businesses need in candidates, the sharing of C.E.O.s, CFOs, leaders of the business.

Besides, students also visit the work and entertainment areas to learn more about corporate culture; Observe the layout, professional workspace. Students understand the recruitment criteria of enterprises to assess their capabilities partially and proactively improve their capabilities. The tours help students improve their knowledge and skills and shape a serious and professional attitude in the study and work to meet the requirements of the domestic and regional labor market.

## 5.5 SCIENTIFIC ACTIVITIES, INTERNATIONAL EXCHANGE AND COOPERATION

### Scientific Activities



Figure 5.5.1 Young Scientists Conference 2020



Figure 5.5.2 Young Scientists Conference 2020



Figure 5.5.2 Student Scientific Research Conference 2021



Figure 5.5.4 Student Scientific Research Conference 2021

### International Exchange and Cooperation

Globalization promotes the market economy, creates more opportunities for higher education development in richer forms, and brings many profound changes. Students in E-Commerce are organized to interact with international friends through study activities, internships, or student exchange programme.



Figure 5.5.5 Students participated in an English Language club programme



Figure 5.5.6 Photos of students who participated in international exchanges

## 5.6 OUTSTANDING STUDENT AWARDS

With valuable and meaningful activities, E-Commerce students have had many achievements in study, art, culture, sports, and rewarding the Union - City Association.

TRƯỜNG ĐẠI HỌC CÔNG NGHIỆP TP.HCM

**SINH VIÊN 5 TỐT**  
NĂM HỌC 2018 - 2019

**HÀ THỊ MỸ THOA** **2000**

Đảng viên chi bộ 23, Lớp trưởng lớp CĐKS19B, Ủy viên BCH Đoàn Khoa Thương Mại & Du lịch

**Bạn Hà Thị Mỹ Thoa** - được ghi nhận với nhiều thành tích nổi bật như sau:

- + Về tiêu chuẩn đạo đức: Điểm rèn luyện năm học 2018 - 2019: Đạt
- + Về tiêu chuẩn học tập: Điểm trung bình năm học 2018 - 2019: 8.3/10
- + Về tiêu chuẩn thể lực: Tốt, tham gia hội thao toàn trường, thành viên đội tuyển bóng chuyền nữ của trường.
- + Về tiêu chuẩn tình nguyện: Tham gia chiến dịch tình nguyện Mùa hè xanh năm 2019, chiến dịch "Trắng Vàng Sẻ Chia 2019" khoa TMDL.
- + Về tiêu chuẩn hội nhập: Đạt trình độ TOEIC 335

Figure 5.6.1 TMDL students get the title of "Good 5 Student."



Figure 5.6.2 Student of EC programme with the certificates at Student Scientific Research Conference 2021

## 6. CONTACT & USEFUL INFORMATION

### 6.1 CONTACT INFORMATION

- Head of FCT: Dr. Mai Thanh Hung  
Tel: 0908 998 667  
Email: [maithanhhung@iuh.edu.vn](mailto:maithanhhung@iuh.edu.vn)
- Head of EC programme: Dr. Le Ngoc Son  
Tel: 0938 301 745  
Email: [lengocson@iuh.edu.vn](mailto:lengocson@iuh.edu.vn)
- Supporting staffs:
  - To Kieu Trinh, Tel: 0934 466 922, Email: [tokieutrinh@iuh.edu.vn](mailto:tokieutrinh@iuh.edu.vn)
  - Dinh Thi Hoai Huong, Tel: 0832 336 265, Email: [dinhthihoaihuong@iuh.edu.vn](mailto:dinhthihoaihuong@iuh.edu.vn)
- Contact information for specific activities as shown in the table below:

No.	Specific Activities	Person in charge	Email
1	EC programme	Dr. Le Ngoc Son	<a href="mailto:lengocson@iuh.edu.vn">lengocson@iuh.edu.vn</a>
2	Teaching assessments	Assoc. Prof. Phan Thi To Oanh	<a href="mailto:phanthitooanh@iuh.edu.vn">phanthitooanh@iuh.edu.vn</a>
3	Scientific research	Dr. Bui Thanh Khoa	<a href="mailto:buithanhkhoa@iuh.edu.vn">buithanhkhoa@iuh.edu.vn</a>
4	Graduation thesis	MSc. Nguyen Đức Cuong	<a href="mailto:nguyenduccuong@iuh.edu.vn">nguyenduccuong@iuh.edu.vn</a>
5	Internship	Dr. Bui Thanh Khoa MSc. Nguyen Thanh Binh	<a href="mailto:buithanhkhoa@iuh.edu.vn">buithanhkhoa@iuh.edu.vn</a> <a href="mailto:nguyenthanhbinh@iuh.edu.vn">nguyenthanhbinh@iuh.edu.vn</a>
6	Career orientation, Advising education enrollment	Dr. Le Ngoc Son MSc. Le Huu Hung	<a href="mailto:lengocson@iuh.edu.vn">lengocson@iuh.edu.vn</a> <a href="mailto:lehuuhung@iuh.edu.vn">lehuuhung@iuh.edu.vn</a>
7	Business Connection	Dr. Mai Thanh Hung MSc. Dang Thu Huong	<a href="mailto:maithanhhung@iuh.edu.vn">maithanhhung@iuh.edu.vn</a> <a href="mailto:dangthuhuong@iuh.edu.vn">dangthuhuong@iuh.edu.vn</a>
8	Youth Group, Community Service	MSc. Truong Cong Hau	<a href="mailto:truongconghau@iuh.edu.vn">truongconghau@iuh.edu.vn</a>
9	Student connection, Alumni	Dr. Nguyen Thi Phuong Giang	<a href="mailto:nguyenthiphuonggiang@iuh.edu.vn">nguyenthiphuonggiang@iuh.edu.vn</a>

## 6.2 USEFUL INFORMATION

- IUH Communication Center: <https://www.facebook.com/iccenter.iuh>
- Student scholarship: <http://pdt.iuh.edu.vn/quy-che-xet-hoc-bong/>
- E-library: <http://opac.iuh.edu.vn/>

Dean



Dr. Mai Thanh Hung

