**TRAINING PROGRAM DESCRIPTION**

**Program name: Formal Bachelor's degree program**

**Training level: Undergraduate**

**Training industry: Tourism and Travel Management**

**Training Industry Code: 7810103**

**Training Type: Formal Focus**

**Subjects of application: Recruitment keywords in 2018**

**When to build | Updated CTT: 2019**

**1. GENERAL INFORMATION ABOUT THE TRAINING PROGRAM**

**1.1 Introduction to the training program**

The Tourism and Travel Management training program is developed, with the goal of training bachelors of Tourism and Travel Management who have all the necessary knowledge, skills and attitudes to become managers in tourism service enterprises, tourism.

 The training program is developed according to the national qualification framework and professional standards of the Vietnam National Administration of Tourism with a high level of adaptation in accordance with the needs of society and businesses.

**1.2 Training objectives**

- PEO1: Know modern knowledge about Tourism and Travel Management.

- PEO2: Apply the lessons of management, administration and professional experiences of domestic and foreign entrepreneurs and managers to serve the job.

- PEO3: Apply appropriate skills and qualities to manage, operate and perform professional operations in tourism and TOURISM enterprises scientifically and effectively.

**1.3 Position and ability to work after graduation**

Graduates of the program are capable of working at positions of TOURISM enterprises such as: managers, specialists in charge of accommodation, restaurants, marketing, customer care, conference - event organization; administration - operation - tour design at domestic and foreign companies or non-governmental organizations; tour guide or; experts at Departments, Departments and Branches in Tourism or research and teach tourism at training institutions and research institutes...

**1.4 Perspective of developing training programs**

- Currently, Dong Nai is an industrial province, the social economy is quite developed, which has created an increasing demand for resort, dining and tourism. This is also an area that local authorities prioritize for development in the coming time. Therefore, the demand for human resources to serve the development goals of the industry is huge.

- In addition, the demand for qualified human resources in neighboring provinces such as Binh Thuan, Binh Phuoc, Dak-Nong,... creating attraction in practical human resource training activities.

- The training program is built based on the reference to the training programs of a number of schools such as: Hanoi University, Hanoi University of Social Sciences and Humanities, Ho Chi Minh City University of Economics, Ho Chi Minh City University of Culture, International University ....

**1.5 Form and duration of training**

- Form of training: centralized formal.

- Training period: 3.5 years.

**1.6 Reference points to announce program results**

Stakeholder surveys

**2. ENROLLEES**

Object 1: National high school exam scores

- Graduated from high school

- Achieve the prescribed floor score.

Subject 2: Admission to grade 12 transcripts

- Graduated from high school

- Total grade 12 GPA in three admission subjects >=18 or GPA for all year of grade 12 >=6.

**3. OUTPUT STANDARDS**

Graduates of the bachelor's program in Tourism and Travel Management must meet the following outcome requirements:

**3.1 Education**

- **ELO1:** Presents basic knowledge of philosophy, law, politics, society in general and economic activities in particular; the Marxist-Leninist philosophy; The revolutionary line of the Communist Party of Vietnam; Ho Chi Minh ideology.

- **ELO2:** Apply basic knowledge of basic application fields such as economics, statistics applied in tourism and probability – statistics.

- **ELO3:** Be able to use English and understand another Asian foreign language (Japanese, Korean, Chinese) in study, research and work. Apply basic knowledge and skills in information technology such as operating systems, hardware, software in tourism ..., proficient in using office software such as Microsoft Word, Excel, Power Point, Internet mining and usage, Email.

- **ELO4:** Know the basic knowledge about culture, history, current situation, trends changing national and international economic activities: economics, management, history of world civilization, festivals - customs - beliefs, psychology ...

- **ELO5:** Apply basic legal, economic and tourism knowledge to Human Resource Management; Project management, economic efficiency management for tourism – TOURISM enterprises

- **ELO6:** Apply knowledge of restaurant, hotel and Travel Management to build, design, operate, sell and implement tourism products in tourism and TOURISM enterprises.

**3.2 Skills**

- **ELO7:** Apply knowledge to organize the implementation of strategies, business ideas, business plans, organization, implementation, monitoring and marketing plans... for TOURISM enterprises.

- **ELO8:** Apply knowledge to plan recruitment, training, human resource development, building tourism products and services... for business.

- **ELO9:** Apply knowledge to manage, operate, sell and implement skills in tour guiding, reception, rooms, tables, bars ... in tourism and TOURISM enterprises.

**3.3 Attitude**

- **ELO10:** Judgment on sound professional attitude and ethics; industrial manners, pioneering spirit and spirit of cooperation, respect for diversity and cultural differences.

- **ELO11:** Identify trends, ability to update knowledge and creativity at work.

# 4. SUBJECTS AND THE RELATIONSHIP TO OUTCOME STANDARDS

## 4.1 General subjects

| **No** | **Subject codes** | **Name****subject** | **Output standards** |
| --- | --- | --- | --- |
| **ELO1** | **ELO2** | **ELO3** | **ELO4** | **ELO5** | **ELO6** | **ELO7** | **ELO8** | **ELO9** | **ELO10** | **ELO11** |
| 1 | 102001 | Revolutionary line of the Communist Party of Vietnam | X |  |  |  |  |  |  |  |  |  |  |
| 2 | 102005 | Marxist-Leninist philosophy | X |  |  |  |  |  |  |  |  |  |  |
| 3 | 102006 | General legal | X |  |  |  |  |  |  |  |  |  |  |
| 4 | 102014 | General Informatics |  |  | x |  |  |  |  |  |  |  |  |
| 5 | 102055 | English 1 |  |  | x |  |  |  |  |  |  |  |  |
| 6 | 102056 | English 2 |  |  | x |  |  |  |  |  |  |  |  |
| 7 | 102057 | English 3 |  |  | x |  |  |  |  |  |  |  |  |
| 8 | 102058 | English 4 |  |  | x |  |  |  |  |  |  |  |  |
| 9 | 102059 | English 5 |  |  | x |  |  |  |  |  |  |  |  |
| 10 | 102060 | English 6 |  |  | x |  |  |  |  |  |  |  |  |
| 11 | 102033 | Ho Chi Minh ideology | X |  |  |  |  |  |  |  |  |  |  |
| 12 | 102037 | Probability theory and mathematical statistics |  | x |  |  |  |  |  |  |  |  |  |

## 4.2 Basic subjects

| **No** | **Subject codes** | **Name****subject** | **Output standards** |
| --- | --- | --- | --- |
| **ELO1** | **ELO2** | **ELO3** | **ELO4** | **ELO5** | **ELO6** | **ELO7** | **ELO8** | **ELO9** | **ELO10** | **ELO11** |
| 1 | 125045 | Economics | x | x |  | x |  |  |  |  |  | x |  |
| 2 | 100002 | Basic Marketing |  |  |  |  |  | x |  |  |  |  |  |
| 3 | 100003 | Fundamentals of Management |  |  |  | x |  |  |  |  |  |  |  |
| 4 | 126024 | Introduction to VietNam Culture |  |  |  | x |  |  |  |  |  |  |  |
| 5 | 126026 | History of world civilization |  |  |  | x |  |  |  |  |  |  |  |
| 6 | 126022 | Introduction to tourism |  |  |  | x |  |  |  |  |  |  |  |
| 7 | 126025 | Festivals - Customs - Beliefs of Vietnam |  |  |  | x |  |  |  |  |  |  |  |
| 8 | 126018 | Psychology and the art of communication and behavior in tourism business |  |  |  | x |  |  |  |  |  |  |  |
| 9 | 126002 | Geographic of tourism |  |  |  | x |  |  |  |  |  |  |  |
| 10 | 126005 | Tourism Economics |  |  |  | x | x |  |  |  |  |  |  |

## 4.3 Các môn học chuyên ngành

| **S****T****T** | **Mã môn học** | **Tên****môn học** | **Chuẩn đầu ra** |
| --- | --- | --- | --- |
| **ELO1** | **ELO2** | **ELO3** | **ELO4** | **ELO5** | **ELO6** | **ELO7** | **ELO8** | **ELO9** | **ELO10** | **ELO11** |
| 1 | 125048 | Research Methodology |  |  |  |  |  |  |  |  |  |  | x |
| 2 | 126020 | Application statistics in tourism |  | X |  |  |  |  |  |  |  |  | x |
| 3 | 126003 | Sustainable tourism |  |  |  | x |  |  |  |  |  |  |  |
| 4 | 126021 | Applied Informatics In Travel |  |  | x |  |  |  |  |  | x |  |  |
| 5 | 126012 | Multicultural Management |  |  |  |  |  | x |  |  |  |  |  |
| 6 | 126027 | Korean for Tourism 1 |  |  | x |  |  |  |  |  |  |  |  |
| 7 | 126031 | Japanese for Tourism 1 |  |  | x |  |  |  |  |  |  |  |  |
| 8 | 126035 | Cuisine culture |  |  |  | x |  |  |  |  |  |  |  |
| 9 | 126008 | Marketing in Tourism |  |  |  |  |  | x |  |  |  |  |  |
| 10 | 125021 | Human Resource Management |  |  |  |  | x |  |  | X |  | x |  |
| 11 | 126013 | Tourism Project Management |  |  |  |  |  |  | x |  |  |  |  |
| 12 | 126007 |  The Tourism Law |  |  |  |  | x |  |  |  |  |  |  |
| 13 | 126028 | Korean for Tourism 2 |  |  | x |  |  |  |  |  |  |  |  |
| 14 | 126032 | Japanese for Tourism 2 |  |  | x |  |  |  |  |  |  |  |  |
| 15 | 125022 | Risk Management |  |  |  | x | x |  |  |  |  |  |  |
| 16 | 126004 | Start-ups and applications |  |  |  |  |  | x | x |  |  | x |  |
| 17 | 126014 | Hotel Operations Management |  |  |  |  |  | x |  |  |  |  |  |
| 18 | 126016 | Travel Business Management |  |  |  | x |  | x |  |  |  |  |  |
| 19 | 126011 | Sales management in tourism |  |  |  |  |  | x |  |  |  |  |  |
| 20 | 126010 | Restaurant - hotel operations |  |  |  |  |  | x |  |  | x |  |  |
| 21 | 126006 | Game skills and first aid |  |  |  |  |  |  |  |  | x |  |  |
| 22 | 126029 | Korean for Tourism 3 |  |  | x |  |  |  |  |  |  |  |  |
| 23 | 126033 | Japanese for Tourism 3 |  |  | x |  |  |  |  |  |  |  |  |
| 24 | 100010 | Tax | x |  |  |  |  |  | x |  |  |  |  |
| 25 | 126001 | English for Tourism |  |  | x | x |  |  |  |  |  |  |  |
| 26 | 126009 | Tourism Guideline |  |  |  | X |  |  |  |  | x |  |  |
| 27 | 126019 | Tour design and operation |  |  |  |  |  | x |  |  |  |  |  |
| 28 | 126017 | Event and festival Management |  |  |  |  |  | x |  |  |  |  |  |
| 29 | 126015 | Restaurant Operations Management |  |  |  |  |  | x |  |  |  |  |  |
| 30 | 126023 | Itineraries and Destinations |  |  |  | x |  |  |  |  |  |  |  |
| 31 | 126030 | Korean for Tourism 4 |  |  | x |  |  |  |  |  |  |  |  |
| 32 | 126034 | Japanese for Tourism 4 |  |  | x |  |  |  |  |  |  |  |  |
| 33 | 126038 | Protection of tourism environment |  |  |  | x |  |  |  |  |  |  |  |

# 5. SUBJECT SEQUENCES

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | HK1 | HK2 | HK3 | HK4 | HK5 | HK6 |
| **Tourism basics**  |  | Introduction to tourism | Geographic of tourism | Tourism Economics |  |  |
| **Specialized knowledge of tourism** |  |  |  |  | Travel Business Management |  |
| **Knowledge of tourism operations** |  |  |  |  |  | Tourism Guideline |

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# 6. TRAINING PROGRAM

## 6.1 Ratio of knowledge blocks

|  |  |  |
| --- | --- | --- |
| **Knowledge Base** | **Amount****Credits** | **Notes** |
| General Education Knowledge Block | Political theory | 10 |  |
| Social Sciences | 2 |  |
| Foreign language | 12 |  |
| Mathematics, Informatics, Natural Sciences, Technology | 5 |  |
| Physical education | 3 |  |
| Professional Education Knowledge Block | Industry base | 28 |  |
| Specialized | 60 |  |
| Graduate | Thesis course, graduation seminar | 10 |  |
| Total credits for the entire course | **130** |  |

## 6.2 General Education Knowledge Block

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Code** | **Subject**  | **Number of credits**  | **Number of episodes**  | **Notes** |
| **Total Credits** | **Theory** | **Practise** | **Assignments** |
| 102001 | Revolutionary line of the Communist Party of Vietnam | 3 | 3 | 0 | 0 | 45 |  |
| 102055 | English 1 | 2 | 2 | 0 | 0 | 30 |  |
| 102056 | English 2 | 2 | 1 | 0 | 1 | 45 |  |
| 102057 | English 3 | 2 | 1 | 0 | 1 | 45 |  |
| 102058 | English 4 | 2 | 1 | 0 | 1 | 45 |  |
| 102059 | English 5 | 2 | 1 | 0 | 1 | 45 |  |
| 102060 | English 6 | 2 | 1 | 0 | 1 | 45 |  |
| 102002 | Physical Education 1 | 1 | 0 | 0 | 1 | 30 |  |
| 102003 | Physical Education 2 | 1 | 0 | 0 | 1 | 30 |  |
| 102004 | Physical Education 3 | 1 | 0 | 0 | 1 | 30 |  |
| 102037 | Probability theory and mathematical statistics | 2 | 1 | 1 | 0 | 60 |  |
| 102005 | Marxist-Leninist philosophy | 5 | 4 | 0 | 1 | 90 |  |
| 102006 | General legal | 2 | 2 | 0 | 0 | 30 |  |
| 102014 | General Informatics {Word, Excel, PowerPoint, Internet} | 3 | 2 | 1 | 0 | 75 |  |
| 102033 | Ho Chi Minh ideology | 2 | 2 | 0 | 0 | 30 |  |
| **TOTAL** | **32** | **21** | **2** | **9** | **675** |  |

##

## 6.3 Professional Education Knowledge Block

### 6.3.1 Group of discipline foundation subjects

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Code** | **Subject**  | **Number of credits**  | **Number of episodes**  |  **Notes** |
| **Total Credit** | **Theory** | **Practise** | **Assignments** |
| 126024 | Introduction to VietNam Culture | 3 | 3 | 0 | 0 | 45 |  |
| 125060 | Economics | 3 | 3 | 0 | 0 | 45 |  |
| 126025 | Festivals - Customs - Beliefs of Vietnam | 3 | 3 | 0 | 0 | 45 |  |
| 126026 | History of world civilization | 2 | 2 | 0 | 0 | 30 |  |
| 100002 | Basic Marketing | 2 | 1 | 0 | 1 | 45 |  |
| 100003 | Fundamentals of Management | 3 | 3 | 0 | 0 | 45 |  |
| 126018 | Psychology and the art of communication and behavior in tourism business | 3 | 3 | 0 | 0 | 45 |  |
| 126022 | Introduction to tourism | 3 | 3 | 0 | 0 | 45 |  |
| 126002 | Geographic of tourism | 3 | 3 | 0 | 0 | 45 |  |
| 126005 | Tourism Economics | 3 | 3 | 0 | 0 | 45 |  |
| **TỔNG CỘNG** | **28** | **27** | **0** | **1** | **435** |  |

###

### 6.3.2 Group of specialized subjects

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Code** | **Subject**  | **Number of credits**  | **Number of episodes**  | **Notes** |
| **Total credits** | **Theory** | **Practise** | **Assignments** |
| 126001 | English for Tourism | 2 | 1 | 0 | 1 | 45 |  |
| 126003 | Sustainable tourism | 3 | 3 | 0 | 0 | 45 |  |
| 126004 | Start-ups and applications | 2 | 1 | 0 | 1 | 45 |  |
| 126006 | Game skills and first aid | 2 | 1 | 0 | 1 | 45 |  |
| 126007 | The Tourism Law | 2 | 1 | 0 | 1 | 45 |  |
| 126008 | Marketing in Tourism | 3 | 3 | 0 | 0 | 45 |  |
| 126009 | Tourism Guideline | 3 | 3 | 0 | 0 | 45 |  |
| 126010 | Restaurant - hotel operations | 3 | 3 | 0 | 0 | 45 |  |
| 125048 | Research Methodology | 2 | 1 | 0 | 1 | 45 |  |
| 126013 | Tourism Project Management | 3 | 3 | 0 | 0 | 45 |  |
| 126014 | Hotel Operations Management | 3 | 3 | 0 | 0 | 45 |  |
| 126015 | Restaurant Operations Management | 3 | 3 | 0 | 0 | 45 |  |
| 126016 | Travel Business Management | 3 | 3 | 0 | 0 | 45 |  |
| 126019 | Tour design and operation | 3 | 3 | 0 | 0 | 45 |  |
| 126020 | Application statistics in tourism | 2 | 2 | 0 | 0 | 30 |  |
| 126021 | Applied Informatics In Travel | 2 | 2 | 0 | 0 | 30 |  |
| 126023 | Itineraries and Destinations | 3 | 3 | 0 | 0 | 45 |  |
| **Electives** |   |   |   |   |   |   |
| 126027 | Korean for Tourism 1 | 2 | 1 | 0 | 1 | 45 |  |
| 126031 | Japanese for Tourism 1 |
| 126012 | Multicultural Management | 2 | 1 | 0 | 1 | 45 |  |
| 126035 | Cuisine culture |
| 126028 | Korean for Tourism 2 | 2 | 1 | 0 | 1 | 45 |  |
| 126032 | Japanese for Tourism 2 |
| 125021 | Human Resource Management | 2 | 1 | 0 | 1 | 45 |  |
| 125022 | Risk Management |
| 126029 | Korean for Tourism 3 | 2 | 1 | 0 | 1 | 45 |  |
| 126033 | Japanese for Tourism 3 |
| 126011 | Sales management in tourism | 2 | 1 | 0 | 1 | 45 |  |
| 100010 | Tax |
| 126030 | Korean for Tourism 4 | 2 | 1 | 0 | 1 | 45 |  |
| 126034 | Japanese for Tourism 4 |
| 126017 | Event and festival Management | 2 | 1 | 0 | 1 | 45 |  |
| 126038 | Protection of tourism environment |
| **TOTAL** | **60** | **47** | **0** | **13** | **1095** |  |

## 6.4 Graduate knowledge block

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Code** | **Subjects** | **Number of credits**  | **Number of episodes**  | **Notes** |
| **Total of credit** | **Theory** | **Practise** | **Assignments** |
| 66666 | Graduate internship report | 10 | 10 | 0 | 0 | 150 |  |
| **Total** | **10** | **10** | **0** | **0** | **150** |  |

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# 7. TRAINING PLAN

The training program is developed according to the regulations of the Ministry of Education and Training and Lac Hong University. The curriculum is built on a credit system, each academic year is divided into 2 main semesters. In the first year, students will study modules of general knowledge and industry foundations, intensive modules on tourism and Travel management will be taught in the next 2 years and students participate in graduate internships/graduation theses in the final semester.

## Diagram of the relationship of learning order between subjects

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Semester 1 (19 credits)** | **Semester 2 (20 credits)** | **Semester 3 (credits)** | **Semester 4 (18 credits)** | **HK5 (21TC)** |
| 102002 1(0,0,1)Physical Education 100000 4(0,4,0)Defense Education | 102003 1(0,0,1)Physical Education 2 | 102004 1(0,0,1)Physical Education 3 | 126004 2(1,0,1)Start-up and application in tourism126008 2(1,0,1)Marketing in Tourism102037 2(1,1,0)Statistical probability theory102014 3(2,1,0)General Informatics 102006 2(2,0,0)General legislation | 102001 3(3,0,0)Revolutionary line of the Communist Party of Vietnam |
| 125060 3(3,0,0)Economics | 126026 2(2,0,0)History of world civilization | 126014 2(1,0,1) Accommodation service business Management126002 2(1,0,1)Tourism geography | 126013 2(1,0,1)Tourism Project Management126005 2(1,0,1)Tourism economy126007 2(1,0,1)Tourism Law 102033 2(2,0,0)Ho Chi Minh Thought |  |
| 102005 5(4,0,1)Basic principles of Mac-LeNin126016 3(3,0,0)TOURISM Business Administration126022 3(3,0,0)TOURISM overview |  | 126021 2(2,0,0)Informatics applied in tourism |  |  |
|  |  | 126018 2(1,0,1)Psychology and the art of communication and behavior in tourism business125048 2(1,0,1)Scientific research methodology100002 2(1,0,1)Basic Marketing |  |  126010 3(3,0,0)Restaurant - hotel operations126006 2(1,0,1)Game skills and first aid |
|  |  | 126025 3(3,0,0)Festivals - Customs - Beliefs of Vietnam 2(1,0,1)Electives100003 3(3,0,0)Fundamentals of Management |  |  |
|   |  |  |  | 126020 2(2,0,0)Application statistics in tourism 2(1,0,1)Electives126024 3(3,0,0)Vietnamese Cultural Foundations 2(1,0,1)Electives |
| 102055 2(2,0,0)English 1 | 126003 2(1,0,1)Sustainable tourism | 102057 2(1,0,1)English 3 |  2(1,0,1)Electives 2(1,0,1)Electives102058 2(1,0,1)English 4 |  2(1,0,1)Electives102059 2(1,0,1)English 5 |
|  | 102056 2(1,0,1)English 2 |  |  |  |
| **Semester 6 (17 Credits)** | **Semester 7 (10 Credits)** | **ELECTIVE** | **ELECTIVE (Continnue)** |
| 126001 2(1,0,1)English for tourism | 66666 10(10,0,0)Graduate | **SEMESTER 5 ELECTIVES****Choose 2/6 credits**126029 2(1,0,1)Korean for Tourism 3126033 2(1,0,1)Japanese for Tourism 3125021 2(1,0,1)Human Resource Management125022 2(1,0,1) Risks and Depressions Management**SEMESTER 3 ELECTIVES** **Choose 2/6 credits**126027 2(1,0,1)Korean for Tourism 1126031 2(1,0,1)Japanese for Tourism 1126012 2(1,0,1)Multicultural Management126035 2(1,0,1)Food culture |     |
| 126009 3(3,0,0)Tour guiding profession |  |  |
| 126019 2(1,0,1)Tour design and operation |  |  |
| 126015 2(1,0,1)Restaurant Operations Management |  |  |
| 126023 2(1,0,1)Itineraries and Destinations |  | **SEMESTER 6 ELECTIVES** **Choose 2/6 credits**126030 2(1,0,1)Korean for Tourism 4126034 2(1,0,1)Japanese for Tourism 4126017 2(1,0,1)Event and festival management126038 2(1,0,1)Protection of tourism environment**SEMESTER 4 ELECTIVES** **Choose 2/6 credits**126028 2(1,0,1)Korean for Tourism 2126032 2(1,0,1)Japanese for Tourism 2126011 2(1,0,1) Sales Management in tourism100010 2(1,0,1)Tax |
|   2(1,0,1)Elective 1 |  |  |
|  2(1,0,1)Elective 1 |  |  |  |
| 102060 2(1,0,1)English 6 |  |  |

# 8. GRADUATION REQUIREMENTS

Eligible students are considered for graduation upon completion of the following requirements:

1. Level 3 diploma (latest notarized photo).

2. Complete the required number of TCs (no longer owed any TC).

3. Have 2 certificates of Physical Education and National Defense Education as prescribed by the Ministry.

4. Have Certificates B in Informatics and B in Foreign Languages as prescribed by the University.

5. Have sufficient certificates of Soft Skills as prescribed by the University.

# 9. BRIEF DESCRIPTION OF MODULES

**125060 – ECONOMICS**

Economics aims at the problem of meeting infinite human needs in conditions of scarce resources. The course consists of 2 parts, (1) Microeconomics aimed at the problems of individual consumers and producers; (2) Macroeconomics deals with general problems of the national economy. Through this subject, learners can understand the basic concepts of economics such as the law of supply and demand, market mechanisms, consumer choice, producer behavior, inflation, unemployment, economic cycles, financial and monetary systems as well as macroeconomic policies of the country. In addition, students are also equipped with a number of skills and theoretical applications in analysis as a basis for studying other subjects.

**100002 – BASIC MARKETING**

Marketing basics are taught to provide basic knowledge in the art of Marketing to customers, identify their customers and propose solutions to bring the highest satisfaction to customers.

Marketing basics provide students with basic knowledge about Marketing principles and their application in business practice including:

The basics of the art of marketing.

Environmental factors impact customer shopping behavior.

The elements are in the marketing mix.

Solve problems in the Marketing system.

**100003 – FUNDAMENTALS MANAGEMENT**

Fundamentals Management include basic knowledge of the process of organizing and coordinating the effective activities of individuals in the organization in order to achieve the common goals of the whole organization in the fluctuating conditions of the socio-economic environment. The course content includes major issues: General issues: Introduction to the concepts and roles of governance as well as the history of the formation of governance. Distinguish the effectiveness and results of governance, and outline management approaches based on the theory and practice of management. Scientific foundations of governance: management theories, principles and methods of governance, information and management decisions. Management functions such as planning, organizing, coordinating, checking, adjusting and some issues of modern governance in the 21st century, portraits of managers & management experiences of companies and enterprises in the country and in the world

A number of applications of management theory are being implemented & effectively applied in enterprises and companies of Vietnam aviation industry, and companies, airlines, airports - airports of advanced countries in the world.

**126024 – INTRODUCTION TO VIETNAM CULTURE**

The Vietnamese Culture course is for students of the Oriental Faculty and tourism-related disciplines, aiming to present the basic characteristics, the laws of formation and development of a specific culture. Introduction to Viet Nam Culture are equipped with basic understanding of Vietnamese national culture. So that after graduation, students can consciously participate in the preservation and development of national culture.

**126026 – THE HISTORY OF WORLD CIVILIZATION**

History of World Civilization is part of the social science curriculum for all students working in the service industry. The study of the history of civilization is a way of marking the level of development of human understanding. Thereby, human nature is also confirmed. Because, only human beings, after having developed to a certain extent, are capable of learning about themselves and social life.

**126022 – INTRODUCTION TO TOURISM**

Introduction to tourism is an important subject to equip learners with the most basic general knowledge about issues related to the history of formation and development of the tourism industry in the world as well as in Vietnam.

**126025 – FESTIVALS – CUSTOMS – BELIEFS OF VIETNAM**

Vietnamese Customs – Beliefs – Festivals equips in-depth knowledge about Vietnamese customs – beliefs and traditional festivals. So that after graduation, students can consciously participate in the preservation and development of national culture, and at the same time help students generalize as well as write presentations introducing Vietnamese culture to tourists.

**126018 – PSYCHOLOGY AND THE ART OF COMMUNICATION IN TOURISM**

Psychology and the art of communication and behavior in tourism are important subjects to equip learners with some general knowledge about the arising and development process as well as the mechanism of psychological formation, psychological phenomena of tourists in the process of tourism, principles of conduct and communication in tourism.

**126002 – GEOGRAPHIC OF TOURISM**

Geographic of tourism is a subject whose task is to provide basic knowledge about tourism, the process of formation and development of the tourism industry, conditions for tourism development, the organization of tourist territory, tourism zoning and tourist areas in Vietnam.

**126005 – TOURISM ECONOMICS**

The course provides students with basic content about tourism such as the concepts of tourism, the history of the formation and development of tourism, the conditions affecting human TOURISM activities as well as human business activities, conditions for tourism development, tourism seasonality and factors such as material and technical bases, people, assessment of economic efficiency of tourism enterprises.

**125048 – RESEARCH METHODOLOGY**

The subject provides basic knowledge of science and scientific research, Research Methodology. How secondary and primary data are collected. How secondary and primary data are processed in research. How to present reports on scientific research results.

**126021 – APPLIED INFORMATICS IN TOURISM**

The course provides basic knowledge of applying advanced SPSS, Excel statistical software in the study of tourism, service and TOURISM issues. Write explanations of results and give policy implications from the results of research applications in tourism, services and Travel Management.

**126020 – STATISTICS APPLIED IN TOURISM**

The course of applied statistics in tourism, services and TOURISM equips students with knowledge of:

- System of statistical professional steps to serve the requirements of collecting, processing and analyzing data in tourism, services and TOURISM.

- Provide a system of statistical methods to collect initial information, process collected information, analyze and predict phenomena for all purposes of using information in tourism, service and Travel Management.

- Introduce software as data processing tools on the theoretical basis of methods to know how to exploit calculation tools and read calculation results from tools.

**126003 – SUSTAINABLE TOURISM**

It is a module of the industry knowledge in the training program in Tourism and Travel Management. Includes: overview of sustainable tourism; principles and policies for sustainable tourism development; assess the sustainability of tourism; sustainable development of some types of tourism.

**126012 – MULTICULTURAL MANAGEMENT**

The module equips knowledge of culture, multicultural management, cultural aspects and its influence on tourism service business; equip knowledge about the organizational culture of enterprises and differences in tourism business culture, about communication and negotiation cultures, differences in communication and negotiation across different cultures; equip knowledge and skills to overcome cultural differences in the tourism service business environment.

**126027 – KOREAN FOR TOURISM 1**

This module will provide students with knowledge about the Hangeul alphabet, how to put together letters, and write letters in the right order. At the end of module 1, students must master the alphabet, how to match letters and be equipped with about 60 new vocabulary. During the learning process, students learn integrated skills, listening comprehension and conversation, helping students practice and develop basic language skills to be qualified to continue studying the next Korean language programs.

**126031 - JAPANESE FOR TOURISM 1**

The module consists of the Kana alphabet and 3 lessons (from lesson 1-lesson 3) of Minna no nihongo shokyu I. Each lesson is a real communication situation in Japan, so through the lesson, students can understand how to communicate with Japanese people; use vocabulary in the lesson to greet Japanese people.

**126035 – CUISINE CULTURE**

Cuisine culture is a subject whose task is to provide general knowledge about the culture and culinary culture of Vietnam and some countries in the world. This knowledge is applied to menu development as well as in catering organizations in tourism

**126008 – MARKETING IN TOURISM**

Marketing in Tourism is taught to provide in-depth knowledge in the art of marketing to tourists, identify their customers and devise strategies to bring the highest satisfaction to customers.

**125021– HUMAN RESOURCE MANAGEMENT**

Human Resource Management provides students with basic knowledge about roles, functions, major activities of human resource management and industrial relations in organizations.

**126013 – TOURISM PROJECT MANAGEMENT**

The course provides students with the basic concepts of tourism project management: methods of building a budget, appraising tourism projects, managing tourism projects over time, balancing resources when implementing tourism projects,... thereby recognizing the importance of project management in the tourism industry and knowing how to apply subject knowledge to work and life.

**126007 – THE TOURISM LAW**

The Tourism Law is a specialized legal science. The Law on Tourism studies basic and necessary regulations on rights and obligations of entities in tourism activities, types of tourism business, tourism promotion and tourism cooperation, administrative violations in the field of tourism and penalties for administrative violations in the field of tourism.

**126028 – KOREAN FOR TOURISM 2**

This module will provide students with basic grammar samples at the beginner level and vocabulary related to daily life such as family, eating, sleeping, etc. During the learning process, students learn integrated skills, listening comprehension and conversation, helping students practice and develop basic language skills to be qualified to continue studying the next Korean language programs.

**126032 - JAPANESE FOR TOURISM 2**

The course helps students read Japanese and know how to greet and introduce themselves. Know how to use verbs and write sentences in Japanese. Each lesson is a real communication situation in Japan, so through the lesson, students can understand how to communicate with Japanese people; use vocabulary in the lesson to greet Japanese people.

**125022 – RISK MANAGEMENT**

Risk is a problem that occurs in everything from business activities to activities in daily life. Risk management is an indispensable action for businesses, helping their operations to be maintained, stable and minimize possible risks. Risk management course presents issues such as: risk identification, risk measurement, risk control, risk financing to help learners classify risks and minimize financial, price and investment risks.

**126004 – START-UPS AND APPLICATIONS**

The subject equips knowledge and skills of entrepreneurship and application for university students in business administration: Business environment, qualities and skills required of business owners; methods of selecting business ideas, basic contents of Start-ups and applications business plans; Implement business activities from theory to practice, while assessing the responsibilities and common risks of starting a business.

**126014 – HOTEL OPERATIONS MANAGEMENT**

Overview of hotel business, Material and technical facilities and hotel construction investment process. Organization of the apparatus of the hotel. Organization of hotel accommodation business. Marketing in the hotel business. Manage hotel service quality. Organization of resort business activities. Hotel Human Resource Management. Analyze the hotel's business and financial results.

**126016 – TRAVEL BUSINESS MANAGEMENT**

Travel Business Management is the study of management methods and administration of TOURISM enterprises. Management methods operate the enterprise as well as identify problems and methods of solving in the process of enterprise management.

**126011 – SALES MANAGEMENT IN TOURISM**

It is a module of specialized knowledge in the training program in Tourism and Travel Management. Includes an overview of sales and sales management; sales skills and large customer mode management; sales planning; organization of places of sale; sales control; customer care and after-sales service.

**126010 – RESTAURANT AND HOTEL OPERATIONS**

Restaurant and Hotel Operations is a subject that guides students with basic skills in the restaurant – hotel industry such as receptionist, waitress, chamber work, supervisory profession.

**126006 – GAME SKILLS AND FIRST AID**

Cheerleading is an extremely necessary skill for students, especially TOURISM students. The subject forms students with humor, charming communication, knows how to organize games to bring a fun and comfortable atmosphere to visitors, is more confident in communication, ability to speak, explain and master a problem in question, ability to solve common basic situations when leading tours...

**126029 – KOREAN FOR TOURISM 3**

This module will provide students with basic grammar samples at the beginner level and vocabulary related to daily life such as shopping, commuting to use public transport, making phone calls... During the learning process, students learn integrated skills, listening comprehension and conversation, helping students practice and develop basic language skills to be qualified to continue studying the next Korean language programs.

**126033 - JAPANESE FOR TOURISM 3**

The module consists of 4 lessons (from lessons 8-11) of the curriculum みんなの日本語初級I (*Minna no Nihongo Shokyu I*) focusing on the classification of adjectives, word count, words indicating duration, tense variations, forms of adjectives, structures expressing the attitude of love, hate, good, bad things, how to count the number of people, objects by type.

In each lesson, students are explained new grammar points, then practiced and applied in practice through many forms such as Q&A with teachers, conversations with classmates, Japanese-Vietnamese, Vietnamese-Japanese translation, reading comprehension and answering questions...

**100010 – TAX**

## Taxation is a subject for students of economics with basic theoretical knowledge of public finance and taxation; Vietnam tax system: Concepts, characteristics, taxable objects, taxpayers, bases and methods of tax calculation, registration, declaration, payment, exemption, reduction, refund, arrears and payment procedures of current Vietnamese tax laws

**126001 – ENGLISH FOR TOURISM**

English for Tourism is a necessary subject for students in the field of tourism services – TOURISM, passionate about tourism. The course helps students to promote the image of Vietnam to international tourists and friends. After completing the course, students can communicate and proficiently use listening, speaking, reading and writing skills in the work of a professional tour guide in domestic and foreign tours.

**126009 – TOURISM GUIDELINE**

This course helps students understand the requirements of a tour guide, the concepts, processes and methods of tour guidance, how to solve real-life situations that arise.

In addition, this subject helps students practice guiding visitors at different types of attractions, be more confident in communication, ability to speak, explain and master a talking problem, be able to solve common basic situations when leading tours...

**126019 – TOUR DESIGN AND OPERATION**

##  The module equips learners with basic contents about the organization and operation of TOURISM agencies; knowledge and skills in tour design and organization, tour pricing methods, tour marketing and sales, organization and performance and the work of a tour operator

**126017 – EVENT AND FESTIVAL MANAGEMENT**

Event and festival management is a subject whose task is to provide knowledge about types of tourism, events and conferences, festivals, types of management organizations implementing this type of service. Customer service process for each type of service for each type of customer and stimulates the reuse of services by customers.

**126015 – RESTAURANT OPERATIONS MANAGEMENT**

It is a compulsory module of industry knowledge in the training program in Tourism and Travel Management. Includes contents on restaurant management, labor management and equipment at the restaurant; menu plan; manage service activities in restaurants and banquet rooms of the hotel.

**126023 – ITINERARIES AND DESTINATIONS**

Tourist destination route is a subject whose task is to provide basic knowledge about natural conditions and natural resources in order to develop tourism in our country, tourist spots and tourist routes in tourist areas with typical tourism products and directions for exploitation in Vietnam.

**126030 – KOREAN FOR TOURISM 4**

This module will provide students with basic grammar samples at intermediate level and vocabulary related to daily life such as seasons, weather, phone calls, hobbies... In addition to vocabulary and grammar, students learn integrated skills, listening comprehension and conversation, to help students enjoy practicing and developing listening and speaking skills to be able to communicate with Korean tourists.

**126034 - JAPANESE FOR TOURISM 4**

 The four-lesson module (from lessons 12-16) of the みんなの日本語初級I (*Minna no Nihongo Shokyu I*) curriculum focuses on classification, conjugation, and comparison of adjectives; introduce sentence structure, purpose, physical introduction, and usage; introduction of permission sentence pattern, prohibition sentence structure; introduction of ability sentence structure, hobby; Introduce sentence structure linking verbs, adjectives. In each lesson, students are explained new grammar points, then practiced and applied in practice through many forms such as Q&A with teachers, conversations with classmates, Japanese-Vietnamese, Vietnamese-Japanese translation, reading comprehension and answering questions...

**126038 – PROTECTING THE TOURISM ENVIRONMENT**

Tourism environmental protection is a subject whose task is to provide basic knowledge about the tourism environment and environment, the importance of environmental protection in tourism. At the same time, it offers solutions to develop sustainable tourism.

**Graduation thesis:** *Includes: Scientific research report and graduate internship report*.

 Scientific research is a social activity, directed at finding things that science does not know: or discovering the nature of things, developing scientific awareness of the world; or invent new methods and technological means to transform the world,... Then write articles and report to the Faculty Council about the knowledge, skills and recommendations learned during the research and internship process, while also showing the attitude of students when approaching the job and recommending solving practical problems.

 Graduate internship report is the student's participation in internship activities at tourism enterprises, restaurants – hotels, services, media, Travel Management agencies to access practical activities at the units. After 5 months of internship, students will summarize the basic information of the respective unit, then write articles and report to the lecturers about the knowledge and skills learned during the internship, and also show the attitude of students when approaching real work.

**10. FEATURES OF THE PROGRAM**

This program is implemented according to active, learner-centered teaching methods, typical methods: Thinking skills strategies to motivate students to develop creative ideas, case study methods, ... In addition, the training program also strongly uses the form of presentation, with guests being entrepreneurs, managers, successful alumni .. so that students can have practical lessons.

 At the same time, in the training program, regular use of presentation methods to enhance presentation skills, guiding skills, communication skills, teamwork skills, critical thinking skills ... for students. Students of the program also participate in a variety of practical activities through training sessions in the first year, second year and final internship.

Especially, to promote entrepreneurship and entrepreneurship. The curriculum also develops teaching and learning activities through the development of business projects for students.

**11. PROCESS POINT**

 With the use of a variety of teaching and learning strategies, the bachelor's program in Tourism and Travel Management also uses a corresponding diversity of assessment methods. For each module, students are assessed throughout the process through presentations, presentations, individual exercises, group exercises, essays or essays, oral questions, multiple choice tests... The assessment process is rigorous and follows evaluation criteria to ensure fairness for all students.

 The school uses a scoring system to evaluate students as follows: A scale of 10 is used to evaluate modules including component points: process score (30%), self-study score (30%) and module final score (40%) (essay test, multiple choice, thematic report, practice...). The module score is equal to the sum of the component points multiplied by the corresponding weight. Students must achieve a score of 4/10 in all subjects.

**12. DATE OF ISSUE AND CORRECTION**

Issued date: May 5/2019