

PROGRAMME SPECIFICATION

BACHELOR OF ELECTRONIC COMMERCE

2024 – 2025

Programme Code: 7340122
VQF Level 6 | Full-time | 4 years | 140 credits
AUN-QA Certified (2020)

PROGRAMME SPECIFICATION 2024 – 2025

This document describes the Bachelor of Electronic Commerce programme, provided by the Faculty of Commerce and Tourism (FCT) and endorsed by the Industrial University of Ho Chi Minh City (IUH). This programme specification is the 2024 revision, applicable from the 2024–2025 academic year, and represents the most substantive update since the programme was first AUN-QA certified in 2020.

The 2024 revision incorporates recommendations from the AUN-QA 2021 assessors, feedback from employers, alumni, students, and academic staff collected between 2020 and 2024, benchmark analysis against domestic programmes (UEF, UEL) and international institutions (Hong Kong Metropolitan University, and University of London), and the evolving demands of Industry 4.0, digital transformation, and the Vietnamese Qualifications Framework (VQF) Level 6.

1. GENERAL INFORMATION OF THE PROGRAMME

1.1 INTRODUCTION OF THE PROGRAMME

Programme title: ELECTRONIC COMMERCE

Programme code: 7340122

Mode of training: FULL-TIME

Training duration: 3.5 years (up to 5.5 years permitted)

Total credits: 140 credits

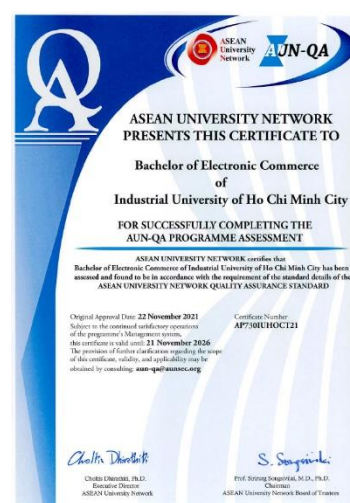
Awarding institution: Industrial University of Ho Chi Minh City (IUH)

Managing faculty: Faculty of Commerce and Tourism (FCT)

Qualification awarded: Bachelor of Electronic Commerce (VQF Level 6)

Language of instruction: Vietnamese (selected courses in English)

AUN-QA status: Certified 2020



MOU Ceremony with Sunway University



Members of FCT

Facilities:

The Office of the Faculty of Commerce and Tourism is located on the 2nd floor of Building V, IUH campus at No. 12 Nguyen Van Bao Street, Ward 4, Go Vap District, Ho Chi Minh City. Classrooms are equipped with modern multimedia systems, projectors, audio systems, air conditioning, and high-speed wireless networks. Specialised computer labs support Web Programming, Database Management, Digital Marketing, Data Analytics, and AI/Big Data practice. All course materials are delivered via the IUH Learning Management System (LMS).

Activities:

The FCT was established on 1 July 2005 under Decision No. 428/QĐ-TCHC issued on 19 June 2005 by the Rector of IUH. The Faculty currently operates five undergraduate programmes: Electronic Commerce, International Business, Hotel Management, Restaurant Management and Gastronomy, and Travel and Tourism Management, serving more than 4,500 students. In addition to teaching, the Faculty engages in scientific research, publishing articles in peer-reviewed journals (including Scopus-indexed publications), and participating in domestic and international conferences.

1.2 E-COMMERCE DISCIPLINE

1.2.1 General information

Major: Electronic Commerce

Level: University

Type of degree: Bachelor (VQF Level 6)

Mode of training: Full-time

Duration: 3.5 to 5.5 years

Number of credits: 140

Management: Faculty of Commerce and Tourism – Industrial University of Ho Chi Minh City

Language: Vietnamese

Website: <http://fct.iuh.edu.vn/>

Facebook: <https://www.facebook.com/khoathuongmaidulich/>

1.2.2 Information of Electronic Commerce discipline

On 30 December 2012, the Ministry of Education and Training approved the establishment of the Electronic Commerce major at the Industrial University of Ho Chi Minh City, making IUH one of the first two universities in Vietnam authorised to offer an undergraduate programme in Electronic Commerce (alongside Hanoi University of Commerce).

The first cohort was enrolled in 2013. As of the 2024–2025 academic year, the Faculty has enrolled twelve undergraduate cohorts in Electronic Commerce, with graduates working across Vietnam's rapidly growing digital economy sector. The programme achieved AUN-QA certification in 2020 and is preparing for re-assessment under AUN-QA Version 4.0 in 2025. The 2024 revision represents the most comprehensive curriculum update since the programme's establishment, responding directly to AUN-QA assessor feedback, Industry 4.0 demands, and evolving labour-market needs.

1.3 EDUCATIONAL PHILOSOPHY

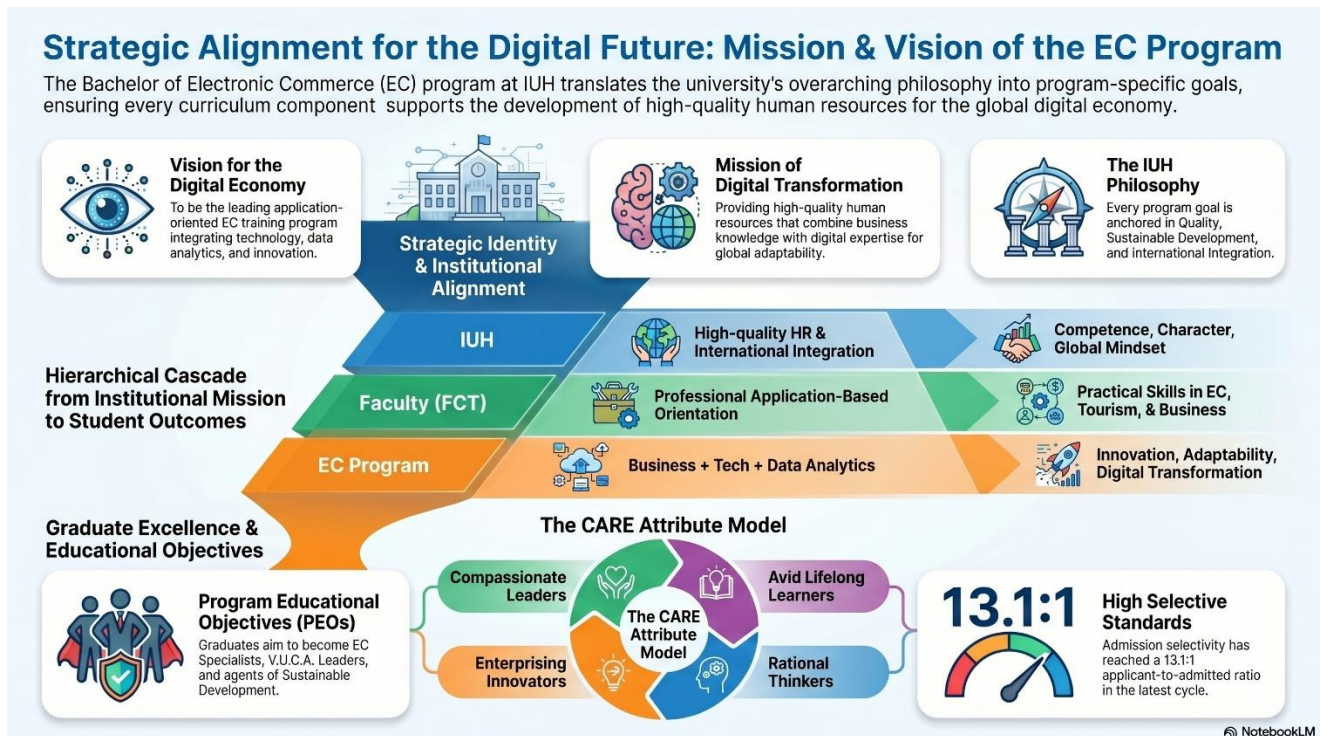
The educational philosophy of the Faculty of Commerce and Tourism (FCT) inherits the educational philosophy of the Industrial University of Ho Chi Minh City (IUH): "Quality, sustainable development, international integration." This philosophy has been formed and inherited from the management of ISO standards since 2002 and serves as the guiding thought throughout the Faculty's activities.

In the 2024 cycle, IUH's educational philosophy is operationalised through the CARE graduate attributes framework: Compassionate Leader, Avid Lifelong Learner, Rational Thinker, and Enterprising Innovator. The CARE framework is embedded across the EC curriculum through specific courses and Teaching & Learning (T&L) activities, ensuring that every student graduates with not only technical competency but also character, adaptability, analytical rigour, and an entrepreneurial mindset.

1.4 VISION AND MISSION

Mission: Leading application-oriented EC training programme — integrating digital technology, data analytics, and innovation for the digital economy.

Vision: Provide high-quality human resources combining business knowledge, digital technology, and data analytics; foster innovation and adaptability in the global digital economy; promote applied research and enterprise collaboration for digital transformation.



1.5 PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

Three to five years after graduation, Bachelor of Electronic Commerce graduates are expected to achieve the following Programme Educational Objectives (PEOs):

PEO1: Become a specialist in the Electronic Commerce field, capable of creating technical solutions to implement business strategies in the digital economy.

PEO2: Become a group/enterprise leader in V.U.C.A. (Volatility, Uncertainty, Complexity, Ambiguity) Electronic Commerce environments, capable of making sound strategic decisions under uncertainty.

PEO3: Adapt to change and contribute to the sustainable development of the community and society through continuous learning, ethical practice, and innovative problem-solving.

1.6 EXPECTED LEARNING OUTCOMES (ELOs)

The 2024 ELOs represent a substantive elevation from the 2020 version, applying higher Bloom's taxonomy levels (Analyse/Evaluate/Create) across all eight outcomes and introducing a dedicated stand-alone Communication ELO (ELO e). By the time of graduation, students are able to:



1.7 JOB AND LEARNING OPPORTUNITIES AFTER GRADUATION

The 2024 EC programme prepares graduates for a diverse range of careers aligned with Industry 4.0 and the digital economy. The 2024 Work Orientation Tracks (introduced in Semester 6) explicitly guide students toward four career profiles: Data Analyst, Strategy/Operations Manager, EC Specialist/FinTech Practitioner, and Digital Marketer/Systems Developer.

After graduating from the Electronic Commerce programme, students can:

- Work in EC business operations: EC system management, online business, digital marketing, e-logistics, and cross-border commerce. Career paths advance to positions such as EC Manager, Chief Digital Officer, Digital Marketing Director, and E-commerce Platform Manager.
- Participate in developing EC solutions: deploying and developing EC systems, online transaction platforms, AI-powered recommendation engines, blockchain-based payment systems, and integrated digital marketing campaigns in institutions and enterprises across business sectors.
- Consult EC and digital transformation solutions: analysing data (including big data), suggesting EC strategies, supporting enterprises in digital transformation journeys, and advising on cybersecurity and data privacy compliance.
- Train professional/technical skills and conduct research in institutions and companies related to the EC industry, including research on consumer behaviour, digital payment adoption, and AI applications in commerce.
- Start-up businesses: establishing EC business plans, building digital-native ventures, applying innovative business models (platform economy, subscription commerce, green commerce), and deploying solutions to launch their own businesses.
- Progress to further studies: pursuing Master's and PhD degrees in Electronic Commerce, Digital Business, Data Analytics, Marketing, or related disciplines domestically and internationally.

1.8 ENROLLMENT CRITERIA, TRAINING PROCESS, AND GRADUATION CONDITIONS

Candidates:

Students who have graduated from high schools and are recruited according to the admissions regulations of the Ministry of Education and Training (MOET) and IUH. The 2025–2026 intake targets 500 EC students through multiple pathways: direct admission, VNU-HCM Competency Assessment, National High School Exam results, and academic transcript review combined with extracurricular achievements.

Training process:

- Training duration: 4 years (maximum 6 years permitted).
- Form of training: full-time.
- Academic structure: two semesters per academic year, plus an optional summer session.
- Credit-based system: 1 theory credit = 15 theory hours; 1 practice credit = 30 practice hours.

Graduation conditions (2024 requirements):

- No prosecution for any crime; not subject to disciplinary suspension at the time of graduation.
- Accumulation of the required 140 credits across all compulsory and elective modules as per curriculum framework.
- Cumulative GPA of the entire course must be 2.00 or higher (scale 4).
- Hold certificates of National Defence Education and Physical Education.
- English language exit requirement: B1 VSTEP (4 skills: reading, listening, speaking, writing) or equivalent CEFR B1 certification — upgraded from TOEIC 450 in the 2020 version.
- Certified in IT application (Informatics Certification).
- Completed and passed Internship 1 (Semester 5), Internship 2 (Semester 7), and Graduation Thesis (Semester 7/8).

Assessment method:

Follows IUH Regulation 1048/QD-DHCN (2021) on credit-based learning, MOET guidelines on outcome-based education, and the Programme Assessment Framework approved by the FCT Quality Assurance Committee.

1.9 SCORE CALCULATION SYSTEM

1.9.1 Course evaluation score

The processing score and final exam score are rated on a 10-point scale (from 0 to 10). Rounding principles: scores below 0.25 round to 0.0; scores from 0.25 to less than 0.75 round to 0.5; scores from 0.75 to less than 1.00 round to 1.0.

The final course score is the weighted sum of all partial scores, rounded to one decimal place and then converted to the letter scale:

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	0.0–4.9
Letter	A	A-	B+	B	C+	C	D+	D / F
Result	Passed	Passed	Passed	Passed	Passed	Passed	Passed	D = Pass; F = Fail

1.9.2 GPA calculation (scale 4)

Letter scale	Scale 4
A	4.0
A-	3.8
B+	3.5
B	3.0
C+	2.5

C	2.0
D+	1.5
D	1.0
F	0

- The semester GPA is the basis for scholarship consideration; valid only for newly registered credits (excluding re-registration). Minimum of 15 new-registration credits per semester required for scholarship eligibility.
- The yearly average score is the basis for merit consideration.
- The cumulative GPA is the basis for graduation and graduation-ranking consideration.

1.10 ELOs, TEACHING, LEARNING, AND ASSESSMENT METHODS

In 2024, each ELO is delivered through a constructively aligned set of courses following the I-R-E progression (Introduction → Reinforce → Emphasise). Teaching methods, learning activities, and assessment tools are explicitly aligned with each CLO and verified at the Lesson Learning Outcome (LLO) level — a substantive improvement over 2020. The table below summarises representative courses and methods for each ELO.

ELO	Representative Courses	Teaching & Learning Activities	Assessment Activities	Assessment Tools
a	Introduction to EC Major, Principles of EC, Calculus, Applied Mathematics, Logic, English 1 & 2, Philosophy of Marxism-Leninism, General Laws, Research Methodology, Internship 1, Graduation Thesis	Lecture, Assignment, Flipped Classroom, Self-study via LMS, Case Study	Written test, MCQ, Short-answer test, Essay, Presentation, Written report	Marking scheme, Rubric, Grading checklist
b	Principles of EC, Research & Market Data Analysis, EC Operations Management, Law in EC, Business Intelligence, Digital Marketing, EC Project, Internship 2, Graduation Thesis	Lecture, Flipped Classroom, Case Study, PBL, Brainstorming (5W1H), Discussion	Written test, Project report, Case analysis, Essay, Presentation, Practice test	Rubric, Marking scheme, Grading checklist
c	Principles of EC, EC Project, EC Operations Management, Strategic Management in EC, Digital Marketing Strategy, Entrepreneurship, Start-up Ideation, Graduation Thesis	Problem-solving, PBL, Case Study, Discussion, Flipped Classroom, Role-play, Business model design	Project report, Business plan pitch, Presentation, Written report, Case analysis	Rubric, Marking scheme, Grading checklist
d	Database Systems, Web Programming, Digital Integrated Marketing Communication, Data Analytics, AI in EC, Big Data Analysis, Blockchain & FinTech, Python for Problem Solving, EC Operations	Hands-on lab practice, PBL, Flipped Classroom, Simulation, Tool-based exercises, Digital tool application projects	Practice test, Lab project, Written report, System/application demo, Data analytics report	Rubric, Grading checklist, Marking guide

	Management, Graduation Thesis			
e	Communication Skills, English 1 & 2, Negotiation in International Business, Business Communication, Digital Integrated Marketing Communication, Presentation Skills, Internship 1 & 2	Role-play, Presentation, Group discussion, Debate, Case analysis in multicultural contexts, Email/report writing	Oral presentation, Written report, Role-play assessment, Business communication portfolio	Rubric, Grading checklist, Marking scheme
f	Teamwork Skills, EC Project, Group projects in specialised courses, Emotional Management Skills, Creative Thinking, Internship 1 & 2, Graduation Thesis	PBL, Field trip, Group discussion, Role-play, Team-based projects, Peer learning	Group project, Peer evaluation, Team report, Presentation	Rubric, Peer-assessment, Grading checklist
g	Business Ethics, Law in EC, EC Security, Intellectual Property Laws in International Commerce, Business Law, Environment and Human, Internship 2, Graduation Thesis	Case study, Role-play, Discussion, Reflection, Flipped Classroom, Scenario-based problem-solving	Case analysis, Written report, Ethical scenario essay, Internship ethical-practice evaluation	Rubric, Marking scheme, Grading checklist
h	Introduction to EC Major, Start-up Ideation, Entrepreneurship, Innovation Management, Research Methodology, Graduation Thesis, Internship 1 & 2	PBL, Start-up pitch, Idea generation workshop, Field trip, Flipped Classroom, Research project	Start-up plan, Innovation project, Research proposal, Written report, Pitch presentation	Rubric, Marking scheme, Grading checklist

1.11 TEACHING, LEARNING, AND ASSESSMENT ACTIVITIES

a. Teaching and learning activities

In 2024, teaching and learning activities are systematically designed to ensure the attainment of ELOs/CLOs through a learner-centred, outcome-based approach. Lecturers develop teaching plans aligned with course and lesson learning outcomes and engage in continuous professional development in Project-Based Learning (PBL) and digital pedagogy. The following methods are used:

- Lectures: structured delivery of core concepts, enriched with real-world EC examples and industry case studies.
- Group discussion: students exchange ideas and perspectives to co-construct understanding of complex EC topics.
- Flipped classroom: students engage with LMS pre-readings, videos, and quizzes before class; contact hours are devoted to case analysis, discussion, and group project work. Adopted as the default for most specialised courses in 2024.
- Work assignment: students complete individual or group assignments outside class within allocated deadlines.
- Practice (lab work): hands-on exercises in computer labs for Web Programming, Database Management, Digital Marketing, Data Analytics, AI/Big Data, and Blockchain.

- Field trip: site visits to EC companies, platforms, and fulfilment centres for direct industry exposure.
- Project-Based Learning (PBL): extended inquiry-based projects addressing real EC business problems — particularly for EC Project, EC Operations Management, Graduation Thesis.
- Problem-Based Learning: students learn by solving open-ended problems found in trigger material.
- Role-play: learners assume different roles in business scenarios — used in Communication Skills, Negotiation, Customer Relationship Management.
- Brainstorming (5W1H, SWOT, PESTEL, Five Forces): structured idea-generation techniques embedded in strategic courses.
- Case study: analysis of real or simulated EC business cases, particularly used in Digital Payment, EC Law, Strategic Management.
- Action learning & mentoring: integrated in internships, reinforced by industry mentors under MOU agreements.

b. Assessment activities

The 2024 programme applies a diverse set of formative and summative assessments, all constructively aligned with CLOs and ELOs. All CLOs are assessed with explicit rubrics, and the CLO attainment target ($\geq 70\%$) is documented in each course specification. Assessment methods include:

- Multiple-choice tests: used in foundational courses to assess knowledge and comprehension levels.
- Essay: assesses students' ability to select, organise, and integrate materials, develop arguments, and use evidence; used in both timed exams and research assignments.
- Presentations: oral presentations on prepared topics, often using PowerPoint; conducted individually or as groups; includes role-play, debate, seminar facilitation, product pitching, and formal speeches.
- Practice tests: performance-based assessment of skills in classroom/lab settings (particularly for IT, data analytics, and digital marketing).
- Written report: structured presentation of information, recommendations, or conclusions based on gathered and analysed information — used for lab experiments, field work, case studies, internship evaluation.
- Projects: extended inquiry-based work with outcomes such as reports, designs, wikis, posters, or working products. Capstone deliverables in EC Project and Graduation Thesis.
- Short-answer tests: brief responses (phrase, sentence, short paragraph) for focused concept-check.
- Written exam: formal examinations for mid-term and final assessment.
- Rubric-based assessment: all major projects, presentations, and internships use published rubrics defining criteria for Not Acceptable / Acceptable / Adequate / Good (or equivalent). This is a key 2024 enhancement.
- Industry-based evaluation: internships and graduation thesis incorporate structured employer feedback forms with defined competency criteria.

c. Assessment Strategy Alignment (2024)

Following AUN-QA v4.0 recommendations, the 2024 assessment strategy includes:

- Diagnostic assessment (entrance): placement via direct admission, VNU-HCM Competency Assessment, National High School Exam, and academic transcript/extracurricular review.

- Formative assessment: continuous feedback via LMS quizzes, peer review, classroom discussion, and interim project checkpoints.
- Summative assessment: mid-term and final exams, capstone projects, internship reports, graduation thesis defence.
- Digital integration: LMS, Zoom, Microsoft Teams used for online quizzes, real-time feedback, and hybrid delivery.

1.12 RUBRIC FOR INTERNSHIP AND GRADUATION THESIS

The 2024 rubrics maintain the four-level scale (Not Acceptable / Acceptable / Adequate / Good) established in 2020, but are enhanced with: (1) explicit CLO mapping for each criterion, (2) ELO linkage for every rubric row, (3) standardised weightings (supervisor grading, employer grading, presentation grading), and (4) digital submission via the LMS with version control.

1.12.1 Internship 1 (Semester 5, 2 credits)

CLO1 (Supervisor grading):

Describe the operational activity, performance, and management activities of the intern company based on general and industry knowledge.

CLO2 (Employer grading):

Cultivate core competencies in a corporate environment, including compliance, teamwork, professional knowledge and skills, and working attitude toward customers, superiors, colleagues, and self.

CLO3 (Presentation — Supervisor grading):

Select a specific research and learning direction within the E-commerce industry, demonstrating aptitude, knowledge-planning, and relevant skill-listing.

Criterion	Not Acceptable	Acceptable	Adequate	Good
Presentation form (20%)	Correct layout <40%; >15 editing errors	Correct layout 40–69%; 7–15 errors	Correct layout 70–84%; 3–6 errors	Correct layout 85–100%; <3 errors
Introduction (10%)	Reason not stated; unclear method and objective	Basic reason and appropriate method; specific objective	Methods & objectives linked to company situation; 3-year data update	Methods closely tied to financial year; comprehensive objectives
Main content (50%)	No company overview; diary not specific	Basic company overview; diary lists tasks without time or lessons	Company overview with updated data; diary lists detailed tasks	Full company overview with vivid details and up-to-date data; comprehensive diary
Conclusion (20%)	Comments not appropriate	Reviews 40–60% appropriate	Reviews 60–80% appropriate	Reviews and lessons learned 80–100% relevant

1.12.2 Internship 2 (Semester 7, 3 credits)

Internship 2 rubric assesses seven CLOs through supervisor grading (CLO1, 3, 5, 7) and employer grading (CLO2, 4, 6). Each CLO is evaluated on the four-level scale.

CLO	Not Acceptable	Acceptable	Adequate	Good
CLO1: Evaluate current state of EC activities in enterprise	Does not evaluate specialised EC knowledge	Evaluates basic EC knowledge, analyses current situation	Evaluates in-depth knowledge; completes required work	Integrates specialised knowledge and personal creativity

CLO3: Propose solutions to improve assigned work	No solutions	Suitable but incomplete solutions	Appropriate and complete solutions	Creative, complete, appropriate solutions
CLO5: Propose EC business model for enterprise	Unable to propose	Proposes in listing form	Proposes aligned with business goals	Proposes and builds real projects for enterprise
CLO7: Formulate career and personal development plan	Unable to formulate	General formulation without analysis	3-year post-graduation plan	5-year post-graduation plan with analysis
CLO2 (Employer): Implement professional skills	Does not implement	Implements to complete work	Implements flexibly	Implements flexibly with personal creativity
CLO4 (Employer): Apply IT to assigned tasks	No application	Limited application	Regular application	Effective application throughout internship
CLO6 (Employer): Apply soft skills	Does not apply	Applies to complete work	Applies flexibly	Applies flexibly with personal creativity

1.12.3 Graduation Thesis (Semester 7/8, 5 credits)

The Graduation Thesis is assessed through an eight-criterion rubric applied consistently across application-type theses and research-type theses. The rubric aligns each criterion with specific CLOs (1–10 depending on thesis type) and emphasises four levels: Failed (D) / Fair (C) / Accepted (B) / Excellent (A). Key assessment domains include:

- Background knowledge presentation (CLO1).
- Solving problems related to EC activities based on thesis objectives (CLO2).
- Analysis of requirements and current situation (CLO3).
- Proposing solutions aligned with thesis requirements (CLO4).
- Use of tools and software in analysis, statistics, data processing (CLO5).
- Practising skills: teamwork, presentation, planning (CLO6).
- Practising ethics in EC industry (CLO7) — reinforced with plagiarism detection via Turnitin.
- Defending thesis results before the committee (CLO8).
- Evaluating implementation: economic/environmental/social/political factors (CLO9, CLO10 for research theses).

The 2024 Graduation Thesis rubric includes a Turnitin similarity threshold of <20% for application theses and <15% for research theses. Students whose rubric scores average $\geq 10/15$ on core criteria (requirements analysis, solution design, implementation) may proceed to the oral defence.

2. DESCRIPTION OF THE PROGRAMME

The Bachelor of Electronic Commerce (K20 – 2024 intake) is delivered over seven semesters and comprises a total of 140 credits, structured into three knowledge domains: general courses, fundamental (professional-basic) courses, and specialised courses. The 2024 curriculum revision – the most substantive in the programme's history – elevated all Expected Learning Outcomes (ELOs) to higher Bloom's taxonomy levels, introduced a dedicated Communication ELO, added emerging-technology electives (Artificial Intelligence, Big Data Analysis, Blockchain, Data Visualization, RPA, Python), established three structured Work Orientation Tracks in Semester 6, and upgraded the English exit requirement from TOEIC 450 to B1 VSTEP (four skills).

Credit structure:

Knowledge Domain	Total
General courses	43
Business & Economics Course	39
Fundamental (Professional-basic) courses	22
Specialised courses	26
Thesis/Internship Course	10
Total	140

2.1 CURRICULUM FRAMEWORK

The 2024 curriculum is organised into four sequenced knowledge blocks: (1) General Education, (2) Business and Economics Foundation, (3) EC Core Foundation, and (4) EC Specialisation. Key additions to the 2024 version compared with 2020 are shaded in the course list (new or revised courses include: Introduction to Electronic Commerce Major, Digital Integrated Marketing Communication (4 credits, up from 2), AI in EC, Big Data Analysis, Blockchain & FinTech, Python for Problem Solving, Startup Ideation, Entrepreneurship Management, Strategic Management in EC, Emotional Management Skills, Creative Thinking Skills, Problem-Solving and Decision-Making Skills, Digital Literacy/Digital Capacity Development Skills, IT in Digital Transformation, Data Visualization, and Robotic Process Automation (RPA)).

No.	Code	Course name (English)	Credits	Semester
General Education Course (GE)				
<i>Compulsory courses — 15 courses</i>				
1	2120503	National Defence Education and Security *	8(6,4,16)	S1
2	2120405	Physical Education 1 *	2(0,4,4)	S1
3	2113430	Calculus	3(3,0,6)	S1
4	2120406	Physical Education 2 *	2(0,4,4)	S2
5	2131678	General Laws	3(3,0,6)	S2
6	2113433	Research Methodology	2(2,0,4)	S2
7	2111108	English 1	3(3,0,6)	S2
8	2111188	English 2	3(3,0,6)	S3
9	2112013	Political Economics of Marxism and Leninism	2(2,0,4)	S5
10	2112012	Philosophy of Marxism and Leninism	3(3,0,6)	S5
11	2112014	Scientific Socialism	2(2,0,4)	S6
12	2112015	History of Vietnamese Communist Party	2(2,0,4)	S6

No.	Code	Course name (English)	Credits	Semester
13	2112005	Ho Chi Minh Ideology	2(2,0,4)	S7
14	2199451	Certificate of English Language Proficiency	0(0,0,0)	S7
15	2199406	Certificate of Informatics	0(0,0,0)	S7
Elective Group 1 (S2) — Quantitative / Technical — choose 1 course (3 credits)				
1	2101777	Information Technology in Digital Transformation	3(3,0,6)	S2
2	2113436	Complex Analysis and Laplace Transform	3(3,0,6)	S2
3	2132002	Planning Skills	3(2,2,6)	S2
4	2113438	Logics	3(3,0,6)	S2
5	2113435	Numerical Analysis	3(3,0,6)	S2
6	2113434	Applied Mathematics	3(3,0,6)	S2
Elective Group 2 (S2) — Humanities / Interdisciplinary — choose 1 course (3 credits)				
1	2112011	Music – Music Theory and Guitar Basics	3(1,4,6)	S2
2	2111491	Introduction to Vietnamese Culture	3(3,0,6)	S2
3	2106529	Fine Art	3(1,4,6)	S2
4	2101727	Using Keyboard and Office Equipment Skills	3(2,2,6)	S2
5	2123800	Environment and Human	3(2,2,6)	S2
6	2110585	Psychology	3(2,2,6)	S2
7	2111492	Vietnamese Language in Use	3(3,0,6)	S2
8	2113439	Sociology	3(3,0,6)	S2
Subtotal: 29 courses · 15 compulsory (37 credits) + 14 elective (across 2 elective groups) (6 credits)				
Business & Economics Course (BE)				
Compulsory courses — 10 courses				
1	2110653	Principles of Marketing	3(3,0,6)	S2
2	2107483	Fundamentals of Management	3(2,2,6)	S2
3	2107562	Economics	3(3,0,6)	S3
4	2127611	Principles of Statistics	3(2,2,6)	S3
5	2107514	Econometrics	3(2,2,6)	S4
6	2131510	Business Law	3(2,2,6)	S4
7	2127402	Principles of Accounting	3(3,0,6)	S4
8	2108456	Corporate Finance	3(3,0,6)	S5
9	2108470	Taxation	3(3,0,6)	S6
10	2110508	Communication Skills	3(2,2,6)	S1
Elective Group (S5) — Entrepreneurship — choose 1 course (3 credits)				
1	2107561	Entrepreneurship	3(2,2,6)	S5
2	2107560	Startup Management	3(2,2,6)	S5
3	2107515	Ideas for Start-up	3(2,2,6)	S5
Elective Group 3 (S3) — Soft Skills — choose 1 course (3 credits)				
1	2110574	Negotiation in International Business	3(2,2,6)	S3
2	2110681	Problem-Solving and Decision-Making Skills	3(2,2,6)	S3
3	2110510	Cheerleading Skills	3(2,2,6)	S3
4	2110646	Digital Capacity Development Skills	3(2,2,6)	S3
5	2110682	Emotional Management Skills	3(2,2,6)	S3

No.	Code	Course name (English)	Credits	Semester
6	2110647	Creative Thinking Skills	3(2,2,6)	S3
Elective Group (S4) — Emerging Technology — choose 1 course (3 credits)				
1	2101787	Information Security and Safety	3(2,2,6)	S4
2	2110645	Management Information System	3(2,2,6)	S4
3	2108677	Digital Currencies and Blockchain Technology	3(2,2,6)	S4
4	2101786	Artificial Intelligence	3(2,2,6)	S4
5	2101678	Data Visualization	3(2,2,6)	S4
6	2108679	Robotic Process Automation in Business	3(2,2,6)	S4
Subtotal: 25 courses · 10 compulsory (30 credits) + 15 elective (across 3 elective groups) (9 credits)				
EC Core Foundation Course (ECF)				
Compulsory courses — 9 courses				
1	2110628	Introduction to E-Commerce Major	2(2,0,4)	S1
2	2110522	Principles of E-Commerce	3(2,2,6)	S2
3	2110545	Applied Graphics	3(2,2,6)	S3
4	2110649	Introduction to Programming Language	2(0,4,4)	S3
5	2110591	English for E-Commerce	3(2,2,6)	S3
6	2110648	Digital Integrated Marketing Communication	3(2,2,6)	S3
7	2110541	Database System	3(2,2,6)	S4
8	2110679	Principles of Web Programming	3(2,2,6)	S4
Subtotal: 8 courses · 8 compulsory (22 credits) + 0 elective				
EC Specialisation Course (ECS)				
Compulsory courses — 4 courses				
1	2110651	E-Commerce Project	3(2,2,6)	S5
2	2110680	E-Commerce System Analysis and Design	3(2,2,6)	S5
3	2110430	E-Commerce Operations Management	3(3,0,6)	S5
4	2110658	Laws in Electronic Commerce	2(2,0,4)	S6
5	2110650	Research and Market Data Analysis	3(3,0,6)	S4
Elective Group 1 (S6) — Data & Operations Track — choose 1 course (3 credits)				
1	2110627	Big Data Analysis Technology in Business	3(2,2,6)	S6
2	2110626	Analysis and Design of Business Process Management	3(3,0,6)	S6
3	2110568	International Supply Chain Management	3(2,2,6)	S6
Elective Group 4 (S6) — Digital Marketing & Web Systems Track — choose 1 course (3 credits)				
1	2110629	E-Commerce Security	3(2,2,6)	S6
2	2110652	Digital Marketing Strategy	3(2,2,6)	S6
3	2110630	E-Commerce Website System Development	3(2,2,6)	S6
4	2110624	E-Customer Relationship Management	3(2,2,6)	S6
Elective Group 2 (S6) — Strategy & Management — choose 1 course (3 credits)				
1	2110625	Electronic Business Strategy Management	3(3,0,6)	S6
2	2107420	Human Resource Management	3(3,0,6)	S6
3	2110631	Python Application for Solving Problems	3(2,2,6)	S6
Elective Group 3 (S6) — EC & FinTech — choose 1 course (3 credits)				
1	2110521	E-Retailing	3(2,2,6)	S6

No.	Code	Course name (English)	Credits	Semester
2	2107437	Risk Management	3(3,0,6)	S6
3	2110544	Digital Payment	3(2,2,6)	S6
Subtotal: 11 courses · 5 compulsory (14 credits) + 13 elective (across 4 elective groups) (12 credits)				
Thesis / Internship Course (TI)				
Compulsory courses — 3 courses				
1	2110665	Internship for E-Commerce 1	2(0,4,4)	S5
2	2110688	Internship for E-Commerce 2	3(0,6,6)	S7
3	2110667	Graduation Thesis for E-Commerce	5(0,10,10)	S7
Subtotal: 3 courses · 3 compulsory (10 credits)				

Note: Courses marked with * are excluded from the total-credit and GPA calculation. Informatics Certification and B1 VSTEP certification are also graduation requirements but are not credit-bearing.

Credit conversion: 1 theory credit = 15 theory hours; 1 practice credit = 30 practice hours.

2.2 ELECTRONIC COMMERCE CURRICULUM SEQUENCE

The 2024 curriculum is delivered across 7 semesters (plus a possible 8th semester for Graduation Thesis). The progression follows an I-R-E scaffolding (Introduction → Reinforce → Emphasise) across the four knowledge blocks. A visual curriculum sequence diagram is maintained on the FCT website and LMS.

Semester	Key Courses and Milestones
S1	Calculus 1, General Laws, Teamwork Skills, National Defence Education 1, Physical Education 1, Introduction to E-Commerce Major (NEW 2024)
S2	Calculus 2, Philosophy of Marxism-Leninism, Fundamentals of Management, English 1, Principles of E-Commerce, Group of Quantitative/Interdisciplinary Electives (Tier 1)
S3	Communication Skills, Microeconomics, Principles of Programming Language, English 2, History of Vietnamese Communist Party, Ho Chi Minh Ideology, Block A Electives (Soft Skills)
S4	Macroeconomics, Database Systems, Principles of Marketing, Principles of Accounting, Political Economics of M-L, Block B Electives (Technical/Business)
S5	E-Commerce Terminology, MIS, HR Management, Research Methodology, Research and Market Data Analysis, Data Analytics, Database Management System, Block C Electives (Emerging Technology), Internship 1 (2 credits)
S6	Digital Integrated Marketing Communication (4 cr), Web Programming, EC Operations Management, EC System Analysis & Design, Law in EC, Taxation, Semester 6 Work Orientation Electives (Groups 1–4)
S7	E-Commerce Project (3 cr), Advanced electives, Internship 2 (3 cr), Graduation Thesis (5 cr)
S8 (optional)	B1 VSTEP and Informatics Certification completion

2.3 PROFESSIONAL EDUCATION COURSE DESCRIPTIONS

2.3.1 Semester 1 (18 credits)

All courses in Semester 1 are compulsory. Semester 1 introduces students to the university environment, lays the mathematical and communication foundations of the programme, and provides the first orientation to the Electronic Commerce major.

Compulsory Courses (18 credits)

2120503 - National Defence Education and Security – 8 credits

This course combines the two modules of National Defence Education – Military Way of the Vietnam Communist Party and Security and Defence Work – together with Military principles, fighting tactics, short-gun shooting techniques, using grenade techniques, and fundamentals of military and army units. The content is defined by laws, clearly demonstrating the Party's education policies, the state management of national defence and security, including knowledge of natural science, military science and technology, institutionalized by legal documents of the State. It also covers practical skills, fighting techniques at different level units, the art of using grenades and some commonly used infantry weapons. The course helps students achieve the goal of forming and fostering the personality, capacity and moral qualities of citizens, being ready to participate in implementing strategic missions for the building and defending of the state and nation.

2120405 - Physical Education 1 – 2 credits

Students must be able to present the basic knowledge of the subject of Athletics, perform the basic skills of short distance running and high jump, and apply successfully background knowledge to acquire knowledge of advanced sports.

2110508 - Communication Skills – 3 credits

The course Communication Skills belongs to the general knowledge domain of the Electronic Commerce (EC) program. The course equips students with fundamental knowledge of communication and communication skills to practice and develop their own basic communication skills such as listening skill, verbal and non-verbal communication skills, presentation skills, asking and answering question skill, teamwork skill, and communication skills in business and multi-cultural environment. Thanks to attaining these skills, students are more confident in dealing with communication situations in social and professional environments.

2110628 - Introduction to E-Commerce Major – 2 credits

This course introduces first-year students to the Electronic Commerce major, providing an overview of the programme structure, learning outcomes, career opportunities, and professional development pathways in the e-commerce industry. The course covers the fundamentals of e-commerce as a discipline, the evolution and role of e-commerce in the digital economy, and the competencies required of e-commerce practitioners. Students are also equipped with essential learning skills for university study, including SMART goal-setting, the Eisenhower time management matrix, Pomodoro techniques, information search and reliability evaluation, APA 7 citation techniques, slide design, and basic presentation skills. The course helps students build a clear learning plan and a sense of professional identity from the very beginning of their programme.

2113430 - Calculus – 3 credits

The course provides students with the mathematical background needed for economics and business analytics, including: continuous functions, derivatives and differential functions of a real variable; integrals and integral applications; series of numbers; differential calculus and extreme values of functions of two variables. The course also introduces the basic elements of linear algebra – matrices, determinants, and linear equations – so that students are equipped with calculation tools and problem-solving methods useful for further courses in economics, statistics, and data analysis.

2.3.2 Semester 2 (25 credits)

Semester 2 introduces the core principles of e-commerce, marketing and management, together with research methodology, general laws, and the first English module. Students also begin to shape their learning profile by choosing courses from two elective groups: an analytical/technical group and a humanities/interdisciplinary group.

Compulsory Courses (19 credits)

2120406 - Physical Education 2 – 2 credits

Students must be able to present the basic knowledge of the selected sport, perform the basic techniques of the selected subject and apply the knowledge about competition regulations, modes of competition, and the way to organize sports tournaments.

2110653 - Principles of Marketing – 3 credits

The course belongs to the group of basic knowledge of business administration. This course provides fundamental knowledge of marketing such as the marketing environment, consumer demand and consumer behaviour in the goods market. The focus of this course is the 4Ps of marketing coordination: product, price, distribution (place), and promotion. Students learn to analyse marketing environments, segment and target markets, and design integrated marketing mixes for real business cases.

2110522 - Principles of E-Commerce – 3 credits

The aim of the course is to provide the fundamental knowledge of e-commerce. This subject is the combination of the knowledge of traditional trade and information technology applied in the field of trade. The theories of trade include business models, profit models and e-commerce economics; the theories of technology include the basic concepts of the Internet and the World Wide Web, payment infrastructure, and digital platforms. This course is a core prerequisite for almost all specialised courses in the EC programme.

2131678 - General Laws – 3 credits

The course helps students perceive and systematically grasp both the basic matters of the state and the law in general and the elementary knowledge of some specific disciplines in the Vietnamese legal system in particular. The course makes students more favourable when accessing other subjects related to law and builds senses of living, working and behaving in accordance with the Constitution and the law.

2113433 - Research Methodology – 2 credits

After completing the course, students own: the basic knowledge of scientific research, scientific studying methods and the logical sequence to conduct a scientific study; research skills, academic reading, writing essays, and thinking skills; and a positive sense of learning and an honest attitude in scientific research. The course lays the methodological foundation for the Graduation Thesis in Semester 7.

2107483 - Fundamentals of Management – 3 credits

Fundamentals of Management provides students with basic knowledge related to management activities so that students can adapt to the dynamic business environment in a business. This course equips students with the basic knowledge of management functions – planning, organising, leading and controlling – so that students can apply and propose solutions to solve basic management situations in a business. This course promotes the positive attitude of students in the learning process such as actively participating in thematic reports, actively discussing in groups and confidently addressing management situations. The course also trains hard skills such as collecting and processing data, writing reports, presenting, and soft skills such as teamwork so that students can positively accomplish assigned tasks.

2111108 - English 1 – 3 credits

The course combines revision of basic grammar sections that students have learned with new knowledge on exam questions, exam content, and skills to do TOEIC / VSTEP-oriented tests at a basic level. In addition, students will be asked to learn about 1,000 vocabulary words that often

appear in the exam under the regular assessment of teachers, making sample test questions to prepare for internal or international proficiency exams aligned with the programme's B1 VSTEP graduation requirement.

Elective Courses (6 credits)

Students must select 3 credits from Elective Group 1 and 3 credits from Elective Group 2.

Elective Group 1 (3 credits – select one course)

2101777 - Information Technology in Digital Transformation – 3 credits

This course equips students with foundational knowledge about the role of information technology in the process of digital transformation of enterprises and the wider economy. Topics include the concept of digital transformation, digital platforms, cloud computing, data-driven decision-making, and the basic IT tools supporting the shift from traditional business models to digital ones. Students learn to assess the digital maturity of an organisation and propose appropriate IT solutions to support transformation.

2113436 - Complex Analysis and Laplace Transform – 3 credits

This course equips a basic mathematical foundation for students to learn specialised knowledge and solve some problems in technology. Specifically, the course provides the concepts of complex variable functions, complex function integrations, series and residues, the Laplace transform and its applications in engineering and business analytics.

2132002 - Planning Skills – 3 credits

This course equips students with the basic knowledge of planning skills such as concepts, classification of plans, the structure of a plan, the planning process and methods for planning. The course helps students apply planning skills in individual learning and development, production planning, and the skills of analysing, evaluating and checking the results of plan implementation.

2113438 - Logics – 3 credits

The course provides students with knowledge of the rules and basic forms of thinking, to train and improve thinking skills for students, help students to think correctly and logically, prove and disprove persuasively, and present thinking and ideas concisely, clearly, and coherently. Students also learn to recognise the right, the wrong, and sophistry in other people's arguments.

2113435 - Numerical Analysis – 3 credits

Numerical Analysis equips students with the skills to solve approximate equations and systems of equations, approximations of integrals and differential equations, and methods of processing measurement data by linear and nonlinear regression functions. This provides a computational foundation for data analytics in business applications.

2113434 - Applied Mathematics – 3 credits

The course consists of two parts: the first part provides students with knowledge about modelling and solving linear programming problems using the simplex method and methods of solving transportation problems. The second part provides students with knowledge about applied statistics such as estimation, hypothesis testing and multidimensional statistical methods.

Elective Group 2 (3 credits – select one course)

2112011 - Music – Music Theory and Guitar Basics – 3 credits

This course equips students with the basic knowledge of music to read scores, as the basis for vocal and instrumental practice. The course helps students to apply the knowledge of music to enjoy and appreciate music and to play guitar at a basic level.

2111491 - Introduction to Vietnamese Culture – 3 credits

This course provides students with basic knowledge of Vietnamese culture. The course helps students develop an attitude of love, respect, preservation, and promotion of traditional cultural values and an awareness of cultural identity in the context of international integration.

2106529 - Fine Art – 3 credits

This course provides students with the basic understanding of some types of paintings and how to read a painting, as well as basic knowledge and principles of layout and colour. The course equips students with basic knowledge of painting to copy or draw several works at a basic level such as portraiture, still life and landscape. The course helps students develop a good sense of discipline, responsibility and serious learning.

2101727 - Using Keyboard and Office Equipment Skills – 3 credits

Students show their proficient use of ten fingers to type on the computer, forming a professional text composing style. Students also demonstrate their ability to use regular office equipment, knowing how to preserve it, and to detect and repair some common errors.

2123800 - Environment and Human – 3 credits

The course provides students with basic concepts and knowledge about the environment, introduces students to the roles of the natural environment, the causes and consequences of environmental degradation, and information on environmental protection programmes and policies in Vietnam and the world. From this course, students develop an awareness of environmental protection and sustainable development.

2110585 - Psychology – 3 credits

Psychology equips students with the knowledge of basic human psychological phenomena from a scientific standpoint, and with awareness of personality training and improvement. This course helps students to apply psychological knowledge in solving practical exercises and situations in life and career.

2111492 - Vietnamese Language in Use – 3 credits

This course provides students with knowledge of the characteristics and basic structure of Vietnamese. The course helps students identify and correct errors when speaking, writing, using words, and forming sentences. The course equips students with skills to present a coherent text and to be confident when speaking and writing.

2113439 - Sociology – 3 credits

Sociology equips students with the basic knowledge of sociological concepts, theories and research methods; cultural differences, social adjustment mechanisms, social stability and change processes; and the relationship between individuals, groups, social organisations and society. The course helps students analyse and evaluate many social phenomena in Vietnamese social life from a sociological point of view.

2.3.3 Semester 3 (23 credits)

Semester 3 consolidates students' analytical foundations in economics, statistics and programming, strengthens specialised English for e-commerce, and launches the digital marketing track through Digital Integrated Marketing Communication.

Compulsory Courses (20 credits)

2110545 - Applied Graphics – 3 credits

The course equips students with basic knowledge of computing, graphic design techniques, and the use of Corel Draw and Photoshop in business. Students apply analytical and logical thinking to resolve design problems related to the e-commerce major, including product visuals, social media content, website banners and marketing materials.

2110649 - Introduction to Programming Language – 2 credits

Introduction to Programming Language is one of the basic subjects of engineering for e-commerce students. The course equips students with basic knowledge about IT, information technology, software, and programming concepts using a structured programming language. Students learn how to write, debug and troubleshoot simple programs, providing the foundation for subsequent courses in database, web programming and data analytics.

2107562 - Economics – 3 credits

The course integrates the fundamental knowledge of microeconomics and macroeconomics. In microeconomics, it provides knowledge about market prices, explaining the determinants of demand and supply and how they together set the price and the quantity of a good in the market. In macroeconomics, it introduces macroeconomic variables such as gross output, inflation, unemployment, balance of trade and exchange rate, and the aggregate supply–aggregate demand model, to study short-run economic fluctuations and the role of fiscal and monetary policy. The course helps individuals and enterprises explain changes in market prices and macroeconomic conditions in order to make optimum decisions.

2127611 - Principles of Statistics – 3 credits

This course equips students with the methods used to collect, process and interpret data. It helps students phrase the questions to be answered, gather data, and design the experiment, survey or other approach to the problem. Students learn descriptive statistics, inferential statistics, sampling theory, hypothesis testing and basic regression, providing the statistical foundation for market data analysis and data-driven decision-making in e-commerce.

2110591 - English for E-Commerce – 3 credits

The course belongs to the specialised knowledge domain of the electronic commerce programme. The course includes three main parts: reading comprehensive English materials about crucial aspects of electronic commerce such as digitisation, e-retail, electronic commerce services, online marketing and advertising, and supply chains; suggesting solutions for case studies in electronic commerce; and presenting in English about business models in electronic commerce. Prerequisite: Principles of E-Commerce (2110522).

2111188 - English 2 – 3 credits

This course provides students with the knowledge of the basic grammar of English in the TOEIC / VSTEP-oriented test. The course helps students understand the detailed structure of the test and the method to complete the test with the highest efficiency within the specified time. The course trains students with the skills necessary to achieve a performance aligned with the B1 VSTEP graduation requirement. Prerequisite: English 1 (2111108).

2110648 - Digital Integrated Marketing Communication – 3 credits

This course provides students with basic knowledge about digital integrated marketing communication and the application of marketing tools and channels on the Internet environment in the field of e-business such as websites, blogs, social networks, SEO, SEM, and email marketing. Students learn to design and implement coordinated digital marketing communication plans for individuals or businesses, practise keyword analysis tools and measure campaign results through Google Analytics. Prerequisite: Principles of Marketing (2110653).

Elective Courses (3 credits – select one course)

2110574 - Negotiation in International Business – 3 credits

The course provides students with knowledge of the concepts, processes and strategies of negotiation in international business, including the preparation, opening, bargaining and closing stages, as well as cross-cultural aspects of negotiation. Students practise negotiation skills through role-plays and case studies drawn from international trade and e-commerce contexts.

2110681 - Problem Solving and Decision Making Skills – 3 credits

This course equips students with knowledge and techniques for identifying, analysing and resolving problems in both study and work, and for making rational decisions under conditions of uncertainty. Students practise structured problem-solving tools such as 5W1H, root-cause analysis, brainstorming and decision matrices in real and simulated e-commerce scenarios.

2110510 - Cheerleading Skills – 3 credits

The course provides students with a basic understanding of activating and warming up, public speaking, and skills of teamwork, self-study, presentation and practical working style in the corporate environment. Students practise leading group activities, energising audiences and moderating events.

2110646 - Digital Capacity Development Skills – 3 credits

This course develops students' digital literacy and capacity in line with Industry 4.0 requirements. Topics include search strategy evaluation, information reliability, digital identity and netiquette, selection of communication media, creation and modification of digital content, proposal and implementation of technology solutions, and basic data protection and risk-identification measures. Through practical tasks, students build the competencies required to operate effectively in digital work environments.

2110682 - Emotional Management Skills – 3 credits

This course helps students understand emotions and their influence on study, work and life. Students learn techniques for self-awareness, self-regulation, stress management, empathy and emotional resilience. Through exercises and case studies, they develop the ability to manage their own emotions and to deal constructively with the emotions of others in teamwork and customer-facing contexts.

2110647 - Creative Thinking Skills – 3 credits

The course equips students with techniques and tools for creative and innovative thinking, including divergent–convergent thinking, mind mapping, SCAMPER, design thinking and lateral thinking. Students apply creative-thinking techniques to generate new business ideas, solve e-commerce problems and build an entrepreneurial mindset.

2.3.4. Semester 4 (21 credits)

Semester 4 deepens the technology backbone of the programme with Database System and Principles of Web Programming, and strengthens the quantitative, accounting and legal

competencies. The elective slot introduces students to emerging technology domains such as AI, Blockchain, Big Data-oriented information systems, Data Visualization and RPA.

Compulsory Courses (18 credits)

2110541 - Database System – 3 credits

The course helps students identify an appropriate, effective approach for data management of applications in an information system: file processing or database management system. Students explain the basic concepts, understand the architecture of a database system, and describe the components of a database system. They design a database using the entity-relationship model and the relational data model, and apply a database design method that satisfies the data requirements of a particular database application. Prerequisite: Introduction to Programming Language (2110649).

2107514 - Econometrics – 3 credits

The course provides students with methods and tools for quantitative analysis of economic and business relationships, including simple and multiple linear regression, hypothesis testing of regression coefficients, detection and remedy of classical assumption violations (heteroscedasticity, autocorrelation, multicollinearity), and introduction to time-series and qualitative-dependent-variable models. Students apply econometric software to analyse real-world data in marketing, finance and e-commerce.

2131510 - Business Law – 3 credits

Students in economics must be equipped with legal knowledge about business and business activities to be able to set up their own firms or help businesses solve problems in business activities after graduation. The basic contents of the course include: conditions for enterprise establishment and business registration; legal regulations on private enterprises, partnerships, limited companies, joint-stock companies, state-owned enterprises and social enterprises; regulations on investment activities, competition, contracts and dispute resolution; and regulations on reorganisation, dissolution and bankruptcy of enterprises.

2110650 - Research and Market Data Analysis – 3 credits

This course equips students with the concepts and process of market research and the techniques for collecting, processing, analysing and interpreting market data for business decision-making. Topics include research design, questionnaire design, sampling, data collection (including online data collection), descriptive and inferential analysis of market data, and reporting of research findings. Students apply statistical tools to analyse real e-commerce and marketing data sets. Prerequisite: Principles of Statistics (2127611).

2127402 - Principles of Accounting – 3 credits

The course equips students with the knowledge of accounting concepts, principles of accounting methods, and ethical and social responsibility in accounting. This course helps students know how to apply concepts, principles and accounting methods to measure, record and present accounting information. Students are expected to behave ethically and take social responsibilities when dealing with accounting data in business contexts.

2110679 - Principles of Web Programming – 3 credits

The course introduces students to the fundamental concepts and techniques of web programming. Students learn the basic concepts of the Internet and websites, the mechanism of operating a website, and the development cycle of a website. They apply the learned knowledge to the analysis of a website's structure, to interactive design, and to connecting websites with databases. Topics also include basic website security and website optimisation to improve search-engine rankings. Prerequisite: Introduction to Programming Language (2110649).

Elective Courses (3 credits – select one course)**2101787 - Information Security and Safety – 3 credits**

This course equips students with general knowledge of techniques to ensure information security, such as encryption, electronic signatures, hash functions, authentication, and access control, as well as the legal provisions for information safety. Students learn to identify common security risks in e-commerce systems and to propose basic countermeasures to protect information assets.

2110645 - Management Information System – 3 credits

This course introduces students to management information systems (MIS) and their role in supporting business operations and decision-making. Topics include the components of information systems, types of MIS (transaction processing, management reporting, decision support, enterprise systems), information systems planning, development and implementation, and the governance and ethical use of information. Students analyse real business cases to evaluate how MIS create value for organisations.

2108677 - Digital Currencies and Blockchain Technology – 3 credits

This course introduces students to the fundamentals of blockchain technology and digital currencies. Topics include distributed ledgers, consensus mechanisms, cryptocurrencies, smart contracts, tokenisation, and the applications of blockchain in payments, supply chains and e-commerce. The course also addresses legal, regulatory and risk aspects of digital currencies in Vietnam and internationally.

2101786 - Artificial Intelligence – 3 credits

The course provides students with an introduction to Artificial Intelligence and its applications in e-commerce. Topics include basic AI concepts, machine-learning paradigms (supervised, unsupervised and reinforcement learning), natural language processing, recommendation systems, chatbots and generative AI. Students also examine ethical and societal implications of AI and its practical use cases in digital marketing, customer experience and business intelligence.

2101678 - Data Visualization – 3 credits

This course equips students with principles and techniques of data visualisation to communicate insights effectively. Topics include the perception and cognition of visualisation, types of charts, design principles, interactive dashboards, and the use of modern visualisation tools. Students practise building dashboards and reports from e-commerce and marketing data sets that support data-driven decision-making.

2108679 - Robotic Process Automation in Business – 3 credits

This course introduces students to Robotic Process Automation (RPA) and its applications in business processes. Topics include identification of automation opportunities, design of automated workflows, bot development using RPA platforms, and integration of RPA with existing business systems. Students apply RPA tools to automate repetitive tasks in e-commerce operations such as order processing, customer service and reporting.

2.3.5. Semester 5 (22 credits)

Semester 5 is the main integrative semester of the programme. Students apply prior knowledge through the E-Commerce Project and E-Commerce Operations Management, begin system analysis and design for e-commerce applications, study corporate finance, and undertake Internship 1 for early practical exposure. Students also select one entrepreneurship-related elective.

Compulsory Courses (19 credits)

2110651 - E-Commerce Project – 3 credits

The E-Commerce Project course provides students with fundamental knowledge and practical experience in planning and implementing an e-commerce business project. Students apply knowledge acquired from previous courses to conduct environmental analyses (PESTEL, Five Forces), design project plans using Project-Based Learning, and simulate e-commerce platform operations, order processing and logistics. The course culminates in a final project report and defence. Prerequisites: Digital Integrated Marketing Communication (2110648), Principles of Accounting (2127402), Research and Market Data Analysis (2110650), Principles of E-Commerce (2110522).

2112013 - Political Economics of Marxism and Leninism – 2 credits

The course aims at furnishing students with basic and core knowledge of Marxist–Leninist political economy in the context of current economic development within the country and all over the world. It ensures systematic, up-to-date and reality-based content, connects theory with creativity, skills, thoughts and student quality, and eliminates overloaded or outdated elements. The course helps students form analytical and evaluative skills in socio-economic development, build socially suitable tasks at work and life after graduation, and contribute to the process of setting up students' opinion and Marxist–Leninist ideology.

2110680 - E-Commerce System Analysis and Design – 3 credits

The course provides students with basic knowledge and skills on how to collect and analyse customer requirements, how to use UML techniques to model the analysed elements, and, based on the analysis results, how to apply object-oriented knowledge to design models for the implementation of e-commerce software systems. Students practise building analysis and design documents for real e-commerce applications. Prerequisites: Introduction to Programming Language (2110649), Database System (2110541).

2110430 - E-Commerce Operations Management – 3 credits

E-Commerce Operations Management is a specialised 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, and digital payment. In addition, the course provides knowledge related to strategy-building activities for a typical e-commerce project. Teaching and learning approaches include the flipped classroom, case studies, field trips and business simulations. Prerequisite: Principles of E-Commerce (2110522).

2108456 - Corporate Finance – 3 credits

This course provides an overview of corporate finance, including time value of money, risk and return, securities valuation, capital budgeting, working-capital management and short-term asset management in an enterprise. The course helps students be capable of performing basic financial business operations in enterprises and economic organisations, and of interpreting financial indicators to support managerial decisions. Prerequisite: Principles of Accounting (2127402).

2110665 - Internship for Electronic Commerce 1 – 2 credits

This course is distributed after students have completed the basic subjects of the e-commerce industry. Internship 1 includes an introduction to the internship objective and the method of making the internship report. Part 1 describes the financial, marketing, human-resource, production, engineering and technology activities that make the company operate and develop. Part 2, through an internship diary, records the process of approaching, preparing and conducting specific work at the enterprise. Students provide comments and suggestions for companies, cases and courses to improve the quality of application-oriented training. Prerequisites: Digital Integrated Marketing Communication (2110648), Principles of E-Commerce (2110522), Introduction to Programming

Language (2110649), Principles of Web Programming (2110679), Research and Market Data Analysis (2110650).

2112012 - Philosophy of Marxism and Leninism – 3 credits

The opening chapter introduces the concept of Marxism–Leninism and some general issues of the course. The content of the curriculum is structured into three chapters. Chapter 1 introduces the most general features of Marxist–Leninist philosophy in social life. Chapter 2 presents the basic contents of dialectical materialism, including matter and consciousness, materialistic dialectics, and the cognitive reasoning of dialectical materialism. Chapter 3 is about the basic contents of historical materialism, including socio-economic form, class and ethnicity, state and social revolution, social awareness, and philosophy about humanity.

Elective Courses (3 credits – select one course)

2107561 - Entrepreneurship – 3 credits

The course equips students with knowledge of entrepreneurship concepts, the entrepreneurial mindset, opportunity recognition, business-model design (including Business Model Canvas), market validation, and basic financial and legal considerations for new ventures. Students also examine the ecosystem of start-up support in Vietnam and develop a feasibility plan for an e-commerce-related business idea.

2107560 - Startup Management – 3 credits

This course focuses on the management of early-stage start-ups, covering team formation, lean start-up methodology, customer development, minimum viable product (MVP), growth hacking, fundraising, and scaling. Through case studies of Vietnamese and international start-ups, students learn to manage the specific challenges of young ventures and develop the operational and strategic skills needed to lead start-up teams.

2107515 - Ideas for Start-up – 3 credits

The course helps students generate, refine and validate business ideas with a focus on e-commerce and digital businesses. Topics include idea-generation techniques, opportunity screening, market fit analysis, prototyping and pitch preparation. Students produce and present an idea portfolio and participate in structured idea competitions within the class.

2.3.6. Semester 6 (21 credits)

Semester 6 is dedicated to specialisation. Compulsory courses cover e-commerce law, taxation, and the final political-theory modules. A four-group elective architecture allows students to construct one of three Work Orientation Tracks (for example, e-commerce business management, digital marketing, or e-commerce technology) by selecting one course from each group.

Compulsory Courses (9 credits)

2112014 - Scientific Socialism – 2 credits

In terms of knowledge, the course equips students with the most basic and core knowledge of scientific socialism, one of the three components of Marxism–Leninism. In terms of skills, the course improves students' ability to practise knowledge and apply it to considering and assessing the country's socio-political issues related to socialism and the way to transition to socialism in Vietnam. In terms of attitude, the course strengthens students' political attitude and thought regarding the subject of socialism in particular and the Party's ideological background in general. Prerequisite: Philosophy of Marxism and Leninism (2112012).

2112015 - History of Vietnamese Communist Party – 2 credits

The course equips students with systematic knowledge about the process of establishing and leading of the Communist Party of Vietnam, from the people's democratic revolution to the socialist revolution. Students are able to clearly understand the policy, discipline and leadership process, the implementation of innovation, and the orientation of the country toward socialism from 1975 to the present. The course assists students to be properly aware of the leadership practices of the Communist Party of Vietnam, enhances pride and confidence in the Party's leadership, and equips students with scientific thinking methods about history, document-selection skills, and the ability to apply historical awareness to practical work and to criticise misconceptions about the history of the Communist Party of Vietnam. Prerequisite: Philosophy of Marxism and Leninism (2112012).

2110658 - Laws in Electronic Commerce – 2 credits

This course equips students with in-depth legal knowledge related to electronic commerce. Topics include legal frameworks for e-transactions and e-contracts, obligations of parties in e-transactions, state management in the field of e-commerce, protection of personal data and consumer rights in digital environments, electronic signatures, intellectual property in the online context, cross-border e-commerce, and violations and the forms of handling violations in the field of e-commerce. The course supports compliance-oriented practice and ethical conduct in the e-commerce industry. Prerequisite: General Laws (2131678).

2108470 - Taxation – 3 credits

Taxation equips students with basic knowledge about tax policy and tax administration in Vietnam. Students are also trained in the skills of compiling VAT declaration dossiers, corporate income tax, personal income tax, and import and export tax. The course pays particular attention to tax obligations that arise in e-commerce activities, including cross-border digital services and online marketplace transactions.

Elective Courses (12 credits)

Students must select one course (3 credits) from each of the four elective groups below. The four groups are designed so that each combination of selections shapes a coherent Work Orientation Track aligned with a specific career profile.

Elective Group 1 (3 credits – select one course)

2110627 - Big Data Analysis Technology in Business – 3 credits

This course equips students with concepts, tools and techniques of big-data analytics applied to business and e-commerce, including the characteristics of big data (volume, velocity, variety, veracity, value), distributed storage and processing frameworks, basic machine-learning for business problems, and analytics-driven decision-making. Students practise building end-to-end analytics solutions using sample large data sets drawn from e-commerce and marketing.

2110626 - Analysis and Design of Business Process Management – 3 credits

This course provides knowledge and techniques for analysing, modelling, designing and improving business processes in enterprises, with a particular focus on e-commerce operations. Students learn standard modelling notations (such as BPMN), process-performance measurement, bottleneck analysis, and redesign techniques. Through case studies, students analyse real processes and propose concrete improvement projects.

2110568 - International Supply Chain Management – 3 credits

International Supply Chain Management is an interdisciplinary applied subject that plays an important role in production and business. The course covers the configuration and management of international supply chains, including sourcing, manufacturing, distribution, and logistics, together with the influence of customs, tariffs, risk and digital technology. The course emphasises

the role of e-commerce platforms in modern supply chains and helps students apply the theory of supply-chain management to their own work.

Elective Group 2 (3 credits – select one course)

2110625 - Electronic Business Strategy Management – 3 credits

This course provides students with frameworks and techniques for formulating, implementing and evaluating strategies in electronic business. Students explore organisational vision, mission, principles, techniques and models of organisational and environmental analysis, and discuss strategy formulation, implementation and evaluation in digital contexts. Case studies drawn from regional and international e-commerce leaders illustrate strategic choices in platform business, omnichannel retailing and digital ecosystems.

2107420 - Human Resource Management – 3 credits

The module presents contents related to human-resource planning; job analysis to set up job descriptions and job standards; the construction of recruitment processes; the determination of training and development programmes; the evaluation of employee performance; the understanding and setting up of salary and compensation systems in organisations; and the selection of an appropriate form of labour discipline, the creation of a safe working environment, and the meeting of employee needs. The course equips students with practical tools applicable in e-commerce enterprises. Prerequisite: Fundamentals of Management (2107483).

2110631 - Python Application for Solving Problems – 3 credits

This course equips students with basic knowledge of the Python programming language and its application to problem-solving in business and e-commerce. Topics include core Python syntax, data structures, control flow, functions, basic object-oriented concepts, file and data handling, and common libraries for data analysis, web scraping and automation. Students build small practical Python projects related to e-commerce data. Prerequisite: Introduction to Programming Language (2110649).

Elective Group 3 (3 credits – select one course)

2110521 - E-Retailing – 3 credits

The module helps students understand the definition of electronic retail and analyse the e-retail environment. It equips learners with basic knowledge about Vietnam's e-commerce legal framework in the context of international integration, and knowledge necessary for conducting business activities in the form of e-commerce. Students apply information systems in e-retail and CRM software to ensure the safety of corporate operations, and they learn to outline the process for developing an electronic retail system.

2107437 - Risk Management – 3 credits

Risk Management is an interdisciplinary applied subject that plays an important role in business and production. Risk management refers to all factors that influence the organisation's existence and development – the owner of the technology and management processes. The course covers risk identification, assessment, treatment and monitoring, with a focus on risks specific to e-commerce, such as operational risk, cyber risk, data-privacy risk, and reputational risk. Prerequisite: Fundamentals of Management (2107483).

2110544 - Digital Payment – 3 credits

This course helps students identify, understand and analyse an organisation's digital-payment and information-system security requirements. It provides basic knowledge of payment mechanisms, models and techniques to ensure the integrity and availability of specialised payment systems in e-commerce, including card-based payments, e-wallets, QR payments, account-to-account

transfers and emerging digital-payment instruments. Students also examine the importance of payment security in new applied areas and develop teamwork and problem-solving skills related to building secure payment systems.

Elective Group 4 (3 credits – select one course)

2110629 - E-Commerce Security – 3 credits

This course helps students identify, understand and analyse an organisation's information-system security requirements in an e-commerce context. Topics include mechanisms, models and techniques to keep information secret and to ensure the integrity and availability of specialised information systems in electronic commerce and database systems. Students develop teamwork skills and the ability to solve problems related to building security systems for the information systems of e-commerce businesses. Prerequisite: Database System (2110541).

2110652 - Digital Marketing Strategy – 3 credits

The module helps students understand advanced concepts in the digital marketing environment. Topics include content strategy, search-engine optimisation (SEO), search-engine marketing (SEM), paid social, conversion-rate optimisation, and marketing analytics using Google Analytics and similar tools. The course equips students with the tools necessary to set up and operate a digital-marketing campaign at strategy level for e-commerce businesses.

2110630 - E-Commerce Website System Development – 3 credits

This course enables students to apply their knowledge of website interface design, interactive design, databases and server functions to build complete e-commerce websites. Students learn to use modern web-programming code, frameworks and tools (such as ASP.net, JavaScript, Ajax, jQuery, JSON and Bootstrap), and address website security and optimisation to improve search-engine rankings. Prerequisites: Database System (2110541), Introduction to Programming Language (2110649), Principles of Web Programming (2110679).

2110624 - E-Customer Relationship Management – 3 credits

The module helps students understand the concepts of customer relationship management (CRM) and electronic customer relationship management (e-CRM). Students become familiar with the applications used in e-CRM, learn to address common situations in e-CRM, and identify current issues in electronic customer relationship management. The course combines case studies and hands-on practice with typical e-CRM platforms used in Vietnamese and international e-commerce businesses.

2.3.7. Semester 7 (10 credits)

Semester 7 completes the programme with Internship 2 and the Graduation Thesis, which synthesise all eight ELOs at the Emphasise level. Students must also submit valid English and Informatics certificates to be eligible for graduation, and complete the final political-theory module.

Compulsory Courses (10 credits)

2199451 - Certificate of English Language Proficiency – 0 credits

To be eligible for graduation, students must submit a valid English language certificate meeting the programme's graduation English requirement (B1 VSTEP, four skills, or an equivalent internationally recognised certificate as prescribed by IUH regulations).

2199406 - Certificate of Informatics – 0 credits

To be eligible for graduation, students must submit a valid informatics certificate as prescribed by IUH regulations, demonstrating foundational digital literacy and office-application competency.

2110667 - Graduation Thesis for Electronic Commerce – 5 credits

The graduation thesis is the final course that evaluates the training process of the e-commerce programme. This module equips learners with knowledge, skills and scientific research methods, and requires students to apply the knowledge about e-commerce they have acquired – from analysis and solution design to data collection and processing, and to evaluate the results achieved – to complete a selected graduation-thesis topic. The thesis synthesises all programme ELOs at the Emphasise level. Prerequisites: E-Commerce Operations Management (2110430), E-Commerce Project (2110651).

2110688 - Internship for Electronic Commerce 2 – 3 credits

Internship 2 is a part of the internship and graduation knowledge of the final-year e-commerce major. The course helps students develop practical knowledge, apply theories, and enhance self-study and soft skills during approximately twelve weeks in business, dealing with actual e-commerce activities arising in the business process. All internship results are presented in the internship report and in a final defence. Students are evaluated by both company supervisors and academic lecturers.

2112005 - Ho Chi Minh Ideology – 2 credits

Students understand the basis and process of the formation and development of Ho Chi Minh's thought. Students also understand Ho Chi Minh's thoughts on the national liberation revolution; national independence associated with socialism; the Vietnamese Communist Party; national solidarity and international solidarity; and the country, culture, morality and people. The course strengthens students' trust and revolutionary ideas. Prerequisite: Philosophy of Marxism and Leninism (2112012).

2.4 ELOs – CLOs Matrix (2024)

All courses are mapped to ELOs at the I-R-E progression level. The full 34-course matrix is documented in the Course Specifications (2024). The excerpt below shows the Emphasise-level courses used for direct assessment of each ELO.

No.	Course	a	b	c	d	e	f	g	h
1	Introduction to E-Commerce Major	I	I				I	I	I
2	Principles of E-Commerce			I	I	I			
3	Communication Skills	I				I		I	
4	Applied Graphics		R			R		R	
5	Digital Integrated Marketing Communication		R		R	R			
6	Elective Soft Skills (Block A)	R					R		R
7	Research and Market Data Analysis		R	R	R		R		
8	Internship 1	R					R		R
9	Law in E-Commerce	R	R					R	
10	E-Commerce Project			E	E	E	E		
11	EC Operations Management		E	E	E	E			
12	Group 3 Electives (E-Retailing / Digital Payment)		E		E	E		E	
13	Group 4 Electives (EC Security / DM Strategy / EC Web Dev / e-CRM)		E		E	E		E	
14	Internship 2	E	E	E	E	E	E	E	E
15	Graduation Thesis	E	E	E	E	E	E	E	E

Legend: I = Introduce; R = Reinforce; E = Emphasise. Target: ≥70% of assessed students attain satisfactory level at Emphasise-level courses.

2.4.1 ELO Attainment Results

Based on direct and indirect assessment data from the 2023–2024 academic year, all 8 ELOs exceeded the 70% benchmark target. Course CLO attainment rates ranged from 85.5% (ELO e, Communication) to 92.0% (ELO d, Digital Technologies).

ELO	Key Emphasise-level Course	Course CLO %	Internship %	Thesis %	Grad Sat. %	Status
a	Introduction to E-Commerce	88.5%	92.1%	90.3%	88.0%	Achieved
b	Thematic of E-Commerce	89.8%	91.5%	93.2%	89.0%	Achieved
c	EC Strategy / EC Project	87.3%	90.2%	91.8%	87.5%	Achieved
d	EC Systems Lab / Data Analytics	92.0%	93.5%	94.1%	90.0%	Achieved
e	Business Communication	85.5%	87.0%	88.0%	85.0%	Achieved
f	Group Projects (Specialised)	88.0%	91.2%	89.5%	88.5%	Achieved
g	Business Ethics & Internship	91.2%	93.8%	92.0%	91.0%	Achieved
h	Innovation Mgmt / Startup Project	86.5%	88.0%	90.5%	87.0%	Achieved

3. INSTRUCTIONS FOR THE PROGRAMME IMPLEMENTATION

3.1 FOR THE FACULTY OF COMMERCE AND TOURISM

- Study the programme framework and organise implementation of the programme's content requirements following the PDCA (Plan-Do-Check-Act) cycle.
- Assign lecturers in charge of each module; provide detailed curriculum, course specifications (with LLOs, CLO rubrics, and CLO attainment targets); ensure stability of the teaching plan.
- Prepare a team of academic advisors trained on the 2024 credit-based programme, the three Work Orientation Tracks (Semester 6), and Outcome-Based Education (OBE) principles.
- Maintain adequate textbooks, references, lab facilities, LMS content, and licensed software (Python, R, SPSS, digital marketing tools, AI/ML frameworks) for exemplary implementation.
- Pay attention to the logic of knowledge acquisition, specify prerequisites for required modules, and prepare teachers to meet Industry 4.0-aligned elective requirements (AI, Big Data, Blockchain, RPA, Python).
- Conduct biennial minor reviews and quadrennial comprehensive revisions per IUH Regulation 1048/QD-DHCN (2021).

3.2 FOR TEACHERS

- Study the course specification (including CLOs, CLO-ELO matrix, LLOs, CLO rubrics, and CLO attainment targets) carefully when assigned to teach.
- Prepare textbooks, learning materials, and LMS content at least one week in advance of each class.
- Apply learner-centred pedagogies: PBL, Flipped Classroom, Case Study, Role-Play, Discussion, Brainstorming. Integrate digital tools (Zoom, MS Teams, LMS analytics) for hybrid delivery.
- Maintain CLO attainment records each semester; submit the CLO Attainment Report for Departmental QA review. Participate in classroom observation and peer review.
- Engage in continuous professional development in PBL, digital pedagogy, industry collaboration, and academic research (publishing in Scopus-indexed journals).

3.3 FOR STUDENTS

- Consult academic advisors to choose courses and Work Orientation Tracks aligned with career goals.
- Engage with LMS materials before class (pre-readings, videos, quizzes) to fully benefit from Flipped Classroom delivery.
- Participate actively in group study, seminars, field trips, workshops, and business seminars organised by the Enterprise Collaboration and Job Support Centre.
- Exploit library, LMS, and internet resources for self-study, self-research, and graduation thesis.
- Meet graduation requirements: 140 credits, GPA ≥ 2.00 , B1 VSTEP, Informatics Certification, National Defence Education, Physical Education, and ethical-conduct clearance.
- Strictly comply with examination, evaluation, and academic-integrity regulations (including Turnitin checks on graduation thesis).

3.4 EXAMINATION AND EVALUATION

- Teachers and academic advisors monitor students' learning throughout the classroom, LMS, and home-study activities.
- Course-level CLO attainment is tracked each semester and consolidated in the Programme Assessment Report reviewed by the FCT Quality Assurance Committee.
- Lecturers must comply with IUH and MOET credit-institution regulations and AUN-QA assessment principles.
- Strict prevention of fraud and plagiarism: Turnitin similarity checks on all graduation theses (<20% for application, <15% for research); plagiarism violations result in F grade per IUH Academic Integrity Policy.

4. ASSOCIATION ACTIVITIES FOR THE PROGRAMME

4.1 STRATEGIC EMPLOYERS

The 2024 EC programme maintains a robust network of strategic employers. Students benefit from guest lectures, internship placements, career fairs, MOU-based industry projects, and employer-led workshops. Employer feedback is systematically collected through annual MOU meetings, stakeholder seminars, and graduate tracer studies, and is integrated into the biennial curriculum review cycle.

No.	Company / Organisation	Contact
1	Vietnam E-Commerce and Digital Economy Agency (iDEA) — Ministry of Industry and Trade	25 Ngo Quyen Street, Hoan Kiem District, Hanoi
2	Vietnam E-Commerce Association (VECOM)	Room 702, HKC Tower, 285 Doi Can Street, Ba Dinh District, Hanoi
3	Shopee Vietnam	Capital Place Building, 29 Lieu Giai Street, Ba Dinh District, Hanoi
4	Lazada Vietnam	Saigon Centre, 65 Le Loi, District 1, HCMC
5	Tiki Corporation	An Phu Plaza, 117-119 Ly Chinh Thang, District 3, HCMC
6	MISA Joint Stock Company	MISA Building, Lot 5, Quang Trung Software Park, 49 To Ky, District 12, HCMC
7	NETALINK Joint Stock Company	2nd Floor, 81 Cach Mang Thang 8, Ben Thanh Ward, District 1, HCMC
8	TMA Solutions	Street #10, Quang Trung Software City, To Ky, District 12, HCMC
9	Haravan Corporation	Flemington Building, 182 Le Dai Hanh, District 11, HCMC
10	Sapo Technology Joint Stock Company	6th Floor, Ladeco Building, 266 Doi Can, Ba Dinh District, Hanoi

11	MoMo (M-Service Joint Stock Company) — ADDED 2024	Phu My Hung, District 7, HCMC
12	VNPAY — ADDED 2024	8th Floor, 22 Lang Ha, Dong Da District, Hanoi
13	FPT Telecom — ADDED 2024	FPT Building, 17 Duy Tan, Cau Giay District, Hanoi
14	Tiktok Vietnam — ADDED 2024	Ben Thanh Tower, District 1, HCMC
15	Google Vietnam — ADDED 2024	Landmark 81, Binh Thanh District, HCMC

4.2 ALUMNI CONNECTION

The Bachelor of E-Commerce alumni network has continued to grow, with graduates working across Vietnam's digital economy. In 2024, the Faculty expanded alumni engagement through quarterly networking events, reverse-mentoring programmes, industry panels, and a dedicated alumni-facing LMS channel.

Representative successful alumni (cohorts 2017–2024) include:

- Vo Thi Tuong Vi — PhD Candidate, Chonnam National University (2017).
- Tran Thanh Huyen — Content Creator & Translator, Binance Academy (2018).
- Bui Ngoc Anh Tuan — Associate Marketing – Digital, VNG Cloud (2018).
- Vu Thi Quynh Thu — Lecturer, FPT Polytechnic Da Nang (2019).
- Nguyen Dinh Dai Nga — Project Manager, HT Digitized (2019).
- Nguyen Van Nam — Digital Marketing Supervisor, Lotte Vietnam (2020).
- Nguyen Xuan Truong — Software Engineer Specialist, Dicentral (2021).
- Thai Dong Tan — Scopus Q4 co-author (2024); Digital Marketing Strategy research.
- Vo Thi Huynh Han & Danh Thi Ngoc Anh — Scopus-indexed authors on online purchase intention (2022).



5. EXTRACURRICULAR ACTIVITIES FOR THE PROGRAMME

5.1 SPORT ACTIVITIES

Sports and physical training are core components of holistic education at FCT. The Traditional Sports Festival takes place annually in October–November, including Men's/Women's Football, Volleyball, Chess, Badminton, and Tug of War, attracting over 500 athletes and 4,000+ supporters annually.

5.2 ART AND CULTURAL ACTIVITIES

The FCT Arts Festival (celebrating Vietnamese Teachers' Day, 20 November) and contests such as "Perfect Couple" and FCT Music engage over 500 students with more than 130 entries each year. These events reinforce teamwork, creativity, and cultural appreciation (ELOs e, f).

5.3 VOLUNTEER AND SOCIAL ACTIVITIES

Under the motto "Sharing love — Joining hands for the community," FCT organises Spring of Love, Green Summer, Warm Christmas, and Mid-Autumn Festival for Children. The 2024 cycle also introduced a Green Digital Commerce sustainability programme in response to stakeholder feedback on green e-commerce trends. Over 3,000 students register for these activities annually, reinforcing ELO g (social responsibility).

5.4 BUSINESS TOUR ACTIVITIES

EC students participate in approximately 20 business visits per year. 2024 destinations include Shopee, Lazada, Tiki, MoMo, VNPAY, FPT Telecom, MISA, and Haravan. Many students are offered part-time positions or collaborator roles after visits, directly supporting the internship-to-employment pipeline (Job-before-graduation rate: 60.1–66.3% across 2021–2025).



5.5 SCIENTIFIC ACTIVITIES, INTERNATIONAL EXCHANGE, AND COOPERATION

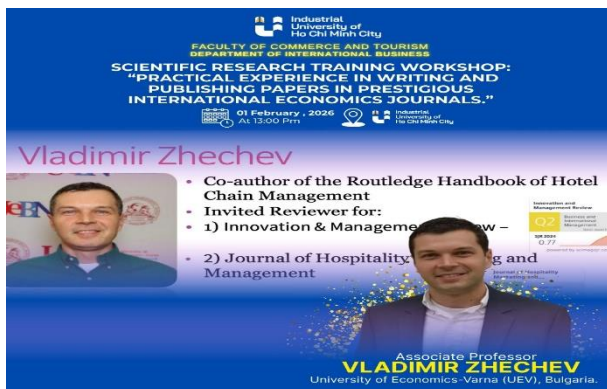
Scientific activities

EC students participate in Young Scientists Conferences, Student Scientific Research Conferences, and the Eureka Scientific Research Competition. In 2024, EC students co-authored papers in Scopus Q3/Q4 journals and IEEE conferences, with research supervised by EC faculty members.



International exchange

Through the benchmark partnership with the Hong Kong Metropolitan University, and the University of London, students participate in online guest lectures, joint workshops, and short-term exchanges. The English Language Club supports B1 VSTEP preparation through native-speaker conversation sessions and international-exchange activities.



5.6 OUTSTANDING STUDENT AWARDS

EC students have achieved many awards including "5 Good Students" (Sinh viên 5 tốt) recognition at the faculty, university, and city Communist Youth Union levels, as well as recognition at the Student Scientific Research Conference.



6. CONTACT & USEFUL INFORMATION

6.1 CONTACT INFORMATION

Dean of Faculty of Commerce and Tourism:

Associate. Professor, Dr. Nguyen Quoc Cuong — Email: nguyenquoccuong@iuh.edu.vn

Head of EC Programme:

Associate. Professor, Dr. Bui Thanh Khoa — Email: buithanhkhoa@iuh.edu.vn

Supporting staff:

To Kieu Trinh — Email: tokieutrinh@iuh.edu.vn

Dinh Thi Hoai Huong — Email: dinhthihoaihuong@iuh.edu.vn

Specific contact points:

No.	Specific Activity	Person in Charge	Email
1	EC programme	Assoc. Prof. Bui Thanh Khoa	buithanhkhoa@iuh.edu.vn
2	Teaching assessments / QA	Dr. Nguyen Nguyen Phuong	nguyenguyenphuong@iuh.edu.vn
3	Scientific research	Dr. Vu Thi Mai Chi	vuthimaichi@iuh.edu.vn
4	Graduation thesis	Assoc. Prof. Bui Thanh Khoa	buithanhkhoa@iuh.edu.vn
5	Internship 1 & 2	MSc. Tran Khanh	trankhanh@iuh.edu.vn
6	Career orientation & admissions	Dr. Vo Thi Minh Nhut / MSc. Do Bui Xuan Cuong	vothiminhnhut@iuh.edu.vn / do buixuancuong@iuh.edu.vn
7	Business connection (MOU)	MSc. Dang Thu Huong	dangthuhuong@iuh.edu.vn
8	Youth Union, Community Service	MSc. Vu Thi Kieu Anh	vuthikieuanh@iuh.edu.vn
9	Student & Alumni connection	Dr. Nguyen Thi Phuong Giang	nguyenthiphuonggiang@iuh.edu.vn
10	Work Orientation Tracks (Semester 6) — NEW 2024	MSc. Ninh Phu Giang	ninhphugiang@iuh.edu.vn

6.2 USEFUL INFORMATION

- IUH Communication Centre: <https://www.facebook.com/iccenter.iuh>
- Student scholarships: <http://pdt.iuh.edu.vn/quy-che-xet-hoc-bong/>

- E-library: <http://opac.iuh.edu.vn/>
- IUH LMS: <https://lms.iuh.edu.vn/>
- FCT website: <http://fct.iuh.edu.vn/>
- FCT Facebook: <https://www.facebook.com/khoathuongmaidulich/>

Dean



Assoc. Prof. Dr. Nguyen Quoc Cuong

APPENDIX: SUMMARY OF KEY CHANGES (2020 → 2024)

The table below summarises the most substantive changes introduced in the 2024 revision compared with the 2020 Programme Specification, driven by AUN-QA 2021 assessor recommendations, Industry 4.0 demands, and stakeholder feedback (employers, alumni, students, academic staff).

Domain	2020 Version	2024 Version
Total credits	139 credits	140 credits
Programme code	7340122	7340122 (retained); EC-7340101 (internal reference)
Vision & Mission	Adopted FCT's faculty-level vision/mission	Distinct EC programme vision/mission centred on digital economy, data analytics, and innovation
ELOs	8 ELOs, mostly Apply-level Bloom's	8 ELOs, higher Bloom's (Analyse/Evaluate/Create); stand-alone Communication ELO (e); explicit data-analytics ELO (d); innovation-adaptability ELO (h)
English exit requirement	TOEIC 450	B1 VSTEP (4 skills: reading, listening, speaking, writing) or equivalent CEFR B1
Course specification	CLO-ELO matrix; module-level teaching methods	CLO-ELO matrix with I-R-E; CLO-Teaching-Assessment matrix; Lesson Learning Outcomes (LLOs); CLO rubrics; CLO attainment target (≥70%); PDCA update cycle
New compulsory courses	—	Introduction to E-Commerce Major; Law in EC (moved to compulsory); Taxation (added compulsory); Digital Integrated Marketing Communication (2→4 credits); EC Project (2→3 credits)
New elective areas	Limited IT electives	Block C Emerging Technology (AI in EC, Big Data Analysis, Blockchain & FinTech, Data Visualization, RPA, Python); Block D Entrepreneurship (Startup Ideation, Entrepreneurship Management, Startup Management); Soft Skills embedded across Block A
Semester 6 structure	Free electives	Three structured Work Orientation Tracks: Data Analyst / Strategy-Operations Manager / EC Specialist-FinTech / Digital Marketer-Systems Developer; 4 groups × 1 choice
Benchmark institutions	Domestic: UEF, UEL; International: OUHK	Domestic: UEF, UEL; International: OUHK + University of London (added 2024)
Internship structure	Internship 1 (2 cr, Semester 6) + Internship 2 (3 cr, Semester 8)	Internship 1 (2 cr, Semester 5) + Internship 2 (3 cr, Semester 7); progressive exposure

Domain	2020 Version	2024 Version
Dissemination	Single programme specification on website	Two versions: Student-facing LMS course book + Employer-facing specification with ELO-to-job-description matrix
Practice credits	41–44 credits (30–32%)	44–46 credits (31–33%); increased hands-on component
Teaching methods (primary)	Lecture, discussion, assignment	Flipped Classroom (default for specialised courses); PBL; Case Study; Role-play; hybrid delivery via LMS/Zoom/MS Teams
Assessment	Marking schemes and basic rubrics	Standardised rubrics for all CLOs; Turnitin similarity checks on thesis; industry-based internship rubrics; published CLO attainment targets
Graduation thesis integrity	Plagiarism monitoring	Turnitin threshold: <20% (application) / <15% (research); academic-integrity training materials (2024)

This 2024 revision represents the most substantive update in the programme's history since its establishment in 2013. Stakeholder satisfaction with curriculum relevance to industry improved from 87% (employers, 2022–2023) to 91% (2023–2024), and from 85% (alumni, 2022–2023) to 89% (2023–2024), providing direct evidence that the 2024 revision translates into measurable quality improvement.